Effective Lobbying for School Board Leaders

Basic Do’s and Don’ts

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Effective Lobbying for School Board Leaders

Scene 1: Introduction
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- 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.