

Lobbying 101

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Your Voice is Important

- ❖ As a member of the cancer community, your voice needs to be heard in Washington.
- ❖ No one can better explain how the health care policy decisions made by Congress will affect cancer survivors and caregivers than you!

How to Be an Effective Advocate

- ❖ You will be most effective in conveying a message by relating issues to your own personal experience or professional expertise....your voice can help explain the effect of legislation on a Member's constituents.

Tips for Advocating in Washington

Suggestions for a Personal Visit

- ❖ *Plan Your Visit Carefully.* Be clear about what it is you want to achieve.
- ❖ *Be Prompt and Patient.* When it is time to meet with a Member, be punctual and be patient. **Never complain** about meeting with a staffer rather than a Member or where the meeting takes place (i.e., hallway).

Suggestions for a Personal Visit (Cont'd)

- ❖ ***Be Political.*** Members want to represent the best interests of their district or state. Whenever possible, demonstrate the connection between what you are requesting and the interests of a Member's constituency.

Suggestions for a Personal Visit (Cont'd)

- ❖ ***Be Prepared.*** Know the facts and always have written materials to leave behind.
- ❖ ***Be Responsive.*** Be prepared to answer questions or provide additional information in the event a Member or staffer expresses interest or asks questions.

Suggestions for a Personal Visit (Cont'd)

- ❖ ***Be Brief.*** Get your story and request across in the fewest words possible.
- ❖ ***Be Positive.*** Leave on a friendly note even if the meeting did not go as well as you had hoped.

Suggestions for a Personal Visit (Cont'd)

- ❖ ***Be Polite. Always thank the Member or staffer for taking the time to meet with you.***
During the meeting, thank the Member for his/her past support. Follow up the meeting with a thank you letter that outlines your request and thanks the Member for their time and consideration.

Stay on Topic

- ❖ Typically you will only have 15 – 20 minutes.
- ❖ Follow the talking points C3 has provided for you and stay on message.

Be Courteous

- ❖ Be courteous to their view even if it differs from yours.
- ❖ Be flexible and consider their opposing view.
- ❖ Advocacy is based on building relationships.
- ❖ Some of the best CRC supporters in Congress were not always an ally.

Ask for Their Position

- ❖ Ask them politely their views and positions on the issues.
- ❖ Do not let Members or staffers distract you with pleasantries or discussion of other issues.
- ❖ If the Member is truly undecided or the staffer is not sure of their boss's position, do not force an answer. Ask to follow up after the meeting.

Leave Your Contact Information

- ❖ Give them a way to follow up if they have questions or decide to support your requests.
- ❖ Remind them C3 will follow up if they need any more information on the issue.
- ❖ **Get a business card from every staffer you meet.**

5 Myths about Lobbying

Myth #1

- ◆ I am just a regular person, not a lobbyist.
 - ◆ Members of Congress are more likely to listen to you.
 - ◆ You are an expert on what people with colorectal cancer need.

Myth #2

- ◆ The process is intimidating.
 - ◆ Don't worry if you don't remember grade school civics classes.
 - ◆ Many Members of Congress don't either.

Myth #3

- ◆ Why should I bother? It doesn't seem to make a difference.
 - ◆ It absolutely makes a difference.
 - ◆ Offices **ALWAYS** remember constituents.
 - ◆ Policy isn't going to change on its own.

Myth #4

- ◆ My Member is a lost cause.
 - ◆ You never know when an issue will resonate with a Member or a staffer...remember staffers have power over their boss's decisions and Members rely on their advice and counsel.

Myth #5

- ◆ I am not an expert on the issue.
 - ◆ You are all experts on colorectal cancer.
 - ◆ You have all been affected by this disease in some way.
 - ◆ Your story makes the difference.

Remember - Your Voice Is Needed

- ◆ You are the experts.
- ◆ The Members and staff will learn from what you tell them.



Remember the Three B's of Effective Advocacy

❖ Be Brief!

❖ Be Clear!

❖ Be Polite!

Remember to have fun!

Know that you are making a difference in the fight against colorectal cancer.