



NJOMA Lobbying 101 Workshop

2013 Conference:

NJOMA – River of Many Nations

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Minneapolis, MN

NJOMA LOBBYING 101

- WHAT IS LOBBYING?
- WHY DO I/WE NEED TO LOBBY?
- THE LOGISTICS OF LOBBYING
- WHAT CAN I/WE DO TO HELP JOM?

NJOMA LOBBYING 101

➤ WHAT IS LOBBYING?

“...the act of attempting to influence decisions made by officials in the government, most often legislators or program agencies.”

➤ WHY DO I/WE NEED TO LOBBY?

- To insure that JOM receives the levels of funding needed to adequately provide services to students.
- To protect teacher and other jobs.
- To insure better program outcomes.
- Because your children's futures depend on it.

THE LOGISTICS OF LOBBYING

Scheduling Lobbying Meeting in Washington, D.C. and at Home

**A Guide to Organizing Congressional
and Legislative Meetings**

Part I: Selecting Dates, Identifying Members & Agencies and Travel Arrangements

- Selecting Dates
 - Make sure Congress is in session (check websites)
- ID Members and Agencies
 - Members:
 - Congressional Delegation and Committees of Interest
 - Agencies:
 - Agencies that have jurisdiction over your areas of interest
- Travel Plans for DC Meetings
 - Arrive the night before meetings begin
 - Pick a hotel near Capitol Hill
 - Have a multiple copies of information on your program
 - Use the NJOMA “Talking Points” to make an “ASK”

Part I: Selecting Dates, Identifying Members & Agencies and Travel Arrangements

- Selecting Dates
 - Make sure Congress is in recess (check websites)
- ID Members and Agencies
 - Members:
 - Congressional Delegation and Committees of Interest
 - Agencies:
 - Agencies that have jurisdiction over your areas of interest
- Plans for Local Meetings
 - Arrive 20-30 minutes before meeting is set to begin
 - Have a multiple copies of information on your program
 - Use the NJOMA “Talking Points” to make an “ASK”

Part II: Setting Up the Meeting

- Meeting Requests
 - ID scheduler (website)
 - Form of request (call office)
 - Template:
 - WHO (name, title, affiliation of your group)
 - WHAT (you're requesting a meeting w/ Member or staffer)
 - WHEN (specific dates and times)
 - WHY (brief summary of the issue(s))

Part III: Scheduling

- House meetings on one day, Senate meetings on another when in DC
 - House meetings: Cannon, Longworth and Rayburn
 - Senate meetings: Hart, Russell and Dirksen
- Meetings will usually run 9 am – 5:30 pm
- Meeting Duration: 15-45 minutes
- Allow 1 hour in between meetings
- Dinner: always have a reservation

Part IV:

- Post Meeting Protocol
 - Thank You Notes
 - Email to schedulers and staffers
 - Handwritten note to Member/Director/Secretary
 - Follow-up Note
 - Keep them apprised of your issues
 - Status update
 - Request new information

Part V: Miscellaneous Details

- Staffers, Legislative Assistants and Committee Staff
 - If the Member or Agency head is unable to meet with your group, a meeting with a staffer is just as effective and important
- Schedulers are the most important and busiest person in the office
 - Communicating with them in a way that conveys your understanding of their demands and respecting their time will get you very far
- There are cafeterias located throughout the House and Senate Office Buildings
 - So there is no need to schedule a lunch on busy days – you can grab something in between meetings as time allows

Part V: Miscellaneous Details (cont'd)

- Be flexible
 - Votes get called, plans change – be patient and flexible with the offices you are working with
 - If you are going to be late to a meeting – even by just 5 min. – email/call your contact or the scheduler to give them a heads up – they understand that you have meetings you are getting to, but respecting their time by letting them know is best

WHAT CAN I/WE DO TO HELP JOM?

- Identify and host a meeting with local/regional BIA/BIE officials (especially the Education/JOM staff person)
- Generate local TV and newspaper stories about your program.
- Host a School tour for your local Congressman and his/her local staff.
- Have JOM Program Booth, Space at local Street Fairs/Festivals, Pow Wows, Annual Celebration activities.
- Host a “Vendor Appreciation Day”.
- Attend the NJOMA Spring Break 2013 DC Field Trip.
- Invite local Congressman/Congresswoman to speak at High School Graduation ceremonies.
- Organize a Student , Parent and Teachers “Letter Writing Campaigns”.
- Gather “Testimonial Statements” from local vendors.
- Organize an Alumni Organization.