LOBBYIST

What society thinks I do

What my mom thinks I do

What politicians think I do

What clients think I do

What I think I do

What I really do
Introduction to Lobbying

• Lobbying is an activity to reach a small number of key decision makers on a specific issue.

• Lobbying can be used to achieve a number of legislative aims, including:
  – Introduction of legislation
  – Improvement of legislation
  – Enforcement of existing legislation
  – Any combination of the above
“If you are not at the table, you are on the menu”

• Annually, over 4,000 bills are introduced by state legislators in Michigan
  – 2/3rd of which affect local government in some manner

• How can you leverage power so that the voices of Michigan’s mayors and village presidents are heard?
Working with your Association

• Your position makes you valuable

• Access to people and information
  – Local elected officials
  – Local business members
  – Local education groups, unions, or other associations
The ABC’s of Lobbying

✓ Accurate
✓ Brief
✓ Connections
Building a Relationship

- Coffee hours
- Regular communication
- Invite them in
- Get to know their staff
- Engage them
Ways to Engage

• Provide them space
  – Offer coffee hours or a column in newsletter

• Provide them opportunity
  – Ask them to come to council meetings, ribbon cuttings, award ceremonies, etc..

• Publically praise them
  – Letters to the editor, Op-Ed pieces on legislation
I’m happy to answer your questions!

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