

MIDWEST

S T R A T E G Y G R O U P



Lobbying 101

All Politics Are Local

LOBBYIST



What society thinks I do



What my mom thinks I do



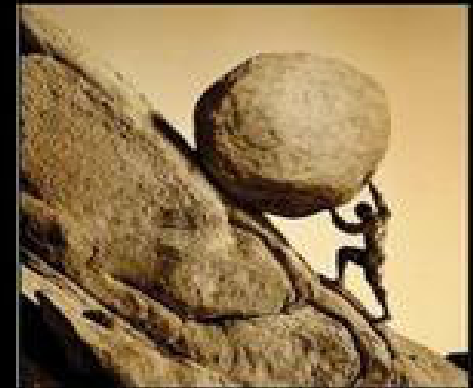
What politicians think I do



What clients think I do



What I think I do



What I really do

quickmeme.com

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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