

THE CAMPAIGN METHOD FOR MORE EFFECTIVE STATE GOVERNMENT AFFAIRS

Track 1, Day 1: How to Successfully Lobby State Legislatures

Course Textbooks

1. Glossary of Legislative Concepts and Representative Terms (Guyer)
2. How to Successfully Lobby State Legislatures: Guide to State Legislative Lobbying, 4th edition – Revised, Updated, Expanded (Guyer)
3. Winning with Lobbyists, Readers edition (Guyer)

"No man's life, liberty, or property is safe while the legislature is in session."
Mark Twain

Time	Topic
8:30 – 9:55	Introduction: Overview of the Campaign Method
	Lobbying: What, Why, Who, Where, and When
	Effective Lobbying
	Assessing and Increasing Political Strength
9:55 – 10:10	Activity 1: Assessing Your Political Strength
10:10 – 10:35	Building Your Lobbying Organization
	Crafting Your Bill and Supporting Materials
10:35 – 10:45	Break
10:45 – 12:15	Legislative Staff
	Model: Lobbying Visit Leave-Behind

Time	Topic
	Legislative Procedure
	Committees, Testimony, and Caucuses
	Legislative Ethics
	Campaign Contributions
	Special Interests and Coalitions
12:15 – 12:30	Activity 2: Coalition and Alliance Building
12:30 – 1:00	Lunch
1:00 – 1:45	Negotiating with Special Interests
1:45 – 2:45	Activity 3: Negotiation
2:45 – 2:55	Break
2:55 – 3:40	Motivating Lawmakers
	Getting and Keeping Votes
	10-Minute Constituent-Lobbyist Checklist
3:40 – 4:10	Activity 4: “3-minute in the Hallway” Lobbying
4:10 – 4:25	Actions after the Committee of First Reference
4:25 – 4:40	Conclusion, Q&A, Course Evaluation