



Kim's Top 10 Tips (and 3 rules) to Maximize YOUR Legislative Advocacy

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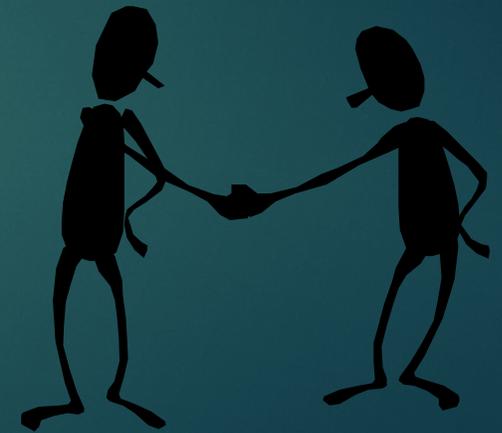


Effective Legislation and
Legislators...

NEED *input*

Defined:

"Lobbying" is a broad term but it is simple:
Persuading political decision makers.



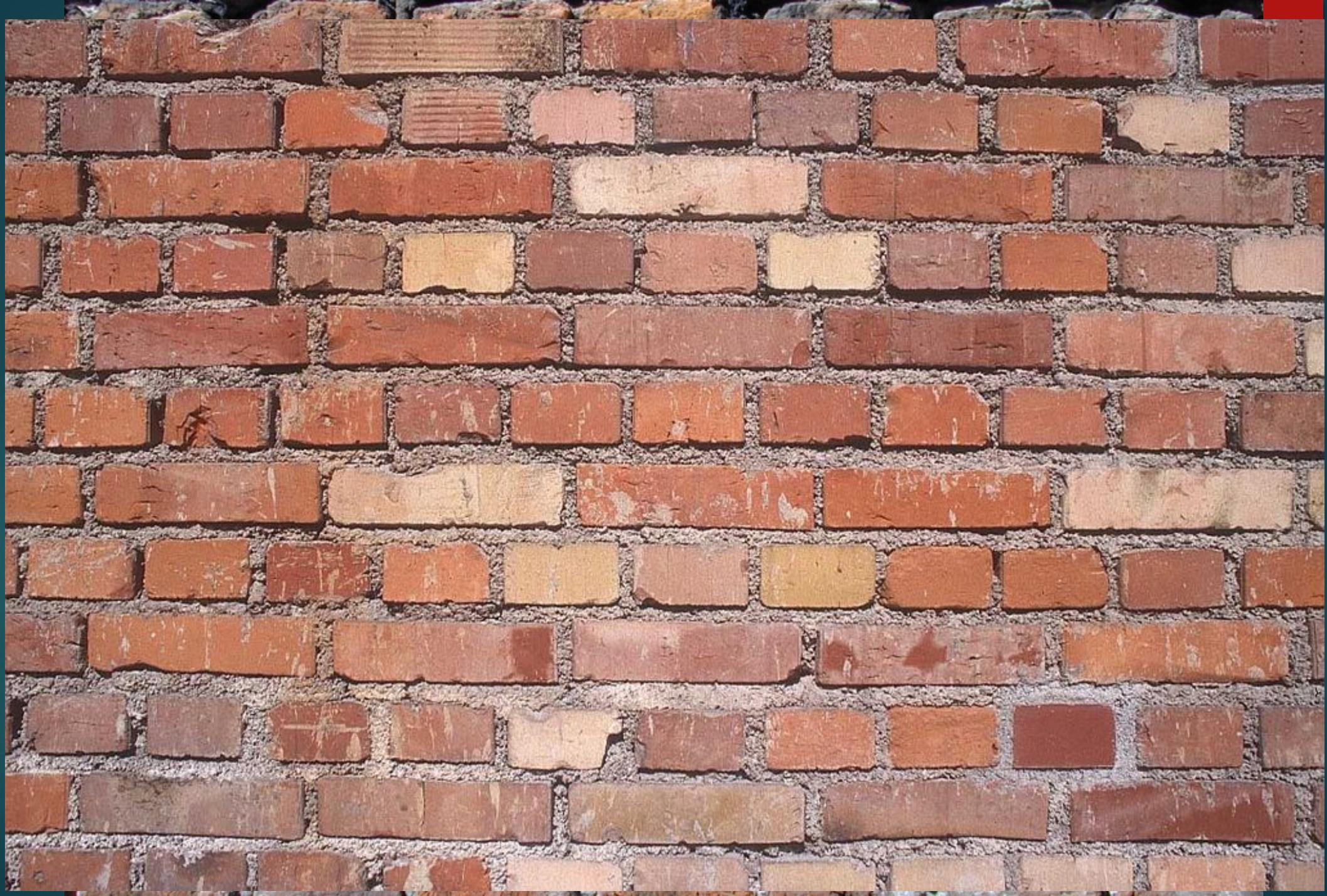
Lobbyists have some bad apples...



- ▶ Just like there are bad:
 - Financial Planners
 - Jewelers
 - Contractors
 - Stock Market Brokers
 - Car Sales
 - Bankers
 - And, of course, Attorneys.

Example

- You and your neighbor, BOB, don't see eye to eye on ANYTHING!
- Bob wants to build a new building in his backyard-4 stories high and as big as the yard.



Example

- You think that's a bad idea-
 - it will decrease YOUR property value
 - and your view AND
 - violates the building code.
- You know Bob is talking to City Council members....and asking each of them to vote for a variance so he can build the building.

Example

- ▶ Bob is lobbying....
- ▶ Do you only want Bob to be heard? NO?????
- ▶ Then you need to speak up-and you are lobbying.



▶ What happens to a SQUEAKY WHEEL???

What's it all about?

Visibility



Kim's
Top 10
Legislative Advocacy
Tips



Tip Number 10:

Invest in the future

At least **six times a year**, take 10 minutes of your time to contact a lawmaker by letter, phone, e-mail, office visit, etc.

That will make you **more active** than 99.9 percent of all citizens and therefore 99.9 percent more legislatively successful.

Remember, lobbying your legislators is a year-round effort.



Tip Number 9:

Be a
good winner
and
good loser



Don't burn bridges. Your adversary on one issue may be your ally on the next big thing.

Don't throw people under "the BUS."

Write a thank-you note to the lawmaker no matter what the outcome.



Tip Number 8:

Educate
(Ouch!)

What better way to describe the importance of an issue to a lawmaker than to **show him or her up close and personal**?

Invite lawmakers to your office or other appropriate locations to put a face on your issue.

Most state lawmakers are not full-time and they value the opportunity to learn more about an issue from an "expert" in the field.

But be careful not to use the word "educate!"





Tip Number 7:

Be flexible



Sometimes you and your lawmaker will have to **compromise**.

Assess what you can realistically achieve now, and work on the rest later.

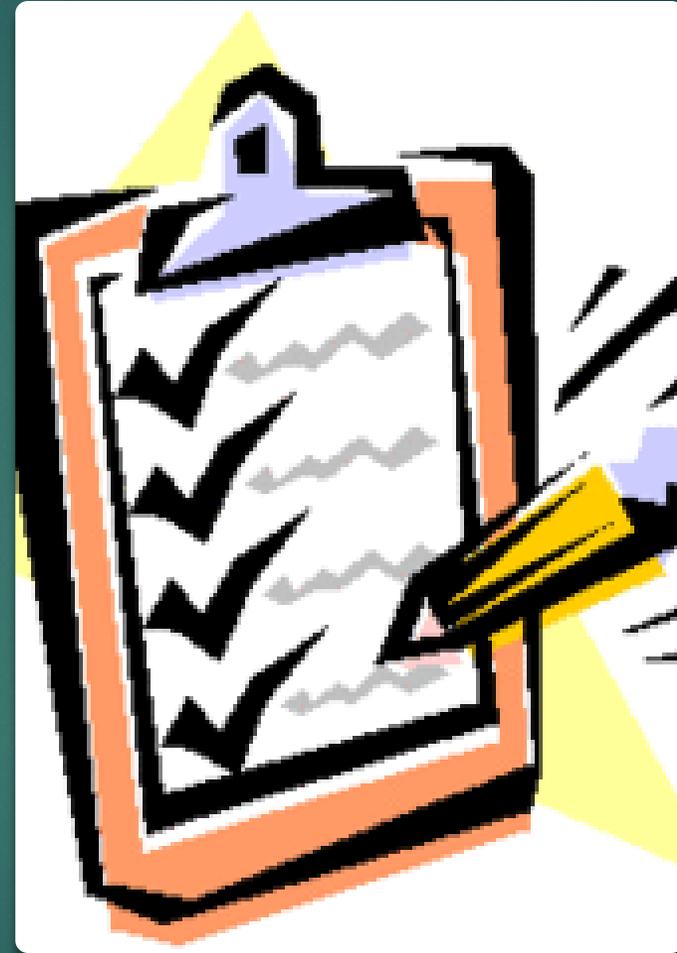
And **be patient**. Sometimes decisions / progress will take months or even years.



Tip Number 6:

Be a
glutton for punishment

The more responsibility and involvement you assume, the more vigorous the commitment and support you can expect from your lawmaker.





Tip Number 5:

**Remember
power in numbers**



There's strength in numbers.
This is true for financial support as
well as for all forms of
communication.

Remind your lawmaker how
many **people** (i.e., votes) in your
organization share your position.

Again, think volume.

But don't overwhelm! This rule
DOESN'T apply to office visits.



Tip Number 4:

Outreach



Go to town halls and other events-or better: HOST ONE.

Drop a **thank you** letter or email in randomly.

Include lawmakers on your mailing list for newsletters AND make sure you are on their mailing lists, as well.



Tip Number 3:

Be nosy

Ask your lawmakers to state their position.

If their position agrees with yours, ask what you can do to strengthen that support and how you can get others to help support them.

If their position is different from yours, ask what information or show of public support is necessary to change that position.





Tip Number 2:

Use examples to
communicate position



Explain the **logic** of your position in straightforward terms— jobs, cost, how many people will be affected, etc.

Always have detailed **information** you can leave behind or send to explain your logic. (It's a "must leave behind" for office visits).

In all communications, be sure to include the bill number and/or name of the legislation or regulation, as well as your name, postal and e-mail addresses, and home and office phone numbers.



Tip Number 1:

**Be an unashamed,
unabashed
clock-watcher**

Don't waste anyone's time.

Get to the point fast, and focus on your issue.

Keep your visit to no longer than 15 minutes; lawmakers will appreciate your consideration for their busy schedules.





Kim's
3 rules
to live by...



Rule Number 1: Assess and Strategize

Assess your success potential

- ▶ There are 3 types of legislators:
 - ▶ Those that will support your cause, issue or legislation.
 - ▶ Those that will oppose you.
 - ▶ Those you can change.



Rule Number 2:
Remember to

K.I.S.S.

Keep it simple

- ▶ A 1 pager NEEDS to be a ONE PAGER-and leave it behind.
- ▶ Sing from the same **SONGBOOK**, at least.
- ▶ Have 5 or less visit the office (at one time).



Rule Number 3:

Use the

GOLDEN RULE

The Golden Rule: Treat Others As You Wish to be Treated

- ▶ These are people who leave jobs, family and business to serve.
- ▶ The legislator MAY NOT AGREE. Don't argue. You may need them later.
- ▶ Don't waste a lot of time trying to sway the unswayable.

A note about Staff

- ▶ You may meet with staff- especially at the Federal level.
- ▶ Don't be upset.
- ▶ They may look like they are 10 years old.
- ▶ Treat them as equals.
- ▶ Don't patronize.
- ▶ Don't "talk down".



Thank you!

Any questions?