

The Campaign Method for More Effective State Government Affairs

How to Successfully Lobby State Legislatures (Part 1)

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

Mark Twain

<u>Time</u>	<u>Workbook Page</u>	<u>Topic</u>
1:00 – 1:55	1	The Campaign Method and Legislative Basics
	3	Foundations of US Lobbying
	9	Effective Legislative Lobbying
1:55 – 2:10	15	Activity – Ranking of Your State's Influencers
2:10 – 2:25	16	Assessing and Increasing Political Strength
2:25 – 2:40	23	Activity – Assessing Your Political Strength
2:40 – 3:10	24	Designing and Operating a Lobbying Campaigns
	32	Drafting Your Bill and Supporting Materials
3:10 – 3:20		Break
3:20 – 3:50	38	Legislative Staff
	42	Influencing Legislative Committees
	47	Legislative Ethics and Campaign Donations
	51	Special Interests and Coalitions
3:50 – 4:05	55	Activity – Coalition & Alliance Building
4:05 – 4:15		Q&A, Summary, and Evaluation

How to Successfully Lobby State Legislatures (Part 2)

"In life you don't get what you deserve, you get what you negotiate."

Dr. Chester Karrass

<u>Time</u>	<u>Workbook Page</u>	<u>Topic</u>
1:00 – 1:45	56	Negotiating with Special Interests
1:45 – 2:45	70	Activity – Negotiation
2:45 – 2:55		Break
2:55 – 3:25	71	Motivating Lawmakers
3:25 – 4:25	76	Making Successful Lobbying Visits
4:25 – 4:40	88	Activity – 3-minute Lobbying
4:40 – 4:55	89	Actions after the Committee of First Reference
4:55 – 5:00		Q&A, Summary, and Evaluation

How to Successful Lobby State Regulatory Agencies (Rulemaking)

"The execution of laws is more important than the making of them."

Thomas Jefferson

<u>Time</u>	<u>Workbook Page</u>	<u>Topic</u>
1:00 – 2:30	94	Rulemaking and Agency Basics
	98	Executive Branch Agency Model and Structure
	103	Agency Power and Actions
	109	Limits on Agency Actions
2:30 - 2:45	111	Activity – Experience with Agency Actions
2:45 – 3:00		Break
3:00 – 4:15	112	Agency Advocacy: Pre-APA Notice of Rulemaking
	120	Agency Lobbying Visits: Pre-APA Notice
	129	Rule Development and Adoption
4:15 – 4:45	136	Activity – Negotiation: Pre-APA Notice of Rulemaking
4:45 – 5:00	137	Post-Rule Adoption: Remedies, Appeals, Enforcement
5:00 – 5:10		Q&A, Summary, and Evaluation

Client-Contract Lobbyist Reciprocal Job Performance Evaluations

"I'm a better lobbyist for the legislature. You're a better lobbyist for your lawmaker."
James Leahy (Connecticut Contract Lobbyist)

<u>Time</u>	<u>Workbook Page</u>	<u>Topic</u>
1:00 – 1:35		Contract Lobbying Video
1:35 – 2:35	146	Contract Lobbyist: Employment Objective and Basics
	152	How to Find the Right Contract Lobbyist
2:35 – 2:50	155	Activity – Client-Lobbyist Relationship
2:50 – 3:00		Break
3:00 – 3:45	156	Negotiating and Managing Fees
	159	Ethics for Clients and Contract Lobbyists
	162	How to Be an Effective Client
3:45 – 4:00	167	Activity – Client Job Performance Evaluation
4:00 – 4:15	168	Contract Lobbyist Job Performance Evaluation
3:15 – 4:30	170	Activity – Contractor Job Performance Evaluation
4:30 – 4:45	171	Q&A, Summary, and Evaluation