THE ESSENTIALS OF LOBBYING
THE LEGISLATIVE PROCESS
3 BRANCHES of U.S. GOVERNMENT

Constitution (provided a separation of powers)

- Legislative (makes laws)
  - Congress
    - Senate
    - House of Representatives
- Executive (carries out laws)
  - President
  - Vice President
  - Cabinet
- Judicial (evaluates laws)
  - Supreme Court
  - Other Federal Courts
Episode 9

How a Bill Becomes a Law

Thought Cafe

0:48 / 7:00

CC
HOW A BILL BECOMES A LAW
U.S. CONGRESS

Idea for a bill
A bill is written & sponsored
Committee debate
Calendared for vote
House members vote
HOW A BILL BECOMES A LAW
U.S. CONGRESS

Assigned to Senate Committee
Conference Committee - House & Senate
Senate votes
Final Approval
President signs into law
NORTH CAROLINA GENERAL ASSEMBLY

- General Assembly
- 2 Houses: Senate & House of Representatives
  - Senate: 50 members
  - House: 120 members
- Regular session: odd-numbered years
- Short session: even-numbered years
WHAT ARE WE UP AGAINST?

CHALLENGES AHEAD
PROCEDURAL CHALLENGES

- Presidential veto or pocket veto
- Speaker refuses to assign the bill to a committee
- Committee refuses to hold a vote on the bill
- House/Senate sends the bill back to committee
- House/Senate sends the bill back to committee
- House & Senate can’t come to agreement on the bill
- Filibuster!
- House & Senate votes the bill down
- Rules Committee
- Bill doesn’t pass the committee vote
- Bill passes committee, the House/Senate refuses to hold a vote on it
ALEC: AMERICAN LEGISLATIVE EXCHANGE COUNCIL

ALEC brings together corporate leaders and state legislators who meet behind closed doors to draft model legislation that legislative members then seek to have adopted in their state capitals.
THE POWER OF CITIZEN LOBBYING
STEP 1: PREPARE, PREPARE, PREPARE

- Do your homework
- Practice your message
- Know your opposition’s message
- Review & assign roles
  - Facilitator
  - Storyteller(s)
  - Policy Expert
  - The Request Maker
- Bring supportive materials
STEP 2: POWER MAPPING

Power Map

- **Decisive decision making power or influence** (10)
- **Active participant in decision-making** (8)
- **Power to have major influence on decision-making** (6)
- **Taken into account** (4)
- **Barely on radar** (2)

**Amount of Power**

**Position or Perspective on our Agenda**

Die Hard - Active Support - Inclined Towards - Inclined Against - Active Against - Die Hard Against
STEP 3: THE LOBBY CONVERSATION

1. Introduction
2. Information
3. Humanize
4. Ask

Billy Moan, AT&T Mobility
Massachusetts

Sen. Elizabeth Warren
Massachusetts
STEP 3: THE LOBBY CONVERSATION cont.

**DO**

- Stay on topic.
- Be friendly and say thank you.
- Appeal to self-interest.
- Be clear and concise.
- Take notes.

**DON’T**

- Don’t try to talk about too many different issues.
- Don’t be afraid to say “I don’t know.”
- Don’t argue with legislators.
- Don’t forget your ask!
STEP 4: FOLLOW UP

✔ Evaluate with your team
✔ Fill out a “Lobby Visit Form”
✔ Send a “Thank You” email, attach supporting materials
✔ Decide next steps
CWA STRONG!