

Building **BLUE**



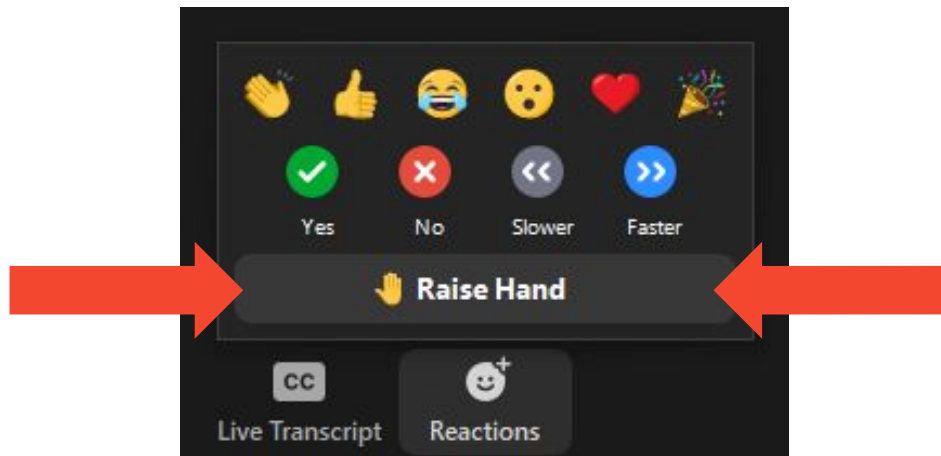
**LOBBYING YOUR ELECTED OFFICIALS:
TUESDAY, MARCH 16, 2021**

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the “**Reactions**” button at the bottom of your Zoom screen.

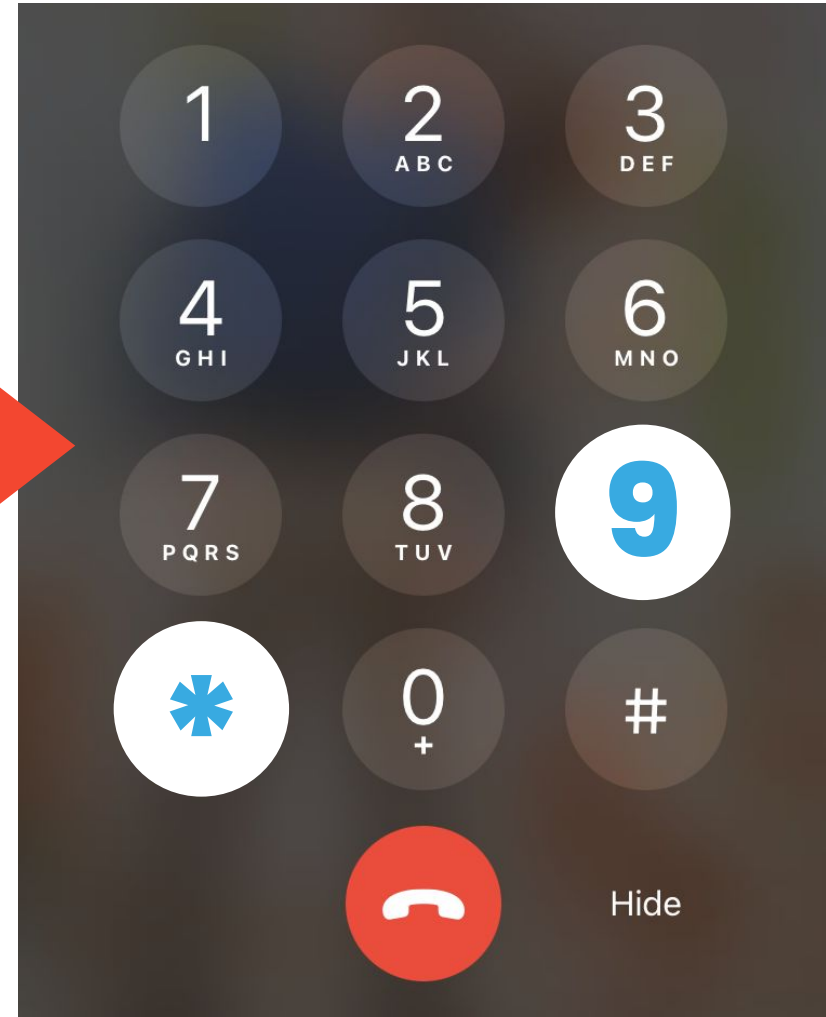
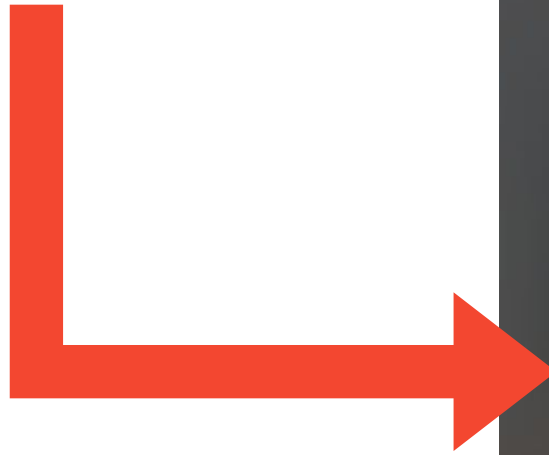


STEP TWO: A menu that looks like this will appear. Click “**Raise hand**”



RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press *9 on your phone's keypad



Building **BLUE**



- Be Respectful
- Be Present
- Ask Questions
- Use the Chat



OUR AGENDA:

1. How Does State Government Work?
2. Introduction to Lobbying
3. Lobbying: Step by Step
4. Do's and Don'ts of Lobbying
5. Role Play Exercise
6. Virtual Lobby Day: Best Practices
7. Frequently Asked Questions
8. Closing Remarks & Next Steps
9. Thank You



MEET YOUR DEMOCRATIC FAMILY

*Where are you from,
& what's the best
part of the Biden
presidency?*

(5 minutes)

HOW DOES STATE GOVERNMENT WORK?

HOW GOVERNMENT WORKS IN NORTH CAROLINA:

- Three Branches of Government: Legislative, Executive, and Judicial
- Ten Cabinets:
 - Admin, Commerce, Enviro. Quality, DHHS, IT, Military/Veteran Affairs,
 - Natural Resources, Public Safety, Transportation, Revenue
- Separation of Powers/Checks & Balances

ROLES OF ELECTED OFFICIALS

- Legislators: the lawmakers who control the budget
 - 120 in State House: <https://www.ncleg.gov/Members/MemberList/H>
 - 50 in State Senate: <https://www.ncleg.gov/Members/MemberList/S>
- Governor & Agencies: enforce the laws on the books
- Judiciary: interprets the laws on the books

WHAT IS LOBBYING?

attempt to influence the actions, policies, or decision of officials in their daily life.

HISTORY OF LOBBYING



1780's

The right to petition the government is protected in First Amendment in the Constitution



1860's

President Ulysses S. Grant encounters petitioners in the lobby of the Willard Hotel and reportedly refers to them as "lobbyists"

1640's

Members of the public try to appeal to Representative in the House of Commons in England



1

2

3

4

5

1830's

Term "lobby" is first used in American newspapers in reference to local politics



Now

Lobbying is now a formal regulated practice that works to advocate for organizations and businesses to help better enhance their voices and ultimate the voices of US citizens to legislators in Federal and State Government



WHAT IS LOBBYING?

**THE ACT OF ATTEMPTING TO INFLUENCE THE ACTIONS, POLICIES, OR
DECISION OF OFFICIALS IN THEIR DAILY LIFE**

YOU MIGHT LOBBY IN ORDER TO:

- Educate your leaders
- Are elected officials with you? against you? undecided?
- Turn a supporter into a torch-bearer for your cause
- Soften an elected official who doesn't agree with you

YOU MIGHT BE LOBBYING IF YOU:

- Have an In-Person Visit
- Write or Call for a Petition
- Write or Call for Letters, Postcards, or Emails to be sent
- Make or Call for Phone Calls to be made

**THANK YOU
FOR
SMOKING:**

<https://www.youtube.com/watch?v=xuaHRN7UhRo>



LOBBYING IN NORTH CAROLINA

**THE ACT OF ATTEMPTING TO INFLUENCE THE ACTIONS, POLICIES, OR
DECISION OF OFFICIALS IN THEIR DAILY LIFE**

WHO REGULATES LOBBYING IN NORTH CAROLINA?

- Secretary of State's Office (sosnc.gov)

IS ALL LOBBYING REGULATED:

- NO. SOS Office only regulates those who are:
 - paid lobbyists AND WHO ARE
 - lobbying "designated individuals"
 - legislators/legislative employees
 - policy making employees in executive branch

YOUR ROLE AS A CONSTITUENT

WHY LOBBYING MATTERS:

- Grassroots lobbying changes hearts & minds.
- Elected Officials **represent YOU** when they make decisions.
- # 1 Complaint from Legislators: *"I don't actually hear from my constituents."* Lobbying is how you use your voice.
- Nothing beats face-to-face meetings with your elected officials.

YOU HAVE POWER!!!

GRASSROOTS LOBBYING: HOW TO

MAKE A PLAN

- Follow legislation
- Find Your Legislator(s): <https://www.ncleg.net>
- Set up a Meeting: Email & Phone Call, "I'm a Constituent"

WHAT'S YOUR STRATEGY?

- Develop talking points
 - Why is this important & Why should your legislator care?
 - **Tell YOUR story. How does this impact YOU?**
- What is your ASK? (Make it SMART)
- Decide who is going? What are their roles?
- Practice makes perfect

DON'T FORGET MATERIALS: News articles, fact sheets, prepared papers

DON'T FORGET THE FOLLOW-UP: Send handwritten letter to office

DO'S AND DON'TS OF LOBBYING

1. Be polite
2. Yes-That includes the Legislative Assistant
3. Come prepared w/ Bill #'s
4. Say, "I'm your constituent."
5. Tell YOUR Story
6. Stick to your topic
7. Make your specific ask. May need to repeat.
8. Respect their time
9. OK to say, "I don't know."

1. Don't assume your elected official has an in-depth understanding of your issue
2. Meetings are often rescheduled-don't get discouraged.
3. Don't repeat your opponent's talking points.
4. Don't argue

LET'S PRACTICE LOBBYING:

1. INTRODUCE YOURSELF

2. INTRODUCE THE ISSUE

- Why it matters to you. **Tell YOUR story**
- Why it matters to your elected official
- Make the ask.

3. SUPPLEMENTAL MATERIALS

4. SAY: I WILL FOLLOW UP



Break Out Rooms
***Introductions &
Practice***

(15 minutes)



**Reflection on
Practice**

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NCDEMOCRATS

QUESTIONS?



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POST-SURVEY



BUILDING BLUE TRAINING: UPCOMING DATES

- **We're excited to introduce our 2021 NCDP Building Blue Training & Organizing Series!** With tracks for Citizen Advocates, Party Leaders, Candidates, and Electeds, our year-round training and organizing initiative will build on the strengths we have and engage our volunteer leaders in each of our 100 counties.
- Leadership Retreats & Online Training Repository.
- **March 30:** [My Precinct Is Organized: Now What?](#)
- **April 6:** [Story of Self, Part One](#)
- **April 20:** [Leveraging the Power of Your Story Online](#)

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THANK YOU

NCDemocrats

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