

Steps to Prepare for Your State Lobby Day

STEP 1 Schedule Your Lobby Visit

The first step in planning your lobby day is scheduling the day for your meetings, and then requesting meetings from your elected representatives. Since members' schedules often fill up quickly, it's best to contact them as soon as possible.

Here's how to schedule your visit:

- Find your state Assembly Member/ Representative and State Senator.
- Send them a meeting request by email.
- Follow-up on your invitation by calling the scheduler in your representative's office.

STEP 2 Recruit Your Industry Colleagues to Participate

Recruit your state's MBA members and MAA members to participate by getting the word out in-person and via email. For additional assistance, please contact maa@mba.org.



STEP 3 Prepare and Practice for Your Visit

Do Your Homework

Check to see if your Assembly Member/ Representative and Senator have supported or opposed key industry legislation in the current or previous legislative sessions. If they have voted in favor of industry-supported legislation, be sure to thank them during your visit. If they have not, respectfully disagree with them, explain why, and ask them for their support in the future.

Hold a Pre-Lobby Day Conference Call

Set up a conference call a week or two before your meeting for everyone participating on the lobbying visits to get on the same page. MBA is happy to help discuss relevant policy issues; contact maa@mba.org if you would like MBA staff to join the call.

Confirm

You should confirm your meeting with the member's office a couple days before your visit. At that time, you could start a discussion of future contact or a meeting with the representative's staff in order to follow up on the member's commitments.

STEP 4 Conduct Your Meeting

You Should

- Ask to see the member or staff person with whom your appointment has been made.
- Be prompt, but be prepared to wait.
- Introduce yourself, even if you have met the member before, and pass along any personal news from the district.
- Get to the purpose of your visit quickly. Tell the member why you are there and what legislative action you want the member to take.
- Discuss a limited number of issues. Be honest, brief and factual.
- Leave detailed information for the member or staff.
- Always be polite and pleasant regardless of the circumstances.
- Offer to be of assistance.
- Thank the member for any past support of industry-supported legislation as well as for their valuable time.

STEP 5 Follow-Up

- Set up a time with a specific staff contact to follow-up on commitments your representative made during the meeting.
- Write the member and staff person thanking them for their time.

You Should Not

- Be late.
- Be impatient.
- Assume the member will know or remember you.
- Waste a member's time.
- Give the member too much material.
- Underestimate the influence of the staff. The member, who often has insufficient time to focus in great detail on issues, relies upon the staff.
- Be rude, argumentative, and abrasive or make demands.
- Discuss campaign contributions.

