

# Lobbying Politicians 101



**Citizens' Climate International**

Shape your world. [CitizensClimate.earth](https://CitizensClimate.earth)

# Learning objectives

Securing an  
appointment  
with a  
politician

1

Preparing  
yourself and  
your team  
to lobby

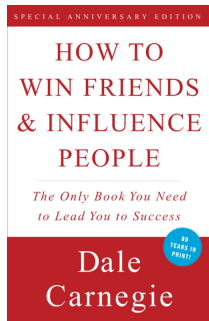
2

Practice  
lobbying a  
politician

3

# One Rule

**Respect,  
admiration, and  
gratitude for  
service**



# First: Research the Politician

**Get to know the politician first.**

**A big goal is to find something they have done that you can appreciate them for.**

**Search their websites, social media, and government websites.**

**Be sure to also include contact information and the name of the politicians' staffers.**



# Script for securing an appointment

**Appreciation MP and staff's service to your community and Canada.**

**Identify who you are, including what organization you are representing.**

**Identify yourself as a constituent if applicable.**

**State briefly what you like to discuss with the parliamentarian. The more focused you are the better.**



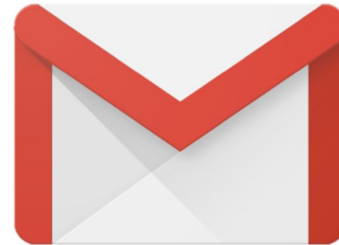
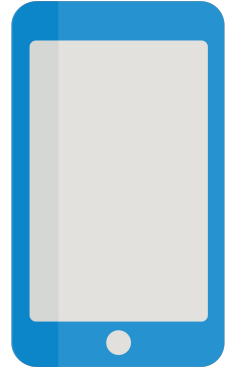
# Securing the appointment

Phone and then email.

If need be, leave a voicemail and follow it up with an email.

If you are a constituent, identify yourself as one.

Be sure to mention you are specifically the organization you are with.



# Motivational Interviewing

A person-centered interviewing style for eliciting behavior change by helping people to explore, find common ground and overcome obstacles and move forward together.



## BASIC STEPS

1. Get permissions to start topic.
2. Ask how, who, what, when and where questions. Avoid why questions.
3. Get the other person talking. The politicians should be doing most of the talking.



# Roles in Your Meeting

- Lobby Lead
- Appreciator
- Time Monitor
- Notetaker
- Discussion
- Asker
- Deliverer
- Follow-up
- Photographer
- Observer



These are suggestions,  
be flexible. Be ready to  
assume multiple roles.  
Encourage everyone  
to participate in the  
discussion.





# Basic Meeting Outline

## Beginning

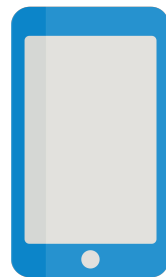
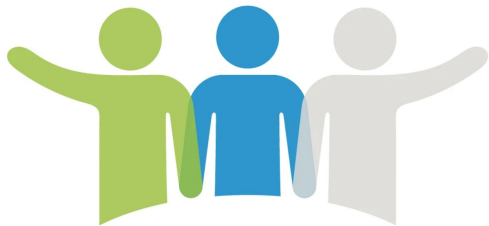
thanks, how much time, intros, appreciation, state our purpose and ask.

## Middle

exchange thoughts, MI questions, listening for values, and moving MP forward.

## End

clarify supporting ask(s), plans for follow-up, photo, and thank them for time.



# Role Play a Meeting

- Identify the “Lobby Lead”
- Settle on who you plan to lobby
- “Lobby Lead” facilitates assignment of roles and your team’s meeting plan
- Come up with 2 or 3 Motivational Interviewing questions
- Make sure everyone has a role and participates
- Role play
- Debrief As A Group