

Lobbying



Lobbying the people who represent you is about persuading them to your point of view, so that they lend their support to, or act to enable, the change you want to see.

A 'Champion' is a politician who is committed to your cause. They can make the case to their colleagues, and help make the media aware of your campaign.

People who are on your side are your 'allies'

People who are against your views are called 'opponents'



Practical Tips

Think about what you want to achieve, and exactly what you want to talk about. If more than one person is attending the meeting, decide who is going to say what.

Be prepared, but don't feel that you need to be an expert.

Listen to the views of your representative. Provide them with information to help them understand the issue more clearly.

Your representative is a busy person. Don't overstay your welcome! Make another appointment if this would be helpful.

Try to build a warm relationship. Be purposeful, yet friendly.



Remember to send a thank-you note to show that you have appreciated the time they spent with you. Take the opportunity to remind them what they agreed to do to help you.