AIUSA: The Legislative Lobbying Process

Preparing for the meeting:

1. Select an issue
2. Schedule the meeting(s): Contact the officials’ district offices or Washington DC offices, send background material, and work with staff members and schedulers to set meeting times and locations. Be persistent!
3. Know the issue: Do background research using the resource packet and know your asks.
4. Prepare meeting agendas and leave behind materials: Send background materials to the person with whom you will be meeting.
5. Practice the meeting(s): Meet with your delegation to decide who will say what, practice what each person will say, and brainstorm answers to possible questions from the official or staff member.

The meeting: Remember the ABCs: Accurate, Brief, and Courteous

1. Introductions: Be memorable, human, and friendly. Introduce Amnesty International and its presence in the state or district.
2. Thank the elected official for previous positive actions
   Delegation Member:__________________
3. Make the ask
   Delegation Member:__________________
4. Give brief background on the issue
   Delegation Member:__________________
5. Discuss the ask
6. Arrange follow-up communications
   Delegation Member:__________________

The follow-up: Develop a relationship

1. Send a thank you note
2. Send responses to questions raised during the meeting: Contact your AIUSA Legislative Coordinator for help answering questions.
3. Follow-up on the issue
4. Publicly thank the official: If the elected official takes the requested action, thank him or her publicly, with a letter to the editor or via social media.
5. Do follow-up actions: Letter writing, phone calls, letters to the editor, community education sessions, vigils or social media help thank the official or urge him or her to take action.
6. Contact the office next time the issue comes up: Provide new information and Amnesty’s stance.
7. Continue to build a relationship with an elected official or staff person

Other resources

- Your AIUSA State Legislative Coordinator: grassroots@aiusa.org
- AIUSA grassroots advocacy page: https://www.amnestyusa.org/take-action/grassroots-advocacy/
- Information on legislation: http://congress.gov
- Contact Information and Legislator bios:
  - http://house.gov
  - http://senate.gov

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