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Tips for Effective Lobbying

“Taking the Fear out of Lobbying”

Tips on Meeting with Your Legislators (in 6 easy steps)

1) ALWAYS INTRODUCE YOURSELF

Let them know who you are and why you care about the issue.

Remember you are the expert. Legislators want to hear from you & your knowledge of nursing and the health care system.

2) GET DOWN TO BUSINESS QUICKLY

State the issue, your position, and what you want him/her to do.

3) BE SPECIFIC, CLEAR AND SIMPLE

Provide information about how this issue impacts his/her constituency and people throughout the state. Use fact sheets, statistics, etc.

4) HANDLING OBJECTIONS

This is a key aspect of lobbying and if the legislator doesn't agree with your view point, use the nursing process to find out his/her views. Problem solve together.

You might suggest:

“While I understand your concerns, in my experience, this happens....”

OR

“I see your point, but how do you see that changing with (a particular piece of legislation).”

5) USE PERSONAL STORIES

Remember, your job is to persuade. Tie your personal experience with the policy issue you are discussing. A personal story will leave an image that the legislator will remember when he/she votes on the issues.

6) ASK THEIR SUPPORT & THANK HIM/HER

Remember to always be polite even if they disagree with you.

Thank them and follow-up with a letter or e-mail.