

The Value of Advocacy: How to Win Friends and Influence Policy on Capitol Hill



Presented by

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The POWER of Advocacy

Elected officials pay attention to the people who elect them, but only if those people know how to use their **“Power of Constituency”**

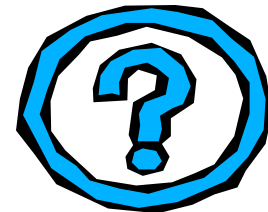


This is why YOUR voice is so important

What do You Want?

You must Make “The Ask”

- Be specific
 - Sponsor or co-sponsor a bill (use bill name) **HR1452**
 - Where do they stand on an issue/upcoming vote
 - Support or oppose legislation with vote
 - Simple things
 - Site visit
 - Newsletter article
 - Meeting with members of group



Advocacy in Action!



Capitol Hill Visit – The Visit



- PROMPT
- PATIENT
- PREPARED
- POSITION
- POLITICAL
- PERSUASIVE

Capitol Hill Visit – The Visit



- **Be Prompt**
 - Don't be late – time is very important
- **Be Patient**
 - Not uncommon for member to be late or be interrupted
 - Be flexible

Capitol Hill Visit – The Visit



- **Be Prepared**
 - Select a primary spokesperson
 - Be clear, specific and direct about what you are asking the member to do-cite specific bill numbers
 - Prepare brief talking points in advance & know & understand them
 - Average visit lasts 7.5 minutes!

YOU ARE THE EXPERT!

Capitol Hill Visit – The Visit



- **Be Prepared (cont'd)**
 - Don't include technical jargon
 - Realize there are varying levels of knowledge among Congress
 - Members/staffers work on many issues besides yours
 - Have “leave behind” information

Capitol Hill Visit – The Visit



- **Member's Position**
 - Ask for the member's position on the bill/issue
 - Politics = avoid commitment
 - Lobbying = **get commitment**
 - If member supports the bill/your position
 - Thank them and stop!

Capitol Hill Visit – The Visit



- **Be Political**

- Demonstrate connection between what you are requesting and the members of constituency
- Speak from personal experience
- Share information and examples that clearly show the impact of the legislation

ALL POLITICS IS LOCAL!

Capitol Hill Visit – The Visit



- **Be Persuasive**
 - Describe how you, your group can be of assistance – **You are the expert!**
 - Cite specific statistics or evidence to support your views
 - Site pros and cons and why you are right
 - Be prepared to answer questions or provide additional information if the member asks
 - Be honest – don't argue

Capitol Hill Visit – The Visit



- Leave your business card & support material
 - Use file folder-preferred by staff-easier to keep
- Get staff business card with contact info
- Thank the person for time and attention- **Repeat “The Ask”**
- Ask preferred method of contact for follow-up (phone, e-mail)
 - Send personal thank you & info promised ASAP
 - Follow-up on “The Ask” if necessary-wait 2 weeks

The 10 Commandments of Lobbying



- I. Have Fun
- II. Be Brief
- III. Be Defferential
- IV. Be Yourself
- V. All Politics is Local
- VI. Get to the Point
- VII. Ask for Member's Position
- VIII. If Member Supports you Stop
- IX. Make Many Friends, Few Enemies
- X. Credibility is your Greatest Asset

Capitol Hill Visit – The Visit



Congratulate yourself!

You are now an advocate for your
profession.

Advocacy in Action!



The Power of Constituency

Go Forth and
Advocate!

