

EFFECTIVE LOBBYING CAMPAIGN



Washington Association
of COUNTY OFFICIALS

WHAT WE WILL COVER

- Defining your legislative priorities and positions
- Planning the course of your campaign
- Engaging the legislature
- Following up after session



LOBBYING

DEFINING YOUR CAMPAIGN

- Identify Your Policy Positions
 - What do you both generally and in particular support or oppose?
 - How does your policy position interact with current RCW or WAC?
- Identify Your Longer-Term Policy Goals
 - Define your timeline for achieving any policy goals
 - Define your specific legislative ask(s) that advance these goals

DEFINING YOUR CAMPAIGN

- Identify Your Team
 - Assign roles/authority for key decision points
 - Consider time restraints and emergency decisions
 - Ensure membership supports democratic process and representation
- Create a defined information sharing channel
 - Avoid being lost in the sea of noise

DEFINING YOUR CAMPAIGN

- Identify Potential Stakeholders
 - Identify both stakeholders who may support or oppose your position
 - Stakeholders may not be your traditional audience
 - Seek out opportunities to engage with the community to build relationships
 - Identify such opportunities where your local legislators may be present to prioritize the opportunity to build bridges with both your community and its legislative representation
 - Engage and meet with stakeholders during the interim prior to session to try to avoid any mid-session surprises
 - Be transparent in your end goal – often the end goal is not an issue with a particular stakeholder, but the method on getting there

PLANNING THE COURSE OF YOUR CAMPAIGN

- Use the interim
 - Vet your ask
 - Meet with your stakeholders
 - Discuss your policy goals with legislators
- Be transparent in your communication
- Revisit your legislative ask(s) and redefine as needed based on the feedback from stakeholders, legislators, and your colleagues

ENGAGING THE LEGISLATURE

- “Unblock the canal” – keeping the lines of communication open and free of obstruction
- Use the pacing of the legislative “system” to your advantage
- Social capital – view your interactions as an investment, and be aware of potential risks to your portfolio

ENGAGING THE LEGISLATURE

Time with your legislator is often brief, even during the interim, so it is important that you make the most of it!

- Be concise. Plan on what you want to say in advance
- Stories are best illustrated in terms of impacts to constituents, not impacts to government
- Legislators do not always have time to read large packets, keep your materials short
- Offer to provide more detail to staff
- Don't try to cover too much, 3-5 issues at most
- Ask for clear commitments to work your issue

FOLLOWING UP AFTER SESSION

- Closing the loop
- Reflect on successes and shortcomings of session
- Plan on how to enact changes in policies
- Plant the seeds for further relationship development with stakeholders and legislators