

# **Lobbying**

## **Training for the Asia Pacific Youth Network**

### **Lobbying**

There is no exact science to Lobbying and like all elements of social change, there are different ways in which we can do it and ensure maximum impact due to the strategic conversations that we have.

Lobbying, in an ideal world, is used as part of a campaigning strategy. The following documents are supporting documents for a train the trainer.

These handouts can be used, when running training.

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- 1. Agenda**
- 2. Definitions**
- 3. Ways to Lobby**
- 4. Researching your target**

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Attachment One

**Agenda**

- Getting to know each other
- What is Lobbying
- How we Lobby
- Strategic Relationships
- How to approach
- Face to face
- Questions/ Summary

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**Attachment Two**

**Definitions**

**Lobby**

To try to influence the thinking of legislators, public officials or figures with authority for or against a specific cause

**Strategic Relationships**

Within specific environments strategic relationships are relationships we build with and around the figures of authority, public officials or legislators

**Constituents**

Community members who the person the lobbying is focused on are responsible to. .

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**Attachment Three**

**Ways to Lobby (make contact with your person/ people)**

**(a) Phone them**

You can ring them and leave a message, or try and have a conversation with them about your concerns

**(b) Write to them**

Write a letter or email to them voicing your concerns.

**(c) Hold an event**

You can hold a community event and invite them to attend

**(d) Attend Event they are hosting**

At these events introduce yourself and make yourself known as a person who is interested in a specific issue.

**Note**

**Whilst being a member of an organisation or group can help, it is also good if you can talk as a constituent for example a consumer or a member of the voting community.**

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### **Attachment Four**

#### **Picking your target**

The following questions can be useful in ensuring that the relationships you build and the conversations you have are strategic and with the right people.

The questions are a guideline only, however it is important to research who the best person is to talk to, to ensure the maximum impact from your work.

#### **Questions to ask**

- 1. What is the issue you want to change?**
- 2. Who made the decision?**
- 3. Did they make it singularly or in a coalition with others?**
- 4. Is it conceivable/ and safe to access this person directly?**
- 5. Are there others who may be willing to support your cause?**
- 6. Do any of the “others” have a relationship that could be useful in influencing the decision maker?**
- 7. Is there someone else you could lobby, who will talk to the decision maker themselves?**

#### **Research**

You should research who the players are in each area. For example, if you are lobbying about corporate responsibility potentially the CEO is not the best target; you may be able to talk to Board members, or service providers who may support your cause.

#### **Research by**

1. Googling ( if possible- most public figures have some information available publically)
2. Asking questions – think of people you know through your social networks- sometimes the best information comes by word of mouth.
3. Make friends with their staff- sometimes a relationship with someone internally can be helpful in facilitating contact and gathering information.

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#### **Attachment Five**

#### **Face to Face**

The best way to make sure your lobbying is successful is to meet face to face. Whilst this is not always possible the following gives a broad idea of some of the things you can do

#### **Step One**

Write to the person, who strategically you think there is value in communicating with and outline you would like to have a meeting.

#### **Step Two**

Follow up your letter with a phone call and try and set up a meeting time. Remember to be persistent!

#### **Step Three**

Before you meet your group should get together and have a practice run, work out who will say what.

#### **Step Four**

Meet with the person, remember you will probably only have 20 minutes for your discussion, but if it goes longer keep talking!!

#### **Other pointers**

1. Always be polite
2. Speak as a concerned member of the community, if you are lobbying on behalf of a non government organisation, they will usually already know what they think.
3. Decide what your asks will be, and make them cleanly.
4. Don't get upset or worried if they ask you a question you don't know the answer to, take it, on notice and offer to get back to them. Then make sure you do. It might even be a chance for another conversation.

#### **Roles in the meeting**

If you are meeting as a group you should have defined ideas about what the role of each person should be.

The following gives you some broad ideas.

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**Delegation Leader**

Who will lead the conversation

**Secondary Speaker**

To help out, and assist if things get confusing.

**Notetaker**

Someone to take notes, and action points to be followed up.