



UCSA LOBBY TRAINING SCRIPT

Fall 2006

NOTE: You will need to prepare materials on butcher paper before you give the lobby training. It is important to have visuals for your training to keep all your participants engaged. The following script will lay out what to put on your visuals and when to put them up during your session. Create the following visuals:

- 1) Agenda
- 2) 7 steps
- 3) Roles
- 4) Tools

INTRODUCTION –

BUTCHER PAPER VISUAL: This should be up before you start your session

AGENDA

1. LOBBYING
2. THE VISIT
3. 7 STEPS
4. LOBBYING TECHNIQUES
5. TOOLS
6. ROLE-PLAYS
7. DEBRIEF

*Introduce yourself first and don't forget to mention your role in UCSA. Then do a **BRIEF** round of introductions among your participants. Have people say if they have lobbied before - try to keep track of who has lobbied extensively to make sure you use them as a resource throughout the session.*

1. LOBBYING –

- A. **Why we lobby**...Students' main power over our elected officials is our voting power.

- B. **Lobbying is not that difficult!** Lobbying is sharing your ideas with your representatives and telling them what issues are important to you and what action you want them to take.
- C. **Timing...**The timing for our lobbying efforts is good considering the legislature is in recess, so most members are currently in their districts. It is true that many members are campaigning for re-election but they are also thinking about what policy and budget issues they are going to focus on during the next legislative session if re-elected. They want to know what issues their constituents care about or are concerned with.

2. THE VISIT

What you can expect:

- A. Expect to have to follow up with a member's office to schedule a meeting.
- B. Expect to get about 15-20 minutes with the office – that is a normal amount of time for a visit, especially if your meeting is with the member.
- C. Don't be surprised or offended if you meet with staff instead of the actual member. Members are very busy and things come up at the last minute. And actually, meeting with the staffers who handle education issues on a daily basis can be more productive than meeting with the member. More often than not, members will rely on their staff to advise them what position they should take based on the information they have gathered.
- D. Do not expect to get a concrete commitment from staff. The staff will most likely tell you that they will share these issues with their boss. If you are

actually meeting with the member, they might give you a commitment, just do not be surprised if they don't. Find out what additional information would help them make a decision. Provide that information if possible, and follow up so that you get a specific answer from them.

E. It is important that you are polite and respectful. You might not agree with a member's politics, but it is not strategic to make them stop listening all together.

3. 7 Steps

(Ask participants to pull out the 7 steps)

BUTCHER PAPER VISUAL: Put up the 7 steps

1. Identify yourself and the group you represent
2. Be prepared to control the meeting
3. State your position clearly
4. Be specific
5. Provide information
6. Follow up
7. Debrief with UCSA

4. LOBBYING TECHNIQUES

A. Go over the roles

BUTCHER PAPER VISUAL: Put up the list of roles

1. Facilitator
2. Note taker
3. Presenters
4. Testimonials

1. Facilitator

The facilitator should be a student who has some lobbying experience. This student will be the point person in the meeting and will take the group through the agenda from beginning to end, starting with introductions. It is the facilitator's job to make sure the meeting runs smoothly and efficiently by keeping time and by making sure the member/staff doesn't take over the meeting. If your elected official has questions, it is the facilitator's job to make sure that all inquiries are answered.

2. Note Taker

One person should be in charge of taking good notes in the lobby visit. It is important to write down any questions or commitments that the member makes. This student should also be in charge of filling out the lobby report form and making sure it gets to UCSA's Legislative Director.

3. Presenters

Presenters are responsible for laying out the issues for the member. It is their responsibility to explain UCSA's position and provide the policy arguments, statistical data, and other information to support our position. It is also their responsibility to ask the member where they stand on the issue.

4. Testimonials

Testimonials are the personal stories behind the programs. These students are personally affected by the issues that you're lobbying on and should share their story with the legislator. Their stories bring a face and name to the issues that we are advocating for and personalize them for the member.

Note: Presenters & Testimonials should be the same person whenever possible.

B. Helpful tips

BUTCHER PAPER VISUAL: Put up the list of tips

1. Be Prepared
2. Know your Legislative Target
3. Strategically Choose Your Roles
4. Show Your Electoral Power
5. Debrief Your Lobby Visit

These are some helpful tips for your lobby visits:

1. **Be Prepared** – Before your visit it is very important that you do your homework. You need to be able to present information on the issues clearly and briefly and that is why UCSA creates factsheets for folks to understand and be able to present the key points of issues.
2. **Know Your Legislative Target** – You should also do your homework on the member. Read their bio, know their party, what committees they sit on, what school they went to, and what issues they care about. The more you know about the member, the more strategic you can be about framing an issue in a way that they can relate to. In the visit, ask personal and professional questions based on information you would like to know about your elected official.
3. **Strategically Choose Your Roles** – Be strategic in who you choose to speak in your visit. Are there students who are directly affected by the problem who can give personal testimony? Do you have registered voters in your delegation that can talk about your campus' Get Out the Vote (GOTV) campaign?
4. **Show Your Electoral Power** – When you do your lobby visit you must show your electoral power. Tell the member how many students are registered to vote in your campus and/or how many students voted in the last election.
5. **Debrief your lobby visit** – Before you debrief, get out of the building. Then go around and have everyone say something that went well and something that can be improved on for future meetings. Decide who is

going to follow up on what and when. And **DON'T FORGET** to return a completed lobby visit report form to UCSA!

5. TOOLS

BUTCHER PAPER VISUAL: Put up list of tools

1. POCKET DIRECTORY OF CA LEGISLATURE
2. LEGISLATIVE WEBSITES
3. UCSA SCORECARDS
4. LOBBY SCRIPT/TALKING POINTS
5. FACTSHEETS

The following are tools that will be helpful for your visits:

- A. **POCKET DIRECTORY** – The pocket directory of the California Legislature contains critical information on each member (contact information, committees they sit on, what schools they attended, what are their areas of interest, term limits, etc). To order a directory, go to www.capenq.com
- B. **LEGISLATIVE WEBSITES** – you can access more detailed information about your member (bio, voting records, bills they have authored, awards they have received, etc.) by looking up the following websites:

Assembly: www.assembly.ca.gov

Senate: www.senate.ca.gov

CA Legislature: www.legislature.ca.gov
- C. **UCSA SCORECARDS** – UCSA has put together scorecards for incumbents running for re-election in UC districts. The scores are based on members' voting records on bills UCSA took a position on during the last legislative session. You can look up your legislators' scorecards on our website: www.ucsa.org

D. **LOBBY SCRIPT/TALKING POINTS** – For the Fall 2006 meet & greets, you will be provided with a script that sets out each of UCSA’s action agenda campaigns and our main goals for 2006-07.

E. **FACTSHEETS** – UCSA will put together issue-specific factsheets that you can use to prepare for your visit and leave with the member.

6. ROLE PLAY

Facilitator role play:

- *Pair up with your lobby training co-facilitator and role play a lobby visit in front of the group. One of you plays a legislator and the other a student. Please do not exceed 5 minutes.*

BUTCHER PAPER VISUAL: LOBBY VISIT EXAMPLE

1. INTRODUCTION
2. DISCUSSION OF THE ISSUES
3. WRAP UP

Student role play:

- *Divide up the room in groups from 4 to 5*
- *Have them divide up roles*
- *Have them follow the 7 steps to a successful lobby visit*

7. DEBRIEF

Reconvene and discuss role play visits. On butcher paper, write down the answers to the following:

- a. Ask the “legislators” what the student group did well
- b. Ask the “legislators” what the student group could have improved upon
- c. Ask the “students” what was the hardest thing
- d. Ask the “students” how they handled it and what they would do differently

Questions?