

# SUGGESTIONS FOR PARTICIPATION

## ***General Description***

*Government relations, also known as lobbying, consists of individuals and organizations engaged in promoting the interests of their employers or clients. Their activities involve monitoring legislative and executive activities to influence policy, legislation, regulations, or negotiations, on behalf of governments, industries, specific companies, interest groups, or constituencies. In Washington, DC, lobbying is regulated by law, calling for disclosure by lobbyists of organizations or clients they represent, LDA (Lobbying Disclosure Act) or FARA (Foreign Agents Registration Act).*

*In addition, lobbying may also be carried out by PACs (Political Action Committees) that represent specific constituencies or may simply represent themselves on stated issues. Lastly, there is a subdivision of Executive Branch Legislative Offices that represents various departments and agencies of the Executive Branch of the U.S. Government, charged with the purpose of influencing the Congressional Branch on legislative affairs.*

It is important in a democracy that we do our part to help keep their legislators informed. In order to be true representatives of the people, legislators need to know the thinking of their constituents on those issues upon which decisions will be made, and the facts on which such thinking and conclusions are based. As a citizen, *you* can help ensure good legislation on the state and national levels by communicating with your elected representatives at the proper time.

Too many people never have any contact with those who represent them in government—whose vote may decide what price they will pay for the acts of government, sometimes in terms of dollars, or in changes to standards of living, or in regulatory inconveniences.

## **Is There a Bill or an Issue of Particular Concern to You? Organize!**

Forming a group to lobby for or against legislation is often more effective than individual efforts. A group is far more visible, has greater resources, and carries more political weight.

Organize a group of friends, co-workers, or neighbors around a specific issue of concern to all of you. Define your goals . . . identify tasks that are part of the plan . . . divide the work. (For instance, one person can research available material, another can keep track of the bill, several can attend all committee meetings, several can personally meet with the legislator, etc.) . . . **STAY INFORMED.**

It is best for the group to meet informally or socially with legislators even before the group has specific legislative requests to make. Professional lobbyists specifically suggest this kind of personalized, informal contact. Friendly, personal acquaintance, and help at campaign time, form a strong basis for personal, or group, lobbying efforts.

Learn how the system works . . . find out how a bill becomes a law . . . learn the committee structure . . . find out which legislators are dealing with your area of concern . . . find out when and how to lobby.

## **RECOMMENDATIONS FOR SUCCESSFUL INTERACTIONS WITH ELECTED OFFICIALS**

If you are interested in becoming actively involved in influencing legislation, here are some important points that will make your lobbying efforts more effective:

### **Personal Contacts**

Personal contacts can be a meaningful way to influence a legislator.

1. Before contacting any legislators, take the time to read all available background material on the bill or issue which concerns you. Although it is obviously beneficial for you to know a great deal about the specifics of bills and issues, it is not essential that you know everything. The primary goal of your visit is to express your concern over a particular bill or issue.
2. Know when and where to contact a legislator. The best times to find a legislator in the office in Carson City are Tuesday, Wednesday, and Thursday.

It is usually possible, when the House and Senate are in session, to send a message to legislators informing them that you wish to speak with them. Check in with the information desk or call ahead to see if the legislator you wish to meet with is in the office.

It is generally, but *not always*, possible for a legislator to come out to meet briefly with you. Occasionally, legislators will be able to see you if you simply walk into their office, but the best approach is to call ahead and make an appointment. Let the legislator know what you wish to discuss. If you cannot get an appointment, or if the matter is too urgent to wait for an appointment, do not hesitate to go to the office anyway. You may at least be able to talk to staff, and will have made them aware of your concern.

3. If you have genuine expert knowledge, share it with the legislator. It will be welcomed. No legislator can be an expert on everything. (All views are important, but expertise is especially valued. Remember, any lobbyist's most useful role for a legislator is as a source of information.) If you have read the bill carefully and/or understand the issues involved as a result of personal knowledge or research, you may be of great assistance to the legislator.
4. Be constructive. If a bill deals with a problem you admit exists, but you believe the bill is the wrong approach, explain what you believe is the right approach. If you want to suggest amendments to a bill that has been introduced, it is important that you have: a) a clear idea of what you want to be included or deleted; b) the reasons to justify the proposed change; and c) good, strong facts to back up your position before you contact your legislator. If possible, leave copies of your position and/or suggested changes with the legislator.
5. It is usually a waste of time (for both of you) to lobby legislators who are already supporting your position, although they may be helpful in making suggestions for your lobbying efforts.
6. You do not need a crowd to lobby. One, or possibly two, well-informed lobbyists on the same subject are more effective and less confusing than a large group gathered at the same time.

7. When you introduce yourself, save time by making it clear who you are and what organization, if any, you are working with. If you are cooperating with some group from the legislator's home district, mention it and the fact that the home district group may also be trying to reach the legislator.

8. Do not "overkill." Most legislators have many demands on their time. An elaborate sales job or long, emotional speech will not be appreciated. They do, however, want your well-prepared facts and views, presented in a straightforward manner. Make sure their time is well spent in talking to you. Stick to the issues that you came to discuss; don't wander into other issues.

9. It is easy, particularly when dealing with legislators who disagree with you, to become angry and frustrated.

If you disagree, a calm, reasonable attitude and a set of well-prepared reasons for your position may change their minds on the issue. It is generally advisable not to get into arguments which may trigger prejudices. Remember, you may not have all the facts on an issue or bill. Let legislators explain their views—listen without interrupting—they often have input from many resources to which you may not have access, such as fiscal agencies, state departments, other groups with expertise on the issue, and legislation from other states. Take a few notes about their comments, noting any questions they have. Give the answers you know, and offer to get answers to the other questions, if possible. Understanding their views of the facts and where they come from will help your organization develop counterarguments.

10. Don't demand a commitment before the facts are in or make threats. Give your legislator a fair chance to examine all sides of an issue. The legislative process is very complex, and bills change their shape in committee and on the floor of both chambers of the Legislature. A bill rarely becomes law in the same form as introduced. It is possible that the bill you supported originally is so changed in the process that you would oppose its final form. Don't promise rewards, and don't insult the opposition.

A legislator may be forced to vote on a complex bill as a whole, weighing the good with the bad and the needs of all constituents and/or the state as a whole, rather than those of a particular group or individual.

### **Letter Writing and E-Mail**

A personal letter or message via e-mail or the Internet may be the most effective way of contacting your legislator.

E-mail is the preferred method of communication. Most legislators prefer e-mail because it is faster, and more convenient to respond to and track. If writing by e-mail, use your home or personal e-mail account and be sure to include your home address so the legislator knows you are a constituent.

If you're new at this type of letter writing, here are some suggestions on how your letters can be most effective:

### **ALWAYS INCLUDE YOUR LAST NAME AND ADDRESS ON THE LETTER OR E-MAIL.**

A letter cannot be answered if there is no return address and this shows you are a constituent.

**ADDRESS IT PROPERLY:** Know your legislator's full name and correct spelling. For specific addresses, see individual lists. Examples:

**FOR THE GOVERNOR:**

Office of the Governor  
State Capitol Building  
101 N. Carson Street  
Carson City, NV 89701

Dear Governor (last name):

Message text...

**FOR A STATE SENATOR:**

The Honorable (full name) State Senator  
(if to President, use President of the Senate)  
[if legislature not in session]: Interim address  
[if in session] State Capitol (room number)  
Carson City, Nevada 89701

Dear Senator (last name):

Message text...

**FOR A STATE REPRESENTATIVE:**

The Honorable (full name)  
State Representative (if to Speaker, use Speaker of the House)  
[if legislature not in session] Interim address  
[if in session] State Capitol (room number)  
Carson City, Nevada 89701

Dear Representative (last name):

Message text...

**For a U.S. Representative:**

The Honorable (full name)  
U.S. House of Representatives  
(room number) House Office Building  
Washington, DC 20515

Dear Representative (last name):

Message text...

**For a U.S. Senator:**

The Honorable (full name)  
U.S. Senate  
(room number) Senate Office Building  
Washington, DC 20510

Dear Senator (last name):

Message text...

Dear Senator (last name): Dear Representative (last name):

**STATE SENATOR STATE REPRESENTATIVE:**

The Honorable (full name) The Honorable (full name)

State Senator State Representative

State Capitol State Capitol

P.O. Box 30036 P.O. Box 30014

Lansing, MI 48909-7536 Lansing, MI 48909-7514

Dear Senator (last name): Dear Representative (last name):

**USE YOUR OWN WORDS.** Avoid form letters and petitions. They tend to be identified as organized pressure campaigns and are often answered with form replies. However, a petition *does* let the legislator know that the issue is of concern to a large number of people (addresses with zip codes should be given for each signature). One thoughtful, factual, and well-reasoned letter may carry more weight than 100 form letters or printed postcards.

**TIME THE ARRIVAL OF YOUR LETTER OR E-MAIL.** Try to write to your legislator, and the chairperson of the committee dealing with a bill, while a bill is still in committee and there is still time to take effective action. Sometimes a bill is out of committee, or has been passed, before a helpful, informative letter arrives which *could* have made a difference in the way the bill was written or in the final decision.

**KNOW WHAT YOU ARE WRITING ABOUT.** Identify the bill or issue of concern to you. Thousands of bills and resolutions are introduced in each session. If you write about a bill, try to give the bill number or describe it by popular title, such as “the Whistleblower’s Act” or “the School Code.”

**BE REASONABLY BRIEF.** Many issues are complex, but a single page, presenting your opinions, facts, arguments, or proposals as clearly as possible, is preferred and welcomed by most legislators.

**GIVE REASONS FOR YOUR POSITION.** Explain how the issue would affect you, your family, business, or profession—or the effect on your community or our state. If you have specialized knowledge, **SHARE IT WITH YOUR LEGISLATOR.** Concrete, expert arguments for or against the bill can be used by the legislator in determining the final outcome of a bill.

**BE CONSTRUCTIVE.** If a bill deals with a problem you admit exists, but you believe the bill is the wrong approach, explain what you believe to be the right approach.

**GROUPS AND INDIVIDUALS SHOULD DETERMINE THEIR PRIORITY CONCERNS** and contact the legislator on those *specific* issues rather than on *every* issue. The “pen pal” who writes every

few days on every conceivable subject tends to become a nuisance, rather than an effective voice of concern.

**YOU MAY NOT ALWAYS RECEIVE A LONG, DETAILED RESPONSE.** Legislators are very busy and usually cannot respond with long, personal replies to each correspondent.

**WRITE TO EXPRESS APPRECIATION** when you feel a legislator has done a good job. Legislators are human too and seldom receive “thank you” letters of encouragement. Remember, on any one issue, even a few letters or e-mails to one legislator can have an important impact.

Sometimes just one letter or e-mail, with a new perspective, or with clear-cut, persuasive arguments can be the decisive factor in a legislator’s action.