



LOBBY DAY

2022

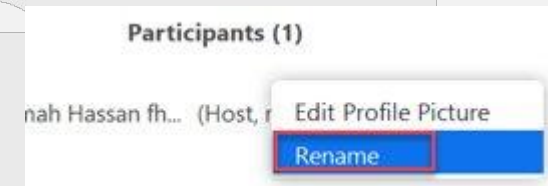


AMNESTY
INTERNATIONAL



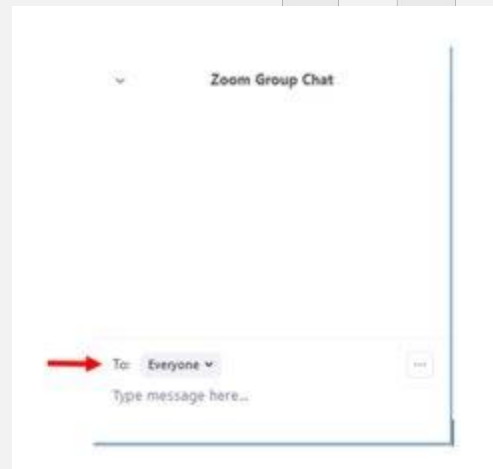
CHANGE YOUR DISPLAY NAME IN ZOOM

- While in a meeting, click on participants on the bottom bar.
- Hover over your current display name, then click More, and then Rename.
- Type the new display name. For these meetings, please use First name, Last name, State, and anything else you wish to add. Click apply.



CHAT IN ZOOM

- To chat in a meeting and send links: Click Chat on the bottom toolbar. This will open a chat section to the right of your screen.
- While in the chat screen, at the bottom you can select who can see your chat message. Click the drop-down arrow to change your selection.





LOBBY DAY
2022

LOBBYING 101 & PRACTICE SESSION

AMNESTY
INTERNATIONAL



INTRODUCTION

PROCESS

PROBLEM SCENARIOS

Q&A

ROLE PLAY PRACTICE



INTRODUCTION

- Can I still lobby?
- What's different?
- What is the same?



LOBBYING WITH AMNESTY INTERNATIONAL USA

- Non-partisan
- Grassroots
- Global human rights movement.



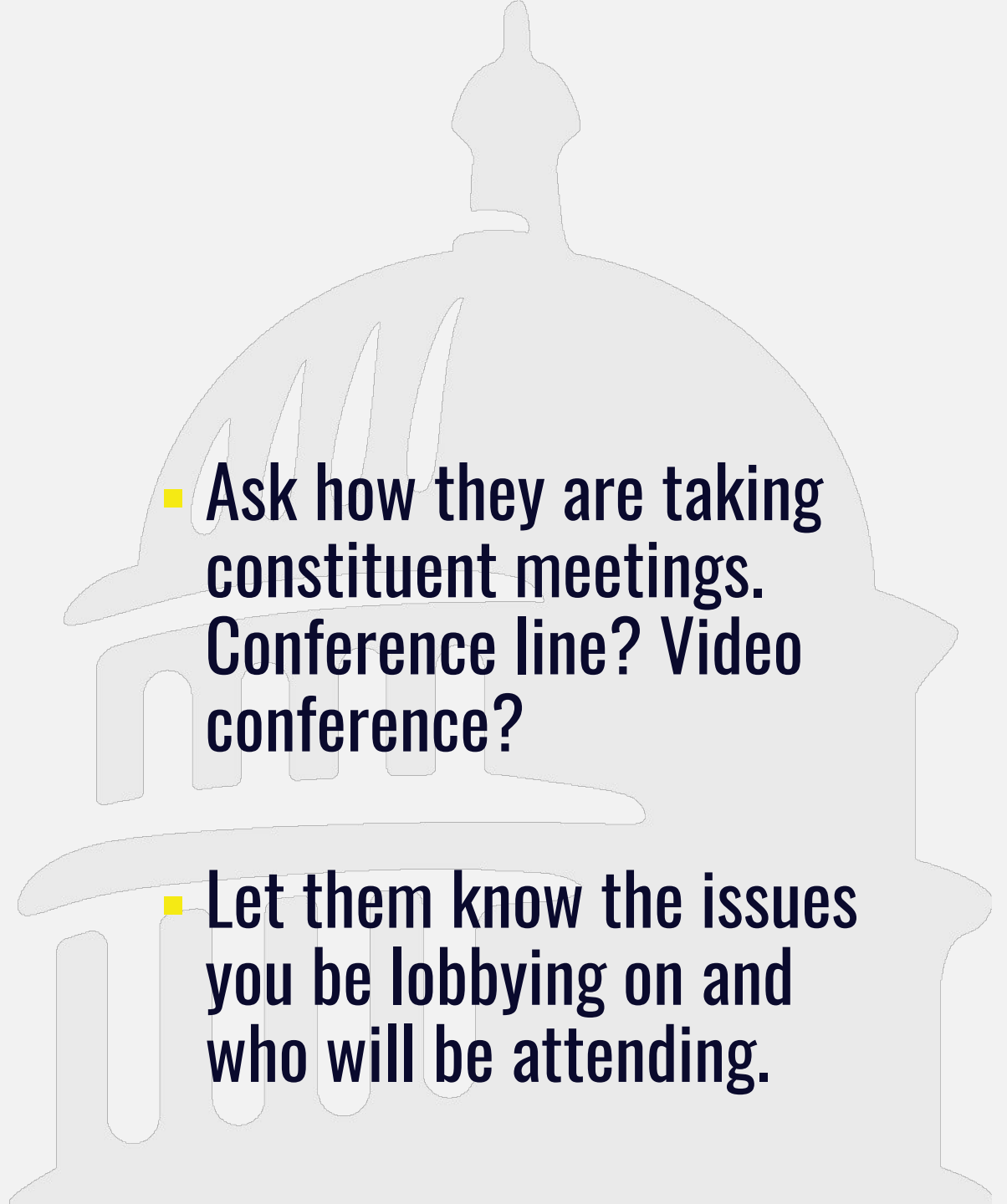
LEGISLATIVE COORDINATORS ARE VOLUNTEERS WHO:

- Act as a liaison between Amnesty members and elected officials.
- Train and mobilize activists.
- Know AIUSA's legislative priorities.

Email Grassroots@aiusa.org to be connected.

SCHEDULING:

- **Figure out your target and schedule two weeks in advance.**
- **Request the meeting through web form, phone or email.**
- **Ask how they are taking constituent meetings. Conference line? Video conference?**
- **Let them know the issues you be lobbying on and who will be attending.**



**SCHEDULING
PREPARING &
CONDUCTING
THE MEETING**



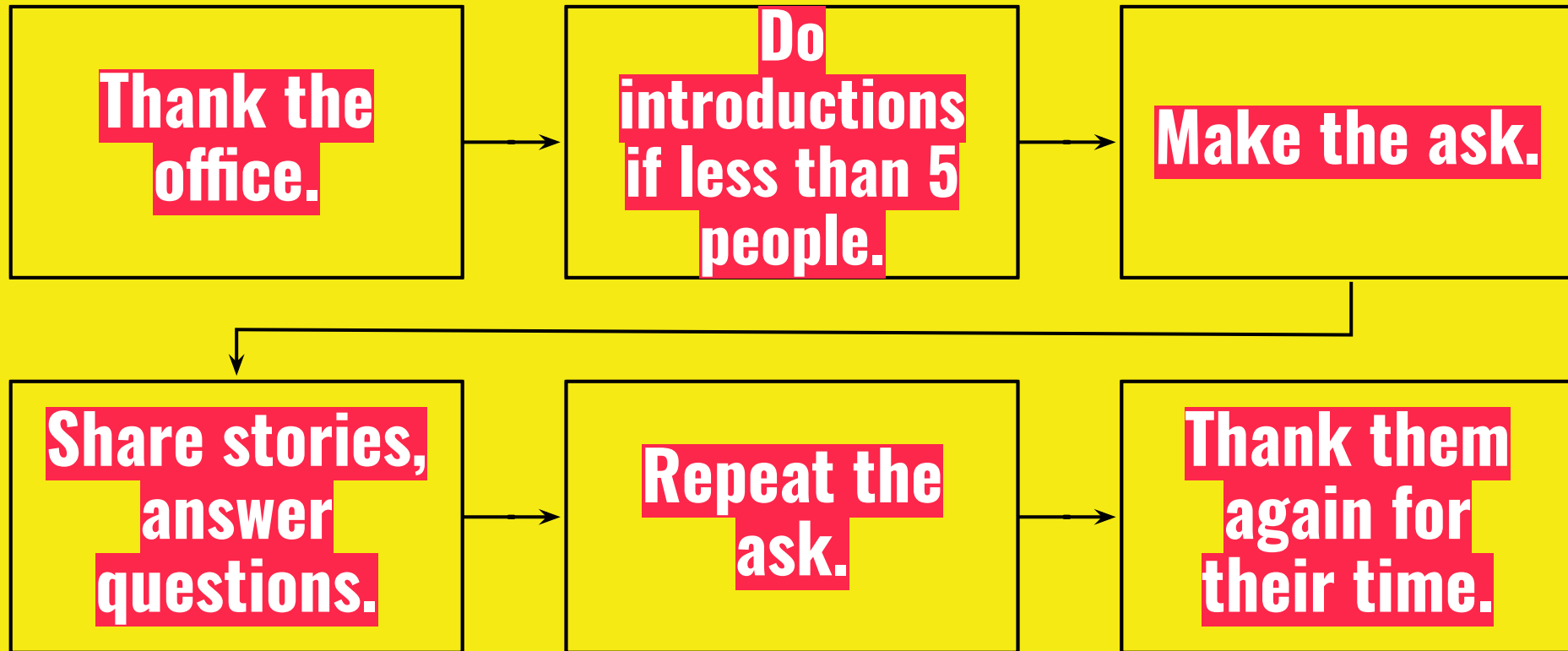
PREPARING FOR THE MEETING

- 1. Learn:** Familiarize yourself with the background information provided: this includes *Leave Behinds* and *Backgrounders*
- 2. Learn:** Research your elected official. Where do they stand on the issue?
- 3. Practice:** Designate delegation members' roles.
- 4. Practice:** Practice making your “ask”, using talking points, and answering likely questions with your delegation.

MEETING TIPS:

- Be on time and pay attention to lighting.
- Do not record any part of the meeting.
- ABCD: Be accurate, brief, courteous, and develop a relationship.
- Remember staffers are human.

Email a day-off reminder to the staff.



Lobby Visit Roadmap

AFTER THE MEETING:

- **Send a thank you email and let them know you will follow up soon.**
- **Actually follow up in two weeks to see where the office is on the issue.**
- **Post on social media about your day using #AmnestyLobby.**

AND MOST IMPORTANTLY...



***DON'T FORGET TO LOG YOUR MEETINGS AT
[AMNESTYUSA.ORG/DEBRIEF](https://www.amnestyusa.org/debrief)***

PROBLEM SCENARIOS

1. Staffer doesn't show up:

- Give them some time. They may be on another call.
- Ask to be rescheduled.

2. Rude or indifferent staffer:

- Maintain composure.
- Remain courteous.

3. Tech troubles:

- Have a sense of humor.
- Plan in advance for backup solutions.

Q&A



ROLES

TIPS

**ROLE PLAY
EXERCISE**



LOBBY MEETING ROLES

- **MEETING LEAD:** Makes introductions and guides the meeting.
- **PRESENTER:** Makes the ask and gives background on the issue.
- **NOTE-TAKER:** Takes notes during the meeting and logs a thorough debrief note after.
- **TESTIMONIAL:** Provides specific examples that illustrate why the ask is necessary.



PRACTICE TIPS

Designate roles.

Role play the meeting.

Practice until everyone is comfortable.



IDEA: LOBBYING WITH OTHERS

- ➔ **INCLUSION:** Be intentional about making sure that everyone feels included, valued, seen, and heard.
- ➔ **DIVERSITY:** Make sure everyone can be themselves authentically. Acknowledge and appreciate differences.
 - ➔ **EQUITY:** Recognize your privilege and pass the mic.
- ➔ **ACCESSIBILITY:** Run through meetings in advance to recognize any accessibility challenges that exist.

ABCAs of Lobbying

- 1. Ask:** Bill number and name. Check to see if they've already supported it at [Congress.gov](https://www.congress.gov).
- 2. Background:** Details about the bill and the issue, provided by Amnesty.
- 3. Connection:** Why does this matter to you?
- 4. Ask again:** Repeat your “ask” and other questions, such as, when can I follow up?

TEST CASE: THE BTC ACT

1. Ask: Please cosponsor the Break the Cycle of Violence Act.

2. Background: The causes of gun violence in communities of color are informed by deep-seated issues around poverty, discrimination and economic, social and cultural rights. Neighborhoods frequently lack economic opportunity and access to services, and people may feel the need to protect themselves by carrying firearms due to a lack of police protection and everyday gun violence. Research indicates that long-term, adequately funded, evidence-based projects, and working in partnership with the affected communities, can achieve sustained reductions in firearm violence. This bill will support the implementation and funding of these prevention programs.

3. Connection: Your story or motivation to lobby on this issue. Testimonial.

4. Ask again: Will the Sen/Rep support reintroduction? When can I follow-up?



ROLE PLAY!

in just a minute....

SCREENSHOT YOUR PRACTICE SESSIONS:

- On a PC, click Windows + PRT SCR.
- On a MAC, click Shift+Alt+3.





Who to contact:

***For instant tech help and other assistance
email: lobbyday@aiusa.org***

***If you have an emergency and cannot make
your scheduled meeting, email Stephanie and
Sarai at smellini@aiusa.org and
slandaverde@aiusa.org.***



Preparation:

- ***Your delegation should be on the zoom line five minutes in advance.***
- ***Test your audio connection prior to your meeting.***
- ***Ask the staffer or MOC if it is okay to take a screenshot of the meeting.***

AFTER THE LOBBY DAY

REMINDERS

1. Immediately file a debrief amnestyusa.org/debrief. Include detailed notes of who was there.
2. Complete the post lobby day **survey**!
3. Send a quick **thank you note** to the staffer you met with and reiterate your ask.
4. Send **another thank you note** two weeks later. We will provide language for this.
5. Take action again with us in **August**!



The background is a collage of overlapping circular stickers. Each sticker features a silhouette of the US Capitol dome in the center. The text '2022 LOBBY DAY' is written around the perimeter of each circle. The stickers alternate between red and yellow backgrounds, with the dome silhouette and text in contrasting colors (black or white).

THANK YOU

amnestyusa.org

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