Unite, Inspire, Lead
Our Students, Our Union, Our Future

Lobbying Republican Lawmakers

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NEA Strategic Goal and NEA Organizational Priority

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  – Strategic Goal 2: Empowered Educators for Successful Students

• NEA Organizational Priority
  – Every Student Succeeds Act (ESSA)
  – Political Advocacy
COMPETENCY: ADVOCACY

• NEA Leadership Competency Levels
  – Level 1: Foundational
  – Level 2: Mobilizing & Power Building

• NEA Leadership Competency Themes
  • Engages community around issues supporting student learning.
  • Acts as a political advocate
  • Establishes and maintains collaborative, effective relationships
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Lobbying 101
Learning Objectives

• Plan strategic lobbying campaigns
• Create effective messages to and requests of decision makers
• Develop the skills to build effective and efficient lobbying campaign plans
• You’re the expert!
• Know your limits
• Play to your strengths

Keep in mind why you’re lobbying
Think about some issues facing your local, your worksite, your district, and your state.

Identify one issue or cause around which you would like to organize a lobbying campaign.

EXERCISE: Why are you lobbying?
Know Your Audience

- Narrow the scope
- Executive decision makers
- Decision chains
• Think more about your issue.

• Identify offices and, if possible, specific office holders key to the decision.

EXERCISE: Know Your Audience
• Background
• Priorities
• Common ground

Be Prepared
EXERCISE: Be Prepared

- Choose one decision maker from your proposed lobbying campaign who you know a lot about.
- Identify as much information as you currently know about that person.
• Give it time
• Build trust
• Be a resource

Build Relationships
Think about how you will establish or nurture a relationship with the decision maker that you identified.

Identify opportunities to create or build relationships with key decision makers.

EXERCISE: Build Relationships
• Working with staff
• Meetings are short
• Procedures and customs

Learn the Ropes
Imagine that you are planning the first meeting of your lobbying campaign.

Draft a request for the meeting with as much detail as you can.

EXERCISE: Learn the Ropes
Know Your Ask

• Specific
• Tangible
• Verifiable
• Five-paragraph essay
• All politics is local
• Be open for questions

Support Your Ask
• Think about one of the individuals that you plan to ask to support your cause and the ask that you will make.

• Flesh out your ask with as much detail as you can.

EXERCISE: Support Your Ask
Not Too Political

- Bipartisan works
- Demands don’t
- Issues before politics
• Think about presenting your ask to a public official with whom you disagree on nearly every issue.

• Determine how political your ask is.

EXERCISE: Not Too Political
• First and lasting impressions
• Be proactive
• Keep in touch

Use Your Tools
Think more about a relationship with a decision maker and how you can use your tools to build a working rapport with that person.

Create a schedule for events that you will invite the decision maker to attend.

EXERCISE: Use Your Tools

2017 NEA National Leadership Summit | February 24-26, 2017
• You know people
• You have people skills
• You have a superpower

Be Yourself

2017 NEA National Leadership Summit | February 24-26, 2017
Think about your issue. What stories can you tell that support your position?

Write a story to support your issue.

EXERCISE: Be Yourself
Review, revise, and transcribe your answers.

• Share it.
• Improve it.
• Use it.

Lobbying Action Plan
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – Reach out to Republican Lawmakers
  – Raise awareness of issues including ESSA
  – Encourage relationship building
Lobbying Republican Lawmakers

• Please complete the evaluation for this breakout session!
• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment