

# THE ESSENTIALS OF LOBBYING



# THE LEGISLATIVE PROCESS

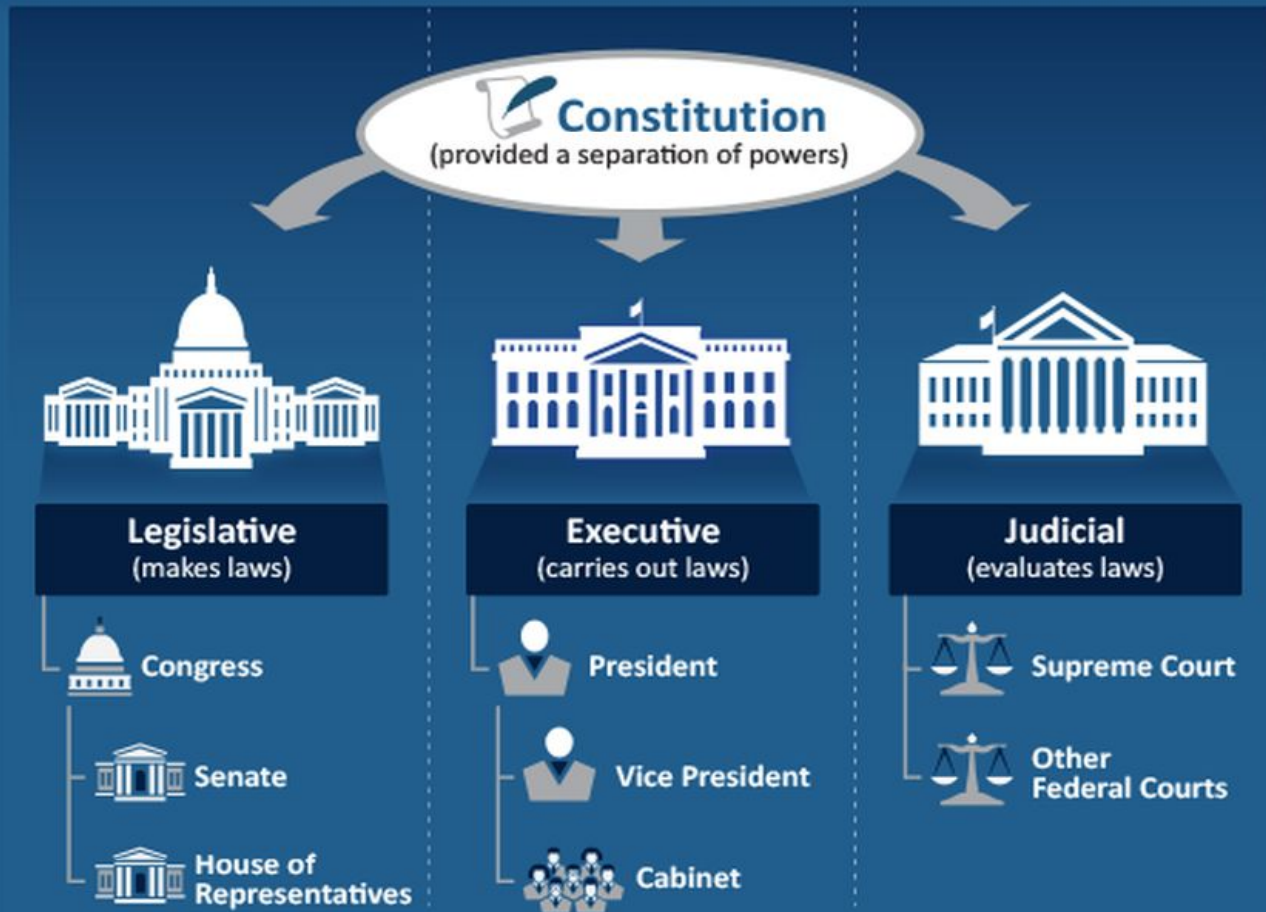
**CWA  
STRONG**

**CWA  
STRONG**

**CWA**



# 3 BRANCHES of U.S. GOVERNMENT



EPISODE 9

# HOW A BILL BECOMES A LAW

Thought  
cafe

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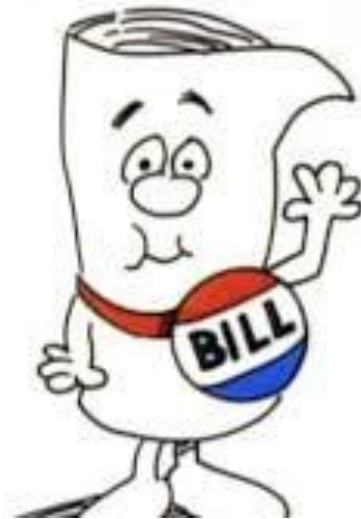


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# HOW A BILL BECOMES A LAW

## U.S. CONGRESS



Idea for a  
bill

Committee  
debate

House members  
vote

A bill is written &  
sponsored

Calendared for  
vote

# HOW A BILL BECOMES A LAW

## U.S. CONGRESS



Assigned to  
Senate  
Committee

Conference Committee -  
House & Senate

President signs  
into law

Senate votes

Final Approval



# NORTH CAROLINA GENERAL ASSEMBLY



- General Assembly
- 2 Houses: Senate & House of Representatives
  - Senate: 50 members
  - House: 120 members
- Regular session: odd-numbered years
- Short session: even-numbered years

**WHAT ARE WE  
UP AGAINST?**







▶ ⏪ 🔊 4:07 / 7:00

CC ⚙️ HD 📺 📱 📶 CWA

# PROCEDURAL CHALLENGES

Presidential veto  
or pocket veto

Filibuster!

Speaker refuses to  
assign the bill to a  
committee

House & Senate can't  
come to agreement on  
the bill

Committee refuses  
to hold a vote  
on the bill

Bill doesn't pass  
the committee  
vote

House/Senate  
votes the bill down

Rules  
Committee

House/Senate sends  
the bill back to  
committee

Bill passes committee,  
the House/Senate refuses  
to hold a vote on it

# ALEC: AMERICAN LEGISLATIVE EXCHANGE COUNCIL

ALEC brings together corporate leaders and state legislators who meet behind closed doors to draft model legislation that legislative members then seek to have adopted in their state capitals.



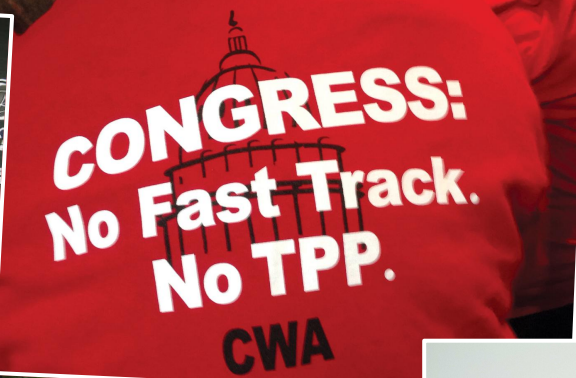
**THE  
CITIZEN**

**POWER OF  
LOBBYING**



**CWA**





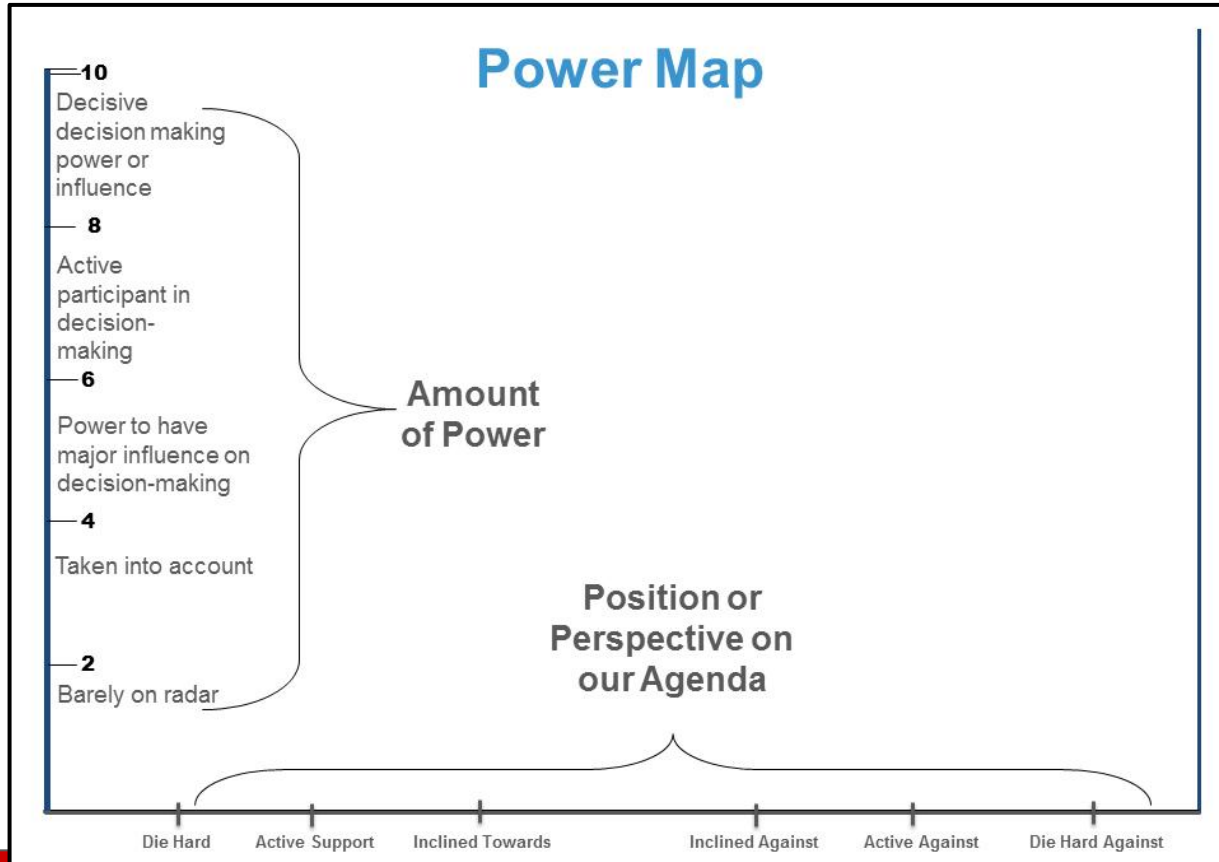


# STEP 1:

# PREPARE, PREPARE, PREPARE

- ✓ Do your homework
- ✓ Practice your message
- ✓ Know your opposition's message
- ✓ Review & assign roles
  - ◆ Facilitator
  - ◆ Storyteller(s)
  - ◆ Policy Expert
  - ◆ The Request Maker
- ✓ Bring supportive materials

# STEP 2: POWER MAPPING



# STEP 3: THE LOBBY CONVERSATION

- 1 Introduction
- 2 Information
- 3 Humanize
- 4 Ask



Billy Moan, AT&T Mobility  
Massachusetts

Sen. Elizabeth Warren  
Massachusetts

# STEP 3: THE LOBBY CONVERSATION cont.

## DO

- ✓ Stay. On. Topic.
- ✓ Be friendly and say thank you
- ✓ Appeal to self-interest
- ✓ Be clear and concise
- ✓ Take notes

## DON'T

- ✗ Don't try to talk about too many different issues
- ✗ Don't be afraid to say "I don't know"
- ✗ Don't argue with legislators
- ✗ Don't forget your ask!

## STEP 4:

## FOLLOW UP

- ✓ Evaluate with your team
- ✓ Fill out a “Lobby Visit Form”
- ✓ Send a “Thank You” email, attach supporting materials
- ✓ Decide next steps



**CWA STRONG!**