



MERCAZ-CANADA

CANADIAN FOUNDATION FOR MASORTI JUDAISM
FONDATION CANADIENNE POUR LE JUDAÏSME
MASSORTI

Basics of good lobbying

You are dealing with a person not a target!

- Study the person you want to see before you approach them...(you are dealing with a person, not a target)
- Know his/her background
- Know their "hot buttons"
- Find areas of common cause
- Know their constituency
- Look at their statements in the House/Legislature
- Look at their list of contributors (public record), riding association
- Never, ever make a threat!*

Best...

Find one or two members of their riding/supporters/contributors to join you in your approach. Let those friends do the talking and make the ask.

Why are you there

Be clear about your "ask", it has to be a deliverable. Politicians love vague.

Asking for "your support" is vague, meaningless and has no measurable result

Don't have a bunch of asks. You can always come back later

Ask for a specific...for example A statement in the House

Be prepared to back up your ask later

- If you run into opposition don't waste time with the person but find ways to make them aware (in)actions have consequences

Follow up, thank them, let their supporters, donors know you appreciate the Members support.
Reinforce support.

Be zealous but not a zealot!