



Effective Lobbying for School Board Leaders

Basic Do's and Don'ts

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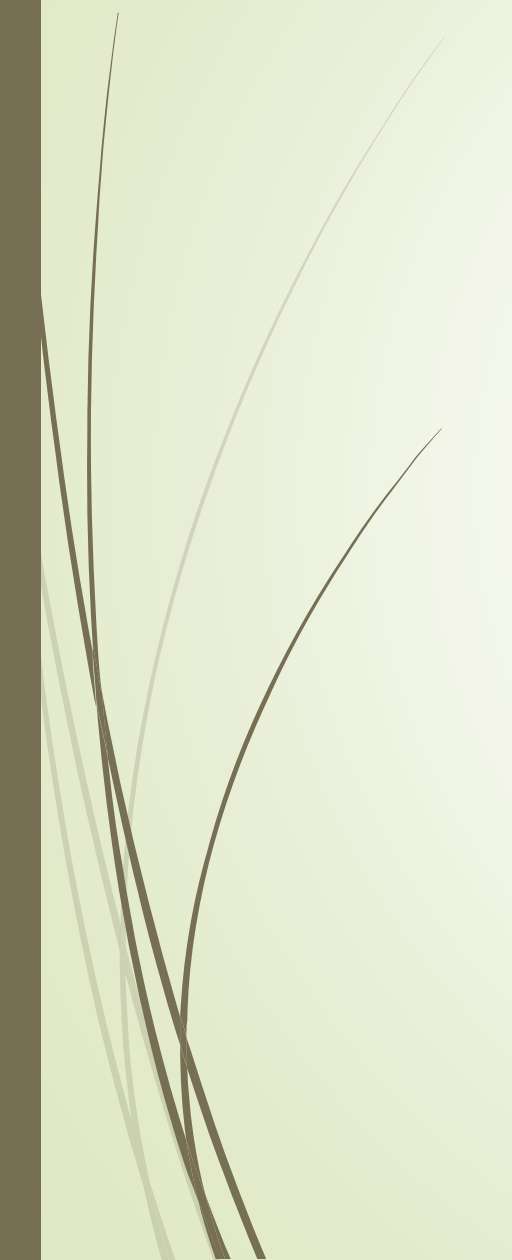
Scene 1: Introduction





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➤ **Scene 1: Introduction**

- Lobbying is a form of advocacy.
 - Create year round connections.
 - Important voice in a democracy.
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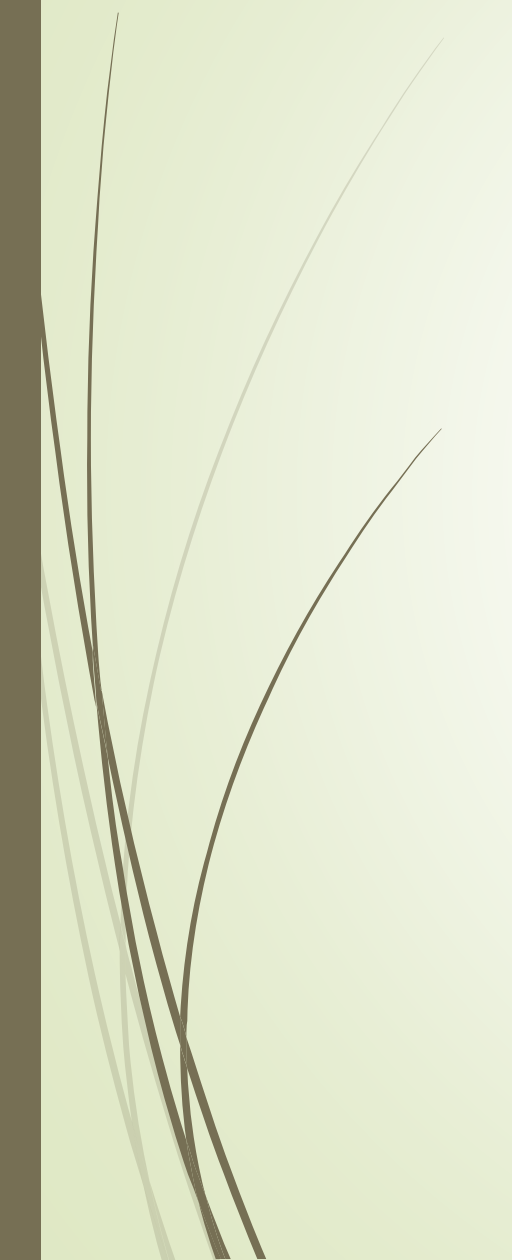


Scene 2: Guide the Conversation



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➤ **Scene 2: Guide the Conversation**

- Introduce each member by name and who each of you represents.
 - Set the tone for the meeting and state your purpose.
 - Get right into your agenda.
 - Expect to spend no more than 15-20 minutes.
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Scene 3: Prepare for the Meeting



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➤ **Scene 3: Prepare for the Meeting**

- Know your legislator's committee assignments, political affiliation and voting record if possible.
 - Be passionate.
 - Be respectful.
 - Represent the official views of your local school board.
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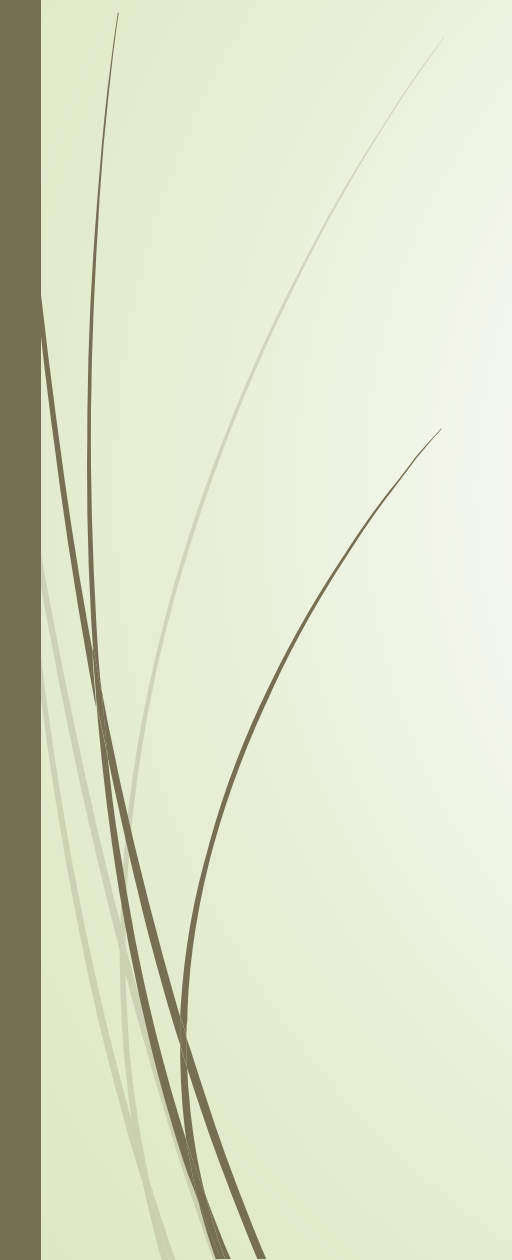


Scene 4: Discuss Priority Issues



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➤ **Scene 4: Discuss Priority Issues**

- Identify 2-3 top priority issues.
 - Showcase your expertise.
 - Share local stories about how students are impacted.
 - Offer to provide additional data on specific issues.
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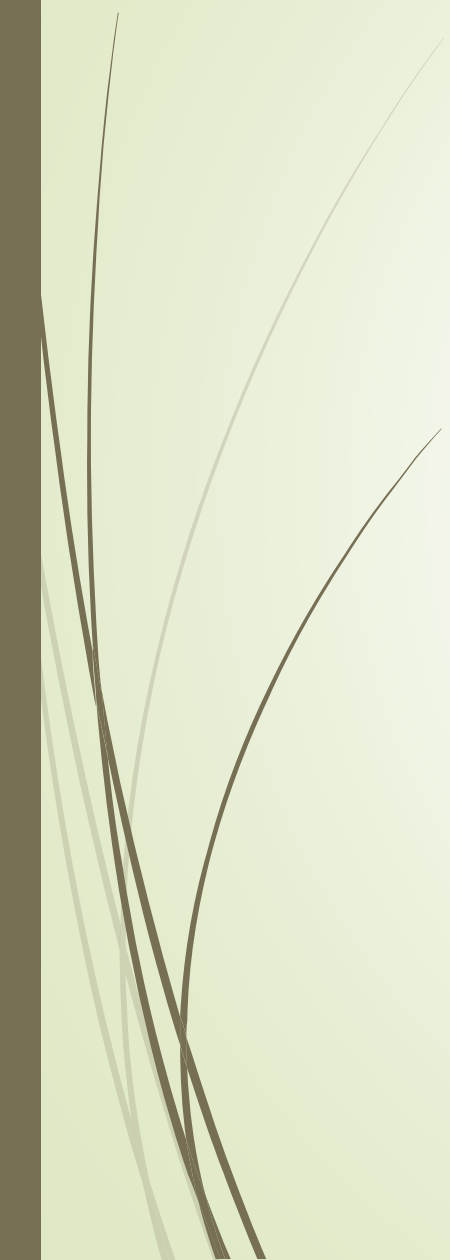


Scene 5: Ask for a Commitment



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► **Scene 5: Ask for a Commitment**

- Do not be afraid to control the agenda.
 - Do not hesitate to ask for a commitment.
 - Ask “Will you support us?”
 - You want an honest answer one way or another.
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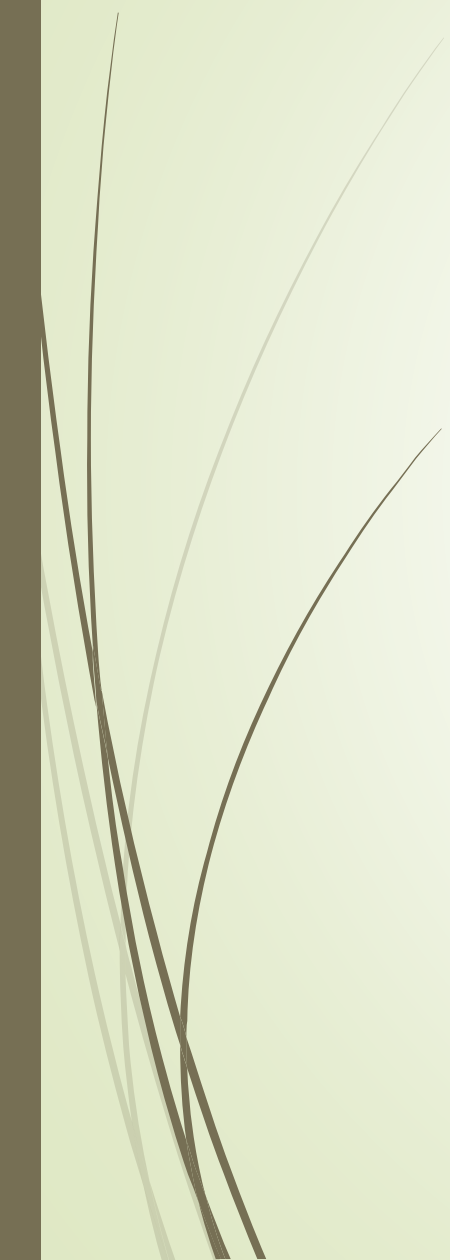
Scene 6: Avoid Conversation Killers





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➤ **Scene 6: Avoid Conversation Killers**

- Don't guess at answers to questions.
 - Never be embarrassed to say you want to review or gather other information before responding.
 - Thank them for their work.
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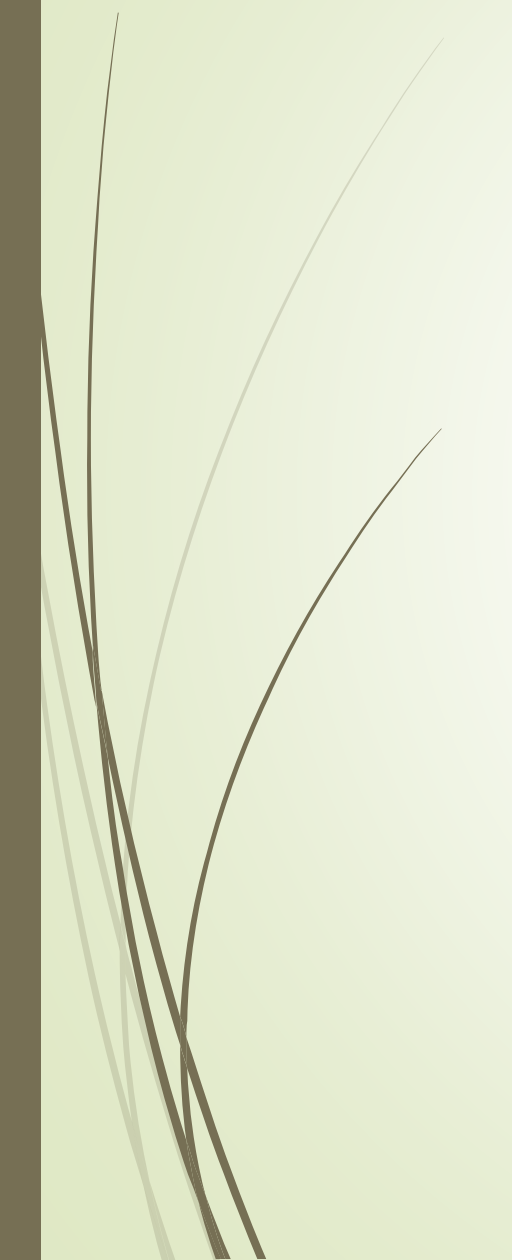


Scene 7: Close the Meeting



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➤ **Scene 7: Close the Meeting**

- Summarize what resulted from the meeting.
 - Leave packet of information.
 - Invite to visit local district.
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➤ **Scene 8: Basic Do's and Don'ts**

- Be on time.
- Be prepared.
- Know your Legislator.
- Discuss local impact.
- Summarize your position.
- Ask for a commitment.
- Don't guess or exaggerate.
- Follow up your visit with thank you letter.
- Invite your Legislator to visit your district.
- Keep in touch.