

Grassroots Lobby Training



Grassroots Lobbying

- ***“Our democracy works best when all people have access to good information and are able to participate in decisions affecting their lives and communities.”***
- **Co-sponsors:**
 - Kentuckians For The Commonwealth
 - Kentucky Coalition to Abolish the Death Penalty
 - Kentucky Interfaith Power & Light
 - ACLU of Kentucky
 - Louisville Showing Up for Racial Justice
 - SEIU Chapter 320
 - UFCW Local 227
 - Homeless & Housing Coalition of Kentucky
 - Fairness Campaign
 - PACT in Action
 - Kentucky Equal Justice Center
 - League of Women Voters of Louisville



Why We Lobby

- **How do we make change?**
- **What is organizing?**
- **What is policy?**
- **How do we influence policy?**



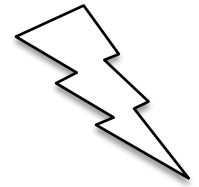
Training Purpose:

For participants to gain skills and confidence as grassroots lobbyists and increase their participation in local, state, and federal government.





Training Objectives



- To understand the legislative process and the importance of grassroots lobbying
- To learn how lobbying can build people power and grow grassroots leaders
- To learn some tips and best practices about face-to-face & at home lobbying
- To learn about local organizations' 2016 legislative goals and make personal commitments to get involved
- To understand how our issues intersect and how working together makes us all stronger

What is a Lobbyist?

- A person who tries to influence legislation on behalf of a special interest.
- A person, acting for a special interest group, who tries to influence the introduction of or voting on legislation or the decisions of government administrators.
- An activist who seeks to persuade members of the government to enact legislation that would benefit their group.



The Importance of Grassroots Lobbying

- What do we mean by grassroots lobbying?
 - People Power!
 - Sharing our stories
 - Holding lawmakers accountable
 - Educating our communities
- Why is it important for Kentuckians to make our voices heard in local and state government?
 - Democracy works best when people are involved
 - Remind our elected officials who they represent
 - Build relationships & credibility
 - Educate public officials
 - Empowering
 - Positive Outcomes



Types of Grassroots Lobbying

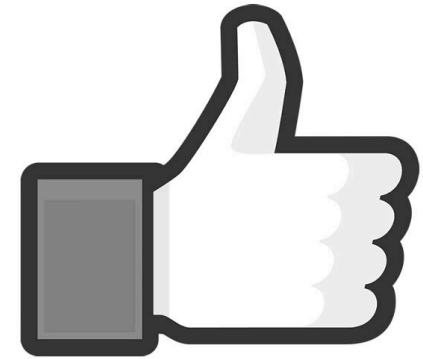
- Meet with elected officials in their offices
- Call, write, and email elected officials
- Post comments on the Social Media pages of your elected officials
- Help Educate Others:
 - Talk to friends, family, co-workers about issues and bills that are important to you
 - Post information about bills and ‘action alerts’ on your social media pages
 - Share your personal story with others and ask for their support
 - Write a Letter to the Editor



Lobbying DO's and DON'T's

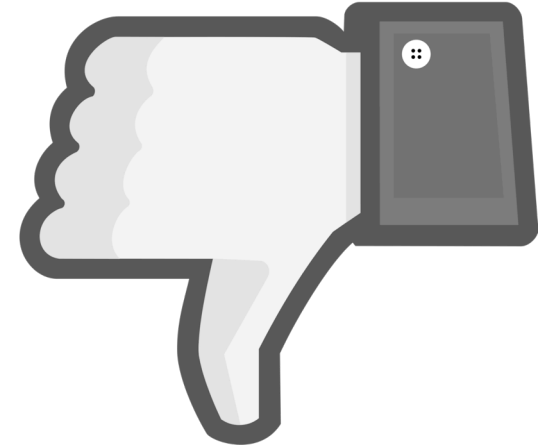
DO:

- Tell your personal story
- Do your homework
- Stay calm, cool, respectful and firm
- Understand that your job is to educate lawmakers
- Ask directly for their support
- Say thank you, regardless of their response



DON'T:

- Don't make stuff up
- Don't threaten lawmakers
- Don't make disrespectful statements about legislators (Be hard on the issue, not the people)
- Don't assume that lawmakers know every bill or issue
- Don't get discouraged









7 Reactions from Power People

- Deflect
- Delay
- Deny
- Deceive
- Divide
- Discredit & Destroy
- Discount



Nonprofit Lobbying

	501(c)(3)s	501(c)(4)s 501(c)(5)s 501(c)(6)s	Political Organizations
Examples	 	 	 
Tax Treatment	tax-exempt contributions tax-deductible private foundation grants	tax-exempt	tax-exempt
Lobbying Activities	LIMITED	UNLIMITED	RARE AND USUALLY TAXABLE
Electoral Activities	CANNOT SUPPORT OR OPPOSE A CANDIDATE FOR OFFICE	SECONDARY ACTIVITY	USUALLY SOLE ACTIVITY

Federal Grassroots Lobbying

- Know your target legislators
- Do the right lobbying, at the right time
- Know the specifics of the bill
- Share YOUR Story
- Be a CONSTITUENT



Federal Grassroots Lobbying

- <http://www.usa.gov/>
- <http://votesmart.org/>
- <https://www.govtrack.us/>



State Grassroots Lobbying

- Everyone is represented by 1 State Representative and 1 State Senator
- Meet with legislators in Frankfort
- Meet with legislators in your home district
- Call, write, or email legislators
- Leave messages for a legislator or group of legislators
- 2016 Legislative Session: January 5 to April 12



State Grassroots Lobbying

- Legislative Research Commission website: www.lrc.ky.gov
- Legislative Message line: 800-372-7181
 - Hours during session: Monday-Thursday 7:00a.m. - 11:00p.m., Friday 7:00a.m. to 6:00p.m.
 - Hours in between sessions: Mon-Fri, 8:00a.m. - 4:30p.m.
- Bill Status: 866-840-2835, <http://kentucky.gov/services/pages/billwatch.aspx>
- Offices line: 502-564-8100
- Smartphone Apps
 - Kentucky Legislature
 - Capitol Cable
 - KET Legislative Coverage



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The Kentucky legislature convenes in regular session on the first Tuesday after the first Monday in January for 60 days in even-numbered years and for 30 days in odd-numbered years. It convenes in special sessions at the call of the governor. The Kentucky Constitution mandates that a regular session be completed no later than April 15 in even-numbered years and March 30 in odd-numbered years.

Pursuant to KRS 61.874, it is unlawful to use any records available on this site for a commercial purpose without agreement with the Legislative Research Commission.

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Kentucky House

 Stumbo	 Clark	 Adkins	 Overly
 Thompson	 Hoover	 DeWeese	 Carney
 Adams	 Bechler	 Bell	 Benvenuti
 Bratcher	 Bunch	 Burch	 Butler
 Butler	 Collins	 Combs	 Couch
 Coursey	 Crenshaw	 Grimm	 Damron

Local Grassroots Lobbying

- Metro Council: 502-574-1100, <http://louisvilleky.gov/government/metro-council>
- Email Alerts: <http://louisvilleky.gov/government/city/subscribe-follow-stay-informed>
- MetroCall 311:
 - 311 or 502-574-5000
 - <http://louisvilleky.gov/government/metrocall-311>
 - Smartphone App: Louisville 311

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Sign up for e-newsletters, event announcements, crime trends and much more by email or text. We now have over 150 topics to stay informed.

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Junk Set Out Reminders

If Metro Government handles your sanitation services, you can now sign up to be notified of your junk set out dates by email and text!

[Manage your subscriptions and unsubscribe](#)



Emergency & Community Alerts

Get updates by email or text when there are severe weather warnings or emergency notifications in our community.



Facebook, Twitter, Youtube...

We now have over 90 social media channels, including Facebook, Twitter, YouTube, Instagram, Flickr and Pinterest!



LouisvilleKy.gov

An official Louisville Metro Government website

Contact All Councilmembers

Use this form to E-mail all members of the Metro Council.

Name

First Last

Address

Street Address

Address Line 2

City

Postal / Zip Code

Phone Number

###

###

####

Email

Comments

State / Province / Region

United States

Country

Social Networking for Civic Engagement



#Vision4KY



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Platforms

Facebook

- “Friends” are mutually agreed. Page “likes” are not.
- Mostly only see content from people who also see your content (except pages)
- Links, photos, memes, videos are popular.
- Constant feedback. Likes and comments are encouraged.

Twitter

- Mostly one way. You can follow anyone. Anyone can follow you.
- Massive potential for new interactions through retweets & hashtags
- Mostly short “headline” updates/comments.
- Not as much commentary. Retweet to share.

Tumblr/blogs

- People seek out your content.
- Often linked to other formats.
- Longer format. “I want to know more about what this person thinks”

(courtesy of Emerge Kentucky)



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SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

(courtesy of Emerge Kentucky)



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Twitternation



- **Why tweet?**

- build your online presence, post pictures
- engage your base, pose powerful questions
- recruit volunteers, tag people in posts
- follow accounts you want to gather information from or you want to share content from
- useful acronyms: H/T, MT, RT, ICYMI, FF

- **Why is a #hashtag significant?**

- see posts from accounts you are not following on a subject in which you are interested
- engage in a virtual conversation
- follow an event



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The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).



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KEEP KY POLITICIANS OUT OF SCHOOL BATHROOMS!



**TELL SENATOR C.B. EMBRY
TO MIND HIS OWN BUSINESS
IN THE BATHROOM!**

**CALL YOUR REPS AT (800) 372-7181 TO
OPPOSE "BATHROOM BULLY BILL" SB 76.**



Fairness Campaign
January 15 · @

Keep KY politicians out of school bathrooms! Call 800.372.7181 to OPPOSE C.B. Embry's "Bathroom Bully Bill" SB 76!

👍 Dixon Martin, Bob Brousseau, Dena Nelson and 110 others like this. Most Relevant

🔄 168 shares

👤 **Elizabeth Stith** The superintendent from Bowling Green is right. Leave these issues to the schools. Dr. Abernethy did a great job at Atherton.
👍 10 · January 15 at 12:37pm

👤 **Skip Haynie** Maybe this Bill will get 'stalled' in Congress.
👍 3 · January 15 at 2:17pm

👤 **Fairness Campaign** Read the Bowling Green Daily News article about the bill here:
www.binyurl.com/KYBathroomBully



Bill targets transgender...

BGDAILYNEWS.COM

January 15 at 12:18pm

👤 **Michael Revels** Grandstanding for the mouth breathers who voted for him
👍 1 · January 16 at 2:27pm

👤 **Elliott Switcharound Douglass** LOL idiot must be a conservative with small weiner complex.
👍 3 · January 15 at 12:26pm

👤 **Julie Nash Turner** What a effin idiot!
January 16 at 5:17pm

🗨️ View 3 more comments

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Seriously?! Lynch
was pending on
the Sen. floor all
of Women's History
Month - AND STILL PENDING
C'mon Mith #ConfirmLynch
#Senate Selfie #KY4Lynch

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Social Justice! Or, nah?

Cons

- trolls
- TMI
- overwhelm
- reach certain audiences
- mobilizing v organizing

Pros

- reach large audiences
- quick touches
- build community
- mobilizing v organizing
- connect with politicians



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What's the point?

- 1) What are your campaign goals & objectives?
- 2) What is your key message?
- 3) Who is your audience? How will you engage allies?
- 4) What is your social media/social networking plan?
- 5) How will you remain authentic?

Letters to the Editor

- Letters to the editor are a low-cost , effective way to let decision-makers know how you feel about important issues.
- Your letter to the editor should be:
 - Brief (250 words) . Easy to read. To the point .
 - Focused on one issue.
 - Supported by key facts.
 - Personal. Describe how you are affected.
 - A call to action. What do you want decision-makers and members of the public to do?
 - Humorous, if appropriate.

Legislative Session Debrief

Thursday, April 28, 6:00pm

First Unitarian Church



Grassroots Lobby Training

January 25, 2016

Co-sponsoring Organizations

The American Civil Liberties Union of Kentucky is one of the nation's foremost defenders of civil liberties and civil rights. Founded in 1955 as the state affiliate of the American Civil Liberties Union, we are a not-for-profit, nonpartisan organization with 2,000 members, more than 10,000 e-activists, and thousands of supporters across the commonwealth and over 500,000 nationwide.

The ACLU of Kentucky is currently working with our allies and our members to organize and lobby around the following core issues for the current 2016 session of the Kentucky general assembly: reproductive freedom, LGBT rights, abolition of the death penalty, restoration of voting rights for former felons, expungement, sentencing reform, surveillance and privacy protections.

Important dates: Fairness Lobby and Rally Day is Wednesday, February 17 and the Rally for Youth and Reproductive Rights is Tuesday, February 23. Learn more at <http://www.aclu-ky.org/>

Fairness Campaign Founded in 1991, the Fairness Campaign is Kentucky's broad-based community effort dedicated to equal rights for lesbian gay, bisexual, and transgender people. Its primary goal is comprehensive civil rights legislation prohibiting discrimination on the basis of sexual orientation and gender identity, and to dismantle systemic racism. To lobby with the Fairness Campaign in Frankfort, contact Chris@Fairness.org or 502.893.0788. www.fairness.org

Fairness Rally & Lobby Day: Wednesday, February 17
8:30 a.m. Lobby Training in Capitol Annex 131, 1:30 p.m. Rally in Capitol Rotunda

The Homeless & Housing Coalition of Kentucky (HHCK) is a membership-based non-profit organization that brings together an alliance of individuals and organizations to eliminate the threat of homelessness and fulfill the promise of safe, decent, and affordable housing for all Kentuckians. As an active lobbying organization, advocacy has been the main priority of HHCK since 1987. We plead the case for affordable housing and

economic justice initiatives to meet the needs of low-income Kentuckians, and focus on educating the public and legislature about housing and homeless issues. HHCK's advocacy victories include the creation of a permanent funding source for the Kentucky Affordable Housing Trust Fund. HHCK is also a member of many advocacy coalitions, including the Healthy Homes Coalition, Kentucky Coalition for Responsible Lending and the Kentucky Sustainable Energy Alliance. Our 2016 Kentucky Legislative Agenda can be viewed at <https://www.hhck.org/hhck-legislative-priorities/>

HHCK also administers Homes for All Corps (formerly Build Corps, an AmeriCorps program that partners with agencies that address homelessness and expand safe, healthy, and affordable housing opportunities for economically disadvantaged Kentuckians. HHCK serves homeless individuals and families with disabilities directly through its permanent supportive housing programs for: Housing Now and Samaritan. Both are permanent rental housing voucher programs available through a referral process to HHCK.

Kentuckians For The Commonwealth (KFTC.org) is a 34-year-old grassroots organization of over 10,000 members across Kentucky. We use a set of core strategies, from leadership development to communications and voter empowerment, to impact a broad range of issues, including coal and water, new energy and transition, economic justice and voting rights.

KFTC members play an important role in issues that matter in the Kentucky General Assembly. Our members go to Frankfort to meet with legislators, testify before committees, and hold rallies and demonstrations at the Capitol. We share stories and information with legislators to promote ideas that can improve the quality of life in our state. And we hold lawmakers accountable if they ignore the needs of their constituents.

The Jefferson County Chapter of KFTC's monthly chapter meeting is the 2nd Monday of each month at 6:30pm at First Unitarian Church (809 S. 4th Street, Louisville). Everyone is welcome to attend.

Upcoming Lobby Days and other important dates:

January 26: KFTC lobby day

January 26: State of the Commonwealth & Budget address (<http://bit.ly/1JywcVt>)

January 27: KFTC lobby day

January 28: Committee hearing on Clean Energy

January 29: A Budget for Kentucky's Future conference (<http://bit.ly/1ZZeAJz>)

February 3: KFTC lobby day

February 10: KFTC lobby day
February 17: Kentucky Fairness Rally and Lobby Day
February 19: Clean Energy Lobby Day
March 28: End of regular session

****More lobby dates to be scheduled in February and March. If you wish to attend one of our KFTC lobby days visit <http://bit.ly/1JilpgP> or contact us a 502-589-3188 or alicia@kftc.org.

Kentucky Coalition to Abolish the Death Penalty. For more info visit:
<http://kcadp.org/>

Kentucky Equal Justice Center is a poverty law research and advocacy center. Formed in 1976 by Kentucky's civil legal services programs, KEJC's mission is to promote equal access to justice for all residents of the Commonwealth. Our tools are high quality legal representation, public policy research and multi-forum advocacy. We work with a variety of community partners on issues ranging from health care access to workers' rights to payday loans. The Maxwell Street Legal Clinic in Lexington is a program of KEJC.

For more information about KEJC, please visit our website at www.kyequaljustice.org , or follow us on Facebook (Kentucky Equal Justice Center) and Twitter (@KYEEqualJustice).

Kentucky Interfaith Power & Light is a statewide organization committed to mobilizing a religious response to climate change through conservation, efficiency and renewable energy.

Through education, advocacy and outreach Kentucky IPL works to protect the planet and safeguard public health. We envision a future where Kentucky's land, air and water help to create healthy communities for all people in the state and for generations to come. We believe in the creation of a renewable energy system that provides clean and sufficient energy systems as well as providing healthy energy jobs for the Kentucky economy. Visit www.kentuckyipl.org for more information.

The League of Women Voters (LWV) is a nonpartisan political organization dedicated to understanding major issues and influencing policy through education and advocacy. LWV was found in 1920 and has a rich tradition of encouraging informed and active participation in government. Currently the League of Women Voters has positions on voter

rights, reforming money in politics, the environment, immigration, advancing health care, gun safety, improving government, and global democracy. Visit <http://lwv.org/> for info.

Louisville Showing Up for Racial Justice (LSURJ) is a local effort to organize white people for racial justice. LSURJ is affiliated with the national SURJ network which formed to get more white people engaged in racial justice after the racial backlash to the election of the country's first Black president. LSURJ hosts monthly meetings for learning and action. LSURJ has been involved in challenging police abuse, supporting immigrant justice, voting rights and workers rights, and standing against racial profiling at Fourth Street Live!.

LSURJ will be hosting a workshop this spring with KFTC about engaging white people in racial justice. We will continue our door to door work talking with white families about racial justice, voting rights and more. To get involved in LSURJ sign up on our Facebook page or call 502 558-7556. More information at www.showingupforracialjustice.org

PACT in Action (Park Hill, Algonquin & California Teens) is a community based, youth led teen dating violence prevention project through a partnership between the Center for Women & Families and KentuckyOne Health. It is an initiative to increase youth safety by reducing the incidence of teen dating violence in the neighborhoods of the 40210 zip code.

The specific goals of the project are to equip youth with the knowledge and skills necessary to support and lead efforts to reduce teen dating violence in the 40210 zip code. Youth are responsible for developing programs to address teen dating violence in their community, create and implement public awareness campaigns and identify and advocate for policy change as it relates to their community and teen dating violence. Visit <http://www.pactinaction.org/> for more info.

Service Employees International Union/ National Conference of Firemen and Oilers 32BJ (SEIU/ NCFO 32BJ) is the Louisville chapter of the international service employees international union. SEIU/ NCFO is focused on improving the lives of citizens in our state through collective bargaining in the workplace, organizing new union worksites, and supporting the political activity of activists and politicians who fight for

improving labor conditions. SEIU/ NCFO currently represents food service workers, custodial workers, rail workers, and factory laborers within the local chapter, but the chapter takes a broad based approach when lobbying for the protection of workers rights. For more details on SEIU/ NCFO please see our website <http://www.ncfo.org/uniontrack/control/index> or contact us at organizing@ncfo.org.

This year SEIU/ NCFO is partnering with multiple unions from around Kentucky to lobby in Frankfort for pro-labor legislation, including equal work for equal pay, paid sick leave, protection of collective bargaining, and against any proposed right to work (for less) legislation. If you would be interested in joining in this lobby please contact Rebecca Peek at (270)703-5191 or Richard Becker at (502)544-4090.

February 4th: Pro-Labor Lobby Day

The Kentucky Coalition to Abolish the Death Penalty is a statewide coalition made up of organizations, individuals and faith groups whose objective is to repeal the death penalty in Kentucky. We partner with a number of local and national organizations such as Conservatives Concerned About the Death Penalty, the ACLU of Kentucky, and the Kentucky Council of Churches to educate legislators and regular Kentuckians about the death penalty. KCADP works to pass legislation (in 2016: SB 41 and HB 203) that would repeal the death penalty and replace it with life in prison without the possibility of parole.

United Food and Commercial Workers Local 227 represents over 25,000 workers from Southern Indiana to Middlesboro and Morehead to Ft Campbell. UFCW Local 227 was founded in 1902 as the Amalgamated Meat Cutters & Butcher workers, and have fought for the rights of Kentuckians across industries since. Though local 227 started with meat cutters, they now represent workers in several industries such as retail grocery, textiles, plastics, distilleries, senior care, industrial laundry, food processing, and many more. Visit our website for more information www.UFCW227.org or follow us on facebook at UFCW Local 227.

UFCW Local 227 lobbies independently and as part of several coalitions to work on important issues facing Kentuckians such as; opposition to misleadingly named right to work legislation, upholding prevailing wage, increasing the minimum wage, immigrants rights, opposing charter school, LGBT rights, tax reform, and supporting the restoration of voting right to former felons.

SAVE THE DATE

2016 Legislative Session Debrief

Thursday, April 28, 2016

6:00 p.m.

First Unitarian Church, 809 S. 4th Street, Louisville

Grassroots Lobbying Resources

Local

- Jefferson County Clerk: <http://www.jeffersoncountyclerk.org/>, 502-574-6100
- Metro Council: <http://louisvilleky.gov/government/metro-council>, 502-574-1100
 - Find your Metro Councilperson: <http://mapit.louisvilleky.gov/>
- Sign up for Metro Email Alerts:
<http://louisvilleky.gov/government/city/subscribe-follow-stay-informed>
- MetroCall 311:
 - 311 or 502-574-5000
 - <http://louisvilleky.gov/government/metrocalls-311>
 - Smartphone App: Louisville 311 & MSD

State

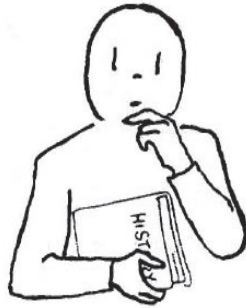
- Kentucky Legislative Research Commission: <http://www.lrc.ky.gov>
- Kentucky Legislative Message Line: 1-800-372-7181
- Kentucky Bill Status: 866-840-2835, <http://kentucky.gov/services/pages/billwatch.aspx>
- Smartphone Apps:
 - Kentucky Legislative App
 - Capitol Cable
 - KET Legislative Coverage

Federal

- Vote Smart: <http://votesmart.org/>
- Online Guide to Government Info & Services: <http://www.usa.gov/>
- Government Transparency Website: <http://www.govtrack.us/>

How A Bill Becomes A Law In Kentucky

① The first step is to start with an idea. Many ideas come from legislators, but the public may also suggest new laws and even write proposed legislation.



② When citizens have an idea for a new law, they must find a legislator willing to act as its sponsor in the General Assembly. Every bill must have a sponsor, and a bill can have several co-sponsors. Similar bills can have sponsors in both the House and the Senate.



③ The legislator asks the Legislative Research Commission (LRC) to put the idea into legal language, or to draft a bill. The LRC may do any necessary research, note any projected fiscal impact, and make sure the idea does not conflict with any existing laws.

⑤ Many, but not all, bills have a hearing before a standing committee and are approved or not approved by a majority vote of committee members. The committee chairperson sometimes does not bring up a bill as a way to kill it. Committee hearings are open to the public and citizens may testify for or against a bill at the discretion of the chairperson.



④ Next, the bill is introduced into the General Assembly, either in the House or the Senate depending on whether the sponsor is a representative or senator (all revenue measures must originate in the House). The bill first goes to the Committee on Committees which assigns it to a standing committee. Some bills may be pre-filed in the interim between legislative sessions but may only be passed while the legislature is in session.



⑧ At any step in the process, a bill may be modified or amended. If different versions of the same bill pass each chamber, a conference committee made up of senators and representatives is formed to reach a compromise. A compromise bill must pass both chambers again. If it does, it is sent to the governor.

⑨ The governor has 10 days to sign a bill or it becomes law automatically. The governor may veto a bill if he or she opposes it.



⑥ After approval by a standing committee, the bill goes to the Rules Committee which may refer it to the full membership (floor) or send it back to another standing committee for further consideration (a tactic some-times used to kill a bill). The Rules Committee has a lot of power.



⑦ If a bill gets through the Rules Committee, it is sent to the House or Senate floor where it is supposed to be read and voted on. Amendments can be and often are proposed on the floor. Occasionally, legislative leaders refuse to allow a bill to be voted on. If a bill receives a majority vote, it is sent to the other legislative chamber where it must go through a similar process of hearings and votes.

⑩ The legislature may override a veto if at least 50 percent of the members in both chambers vote to do so. New laws take effect 90 days after the legislature adjourns unless it passed with an emergency clause, whereby it takes effect immediately.



KENTUCKIANS FOR THE COMMONWEALTH

P.O. Box 1450 • London, KY 40743
606-878-2161 • www.kftc.org

Action for Justice

TIPS FOR EFFECTIVE CITIZEN LOBBYING Making Your Voice Heard In Frankfort

- ➡ **Meet with your own legislators first!**
- ➡ **Tell personal stories. Why is the issue important to you?**
- ➡ **Do your homework. Know the basic facts of the bill, the bill number, who the sponsors are, and where it is in the legislative process.**
- ➡ **Always be more reasonable than our opponents. Stay calm, cool, respectful and firm.**
- ➡ **Understand that your job is to educate lawmakers about issues and bills they may not be familiar with.**
- ➡ **Ask directly for their support: “Will you vote for this bill?”**
- ➡ **Say thank you, regardless of their response.**
- ➡ **Write down what was said and share your notes with KFTC so we can track where we stand on each bill.**
- ✗ **Don’t make stuff up. If you don’t know the answer to a question, say that you will find out. Be sure to follow up!**
- ✗ **Don’t threaten lawmakers. Don’t make sweeping, disrespectful statements about legislators. (Be hard on the issues, not the people.)**
- ✗ **Don’t assume that lawmakers know every bill or issue.**
- ✗ ***Don’t get discouraged. You have every right to be heard. Your voice and your perspective matter.***

For more information, contact Kentuckians For The Commonwealth
P.O. Box 1450, London, KY 40743; 606-878-2161 or www.kftc.org

Summary of the 7 D's: Preparing Ourselves for Reactions from Power People

7 REACTIONS FROM POWER PEOPLE: (A Summary of the 7 D's from "Roots to Power" by Lee Staples)

- **Deflect:** Focus organization away from them: Point us to another department or staff member, change the subject/issue
- **Delay:** Giving excuses (some may sound good and reasonable) for slowing down, changing deadlines or setting endless meetings with no resolution (wear us down)
- **Deny:** Official(s) refuse to meet ("too busy", "not in", "bad time") or refuse to any agreements
- **Deceive:** Official(s) lead us to believe that something is being done (or will be); "we're all in this together" and any lack of progress is explained away by "rules & regulations" and bureaucracy out of their control
- **Divide:** Official(s) win over a few key leaders, provide symbolic concessions, or even offer special side deals; raise issues that will create internal division among groups, verbal attacks on staff ("you're OK but your...is a problem")
- **Discredit & destroy:** Attack organization or leaders/members. Challenge organizational positions, facts, credibility, and goals in public, and/or in small meetings with strategic people.
- **Discount:** There are two main ways that an opponent may discount you: (1) by minimizing the importance of the problem or (2) by questioning your legitimacy as a change agent. The opponent may seem to make token efforts at communicating to the group while most of his energy is directed toward downplaying the importance of the problem.

9-Step Process for Effective Meetings with Decision-Makers

1. Introduce yourself and your organization

- Tell them who you are, where you call home, what the mission of your org. is and who you're representing.
- Establish connection to district or community they represent if relevant

2. Thank them for meeting with you

- For taking the time to meet with you
- For any previous help they've given you or previous good stuff they've done: be specific and reference a specific policy if possible

3. Build the relationship - Ask questions! Chat!

- Use this as an opportunity to gather information about the Lay of the Land—learn about their position, responsibilities, concerns, connections to other committees.
- Getting to know the person and building a friendly relationship with them will only help your efforts, and will make the meeting all the more pleasant.

4. Introduce Your Issue/Concern

- Present your issue and why it's important. It's always better to tell a personal story to make points.
- Present any relevant data or facts. Keep it brief, don't data-vomit! Think 3 main facts.
- Ideally, connect your argument to their values to the extent that you know them

5. ASK for their support

- Be specific in asking them to take action— will you sponsor this bill, vote no on this measure, etc.
- Assign one person to make a clear and direct request.

6. LISTEN

- Remember the 50/50 rule - they talk half the time!
- Listen to what they have to say about the campaign or issue.
- Don't be afraid to ask questions -- "Why don't you support this?" "What would need to change for you to support this?" "Who else do you think I should talk to about this?"
- You can learn a lot about them by listening carefully to how they respond.

7. Respond and Restate Your Ask

- Restate your argument, addressing concerns raised while you were listening.
- Ask them to take action again, perhaps this is a different ask
- Make them say NO twice! There may be a good reason they won't or can't do what you ask them initially, but that doesn't mean that they won't or can't help in other ways. Give them opportunities to say YES.
- Don't make anything up! If you don't know the answer to a question, say "I don't know, but I can find out and get back to you." Stay credible!

8. Establish Next Steps

- Chances are, you won't get an answer in your meeting, so make a plan to follow-up. Ex. "Can I give you a call at the end of the week to see what the Governor says?"
- Review any commitments that were made (either by you or them).
- Clarify the timeline for action.
- Thank them again.

9. Post-Meeting/ Follow-up

- Write down what you've learned as soon as you leave. Debrief with others who were there.
- Share the information with allies coordinating the campaign. Give any staff who helped you prepare a call and let them know how it went!
- Send a thank-you note to the restating your arguments and any commitments that were made.
- Follow through with any commitments you made during the meeting.

TIPS FOR GREAT LETTERS TO THE EDITOR

Making your voice heard

Letters to the editor are a low-cost, effective way to let decision-makers know how you feel about important issues.

KFTC can help you distribute your letter to newspapers across the state. Contact us today!

Your letter to the editor should be:

- »»» Brief (250 words). Easy to read. To the point.**
- »»» Focused on one issue.**
- »»» Supported by key facts.**
- »»» Personal. Describe how you are affected.**
- »»» A call to action. What do you want decision-makers and members of the public to do?**
- »»» Humorous, if appropriate.**

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When Does Your Activity Become Lobbying?

What Your Nonprofit Needs To Know

501(c)(3) public charities are legally allowed to engage in a limited, but generous, amount of lobbying activity. Many people are surprised to learn that preparation and research time spent in anticipation of lobbying counts as reportable lobbying.

The Internal Revenue Code offers two ways for 501(c)(3) public charities to measure lobbying activities: (1) the “501(h) expenditure test,” or (2) the “insubstantial part test.” No matter how you measure your lobbying, preparation for lobbying work counts.

If your organization measures its lobbying under the 501(h) Expenditure Test

If your organization is a 501(h) electing charity, IRS regulations clearly state that costs, such as transportation, photocopying, and other similar expenses, spent in support of lobbying are expenditures for lobbying communications. This includes all staff time and overhead costs that support lobbying.

When does the clock start ticking?

You must begin measuring your lobbying activity when the primary purpose of your preparation or research is to engage in lobbying activity.

Example: An organization researches, prepares, and prints a safety code for electrical wiring. The organization sells the code to the public where it is widely used by professionals in the installation of electrical wiring. A number of states codify all, or part, of the code of standards as mandatory safety standards. On occasion, the organization lobbied state legislators for passage of the code of standards for safety reasons.

Because the primary purpose of preparing the code of standards was the promotion of public safety and the standards were specifically used in a profession for that purpose, separate from any legislative requirement, the research, preparation, printing, and public distribution of the code of standards is not an expenditure for a direct (or grassroots) lobbying communication.

Example: The same organization prepares the safety code primarily to have it codified in the state legislature. All of the preparation costs, including staff time spent on research, transportation costs, photocopying, and other similar expenses, incurred in lobbying state legislators for passage of the code of standards into law are reportable direct lobbying expenditures.

If your organization measures its lobbying under the Insubstantial Part Test

If your 501(c)(3) charity has not chosen to measure its lobbying under the 501(h) expenditure test, the courts have made it clear that supporting activities are included as attempts to influence legislation. This includes research, discussion, and similar activities.

When does the clock start ticking?

Attempting to influence legislation does not necessarily begin at the moment the organization first addresses itself to the public or to the legislature. All of the facts and circumstances are considered when determining when preparation and research is considered in support of lobbying communications.

Time spent in discussing public issues, formulating and agreeing upon positions, and studying them in preparation of adopting a position all count as lobbying.

Example – An organization is active in promoting legislation on education and health issues. The time spent on the lobbying activity counts towards the “insubstantial part” of the organization’s activities. All time spent preparing publications that indicate a position on legislation are included as lobbying preparation. Prior statements or articles setting forth the organization’s general positions that do not relate to any specific legislation is not included as lobbying.

The information contained in this fact sheet and any attachments is being provided for informational purposes only and not as part of an attorney-client relationship. The information is not a substitute for expert legal, tax, or other professional advice tailored to your specific circumstances, and may not be relied upon for the purposes of avoiding any penalties that may be imposed under the Internal Revenue Code. Alliance for Justice publishes plain-language guides on nonprofit advocacy topics, offers educational workshops on the laws governing the advocacy of nonprofits, and provides technical assistance for nonprofits engaging in advocacy. For additional information, please feel free to contact Alliance for Justice at 866-NPLOBBY.

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What is Lobbying Under the 501(h) Election?

Federal tax law controls how much lobbying 501(c)(3) organizations can engage in. Public charities can choose to measure their lobbying under either the insubstantial part test or the 501(h) expenditure test. While lobbying is not defined under the insubstantial part test, this fact sheet provides an overview of how lobbying is defined for organizations that measure their lobbying under the 501(h) expenditure test.

Lobbying

Direct Lobbying

Communication
with a Legislator
that Expresses a View about Specific
Legislation

Grassroots Lobbying

Communication
with the Public
that Expresses a View about Specific
Legislation
and includes a Call to Action

In order for an action to be considered direct lobbying or grassroots lobbying it must contain all of the above elements. It is not lobbying if one or more of the required elements is missing. Understanding the meaning of each element is key.

Communication: A conversation (in person or by phone), letter, email, fax, or other creative mechanism to convey a message.

Legislator: A member of a legislative body or her staff. In addition, executive branch officials who participate in the formulation of legislation are considered legislators (such as the governor or mayor when vetoing a bill or an agency secretary when helping the legislature write a bill). Members of administrative bodies, however, such as school boards, sewer and water districts, housing authorities, zoning boards, and other special purposes bodies, whether elected or appointed, are not considered legislators.

Public: Anyone but a legislator or member of an organization. Communications to an organization's members are treated more favorably, so a communication to an organization's members that urges them to contact legislators to express a view about specific legislation is considered to be direct lobbying. For this purpose, a member is someone who has given more than a small amount of time or money to the organization.

Expresses a view about specific legislation: A bill or resolution that has been introduced in a legislative body or a specific proposal to solve a problem. Specific legislation includes budget appropriations and taxes, and attempts to influence the confirmation of judicial and executive branch nominees. A proposal may qualify as specific legislation even if it has not yet

been introduced, been written down, or even fully fleshed out. Specific legislation does not include rulemakings / promulgation of regulations, executive orders, litigation, or attempts to enforce existing laws.

Call to action: A specific means of encouraging the communication's recipient to take lobbying action. A call to action must comprise one of the following actions: 1) tell the recipient to contact a legislator; 2) provide information on how the recipient can contact his legislator, such as providing the phone number or address; 3) provide a mechanism for enabling the recipient to contact his legislator, such as a postcard, petition, or email form; or 4) identify a legislator who will vote on the legislation as being opposed to or undecided about the organization's view on the legislation, a member of a legislative committee who will vote on the legislation, or the recipient's legislator.

Ballot measure activity is considered direct lobbying. Although ballot measures, such as referenda, bond measures, and ballot initiatives, are determined at the voting booth, efforts for or against them are considered direct lobbying, not impermissible electoral activity. Efforts aimed at convincing the public to support or oppose ballot measures are direct lobbying since the voting public serves as the legislature.

Not Lobbying

There are four principal exceptions to these definitions. Any communication that meets one of these exceptions does not count as lobbying:

Nonpartisan analysis, study or research that presents all sides of an issue. The communication must provide a full and fair exposition of the underlying facts and it must be made available to the general public, a segment of the general public, or to governmental bodies or employees. The document should provide enough information to allow readers to draw their own conclusions about the issue, even if the report itself contains a specific conclusion. For example, an organization might write a paper discussing the need for access to healthcare by low-income children, which might conclude with a recommendation for increased funding for state child health insurance.

Responses to written requests for assistance from committees or other legislative bodies. The communication must be in response to a written request by a legislative body, committee, or subcommittee (not an individual legislator), and it must be made available to all members of the requesting body. As an example, the executive director of a public charity, in response to a written request from the chair of a legislative committee, could testify in support of a clean indoor air bill, without counting the expenses toward the organization's lobbying limits.

Challenges to or support for legislative proposals that would change the organization's rights or its right to exist. The communication must be with a legislative body regarding possible actions of that body which could affect the organization's existence, powers, duties, tax-exempt status, or the deductibility of contributions to the organization. For instance, proposed legislation to eliminate the tax-deductibility of contributions to 501(c)(3) organizations would fall within the so-called "self-defense" exception.

Examinations and discussions of broad social, economic, and similar problems.

Communications on general topics which are also the subject of specific

legislation must not refer to specific legislation or directly encourage the recipients to take action.

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Federal Lobbying 101

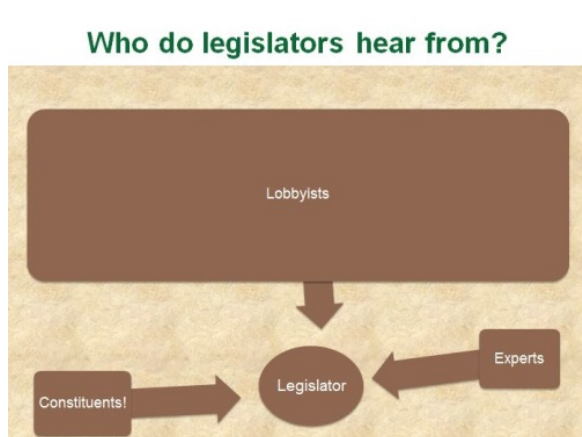
What's the Federal Policy Process?

- Pre-Authorization and Hearings
- Authorization
- Appropriations
- Implementation
- Evaluation and Oversight

Why Lobby?

- Issue education
- Relationship building
- Becoming a reliable resource
- Building support for your issue
- And most importantly....
 - ☐ You are a constituent
 - ☐ You have an important **STORY** to tell
 - ☐ Legislators want to hear from **YOU!**

Why Lobby?



A few tips on federal lobbying:

- Know your target legislators: Who are the legislators who will vote on the bill? What committees do they sit on? Are they in favor of or against your issue?
- Do the right lobbying, at the right time: At which part of the federal policy process is your issue? Is it in authorization, appropriations, or implementation phase? Is the bill up for a vote on the full House or Senate floor? Or is it still in a committee? Lobbying will look different at each part of the policy process.
- Know the specifics of the bill: What bill or policy piece are you lobbying about? What's the legislative number of the bill?
- Share YOUR Story: How does the policy affect you and your community?
- Be a CONSTITUENT: Does the legislator directly represent you or communities you serve? Legislators want to hear from people in their district. It can often hurt – not help – a cause to lobby a legislator outside of your district or state.

What to expect when you meet directly with federal legislators:

- Minimal knowledge about the issue
- Approx. 20 minute meeting
- Meeting with the staffer, not always the legislator (That's ok! Staffers often write legislation for the legislator)
- Pushback on funding requests
- Hesitancy to commit to anything
- Generally nice staffers

For More Information Visit:

Community Food Security Coalition Federal Policy Advocacy

Handbook: https://web.archive.org/web/20120229192940/http://www.foodsecurity.org/FedPolicy2007_fnl.pdf

Non Profit Lobbying: <http://bolderadvocacy.org/navigate-the-rules/influencing-legislation>

How a Bill Becomes a

Law: https://web.archive.org/web/20120309001245/http://www.foodsecurity.org/policy/How_a_Bill_Becomes_a_Law.pdf