

Grassroots *Lobbying works!*

KNOW YOUR B's

BE INFORMED...know the issues before talking to legislators.

BE PRACTICAL...have a well thought out program of action you can recommend.

BE BRIEF...legislators are busy, session is hectic

BE FRIENDLY...keep in touch all year, not just when you want something.

BE A WORTHY OPPONENT...fight issues--not persons.

BE UNDERSTANDING...know your legislators' positions.

BE REASONABLE...recognize that there are differences of opinions.

BE REALISTIC...legislation yields compromise.

BE THOUGHTFUL...commend the right things done.

BE CHARITABLE...evaluate your lack of success by looking at yourself first--Did you do a good job of informing them of the issues?

BE FAIR...legislators are people too.

BE DISCREET...respect confidences.

ELEMENTS OF A SUCCESSFUL **PERSONAL PRESENTATION**

- Be pleasant and non-offensive.
- Convince the official that it is important for him/her to listen.
- Be well prepared and well informed.
- Be personally convinced.
- When possible, present arguments on both sides of an issue...then arrive at your advocated position.
- Use the "soft sell"...never demand or threaten.
- Leave a short written summary of your case (a question/answer format is appropriate and may even become the basis for a legislator probing a witness at a future hearing).
- Offer to assist or provide service during the decision-making points in the legislative process.
- If you do not know the answer to a question, volunteer to retrieve the information and report back.—then do it! Your word is your credibility.



OKLAHOMA ASSOCIATION OF CAREER AND TECHNOLOGY EDUCATION
OKLAHOMA ASSOCIATION OF TECHNOLOGY CENTERS

4545 N. Lincoln, Suite 159
Oklahoma City, OK 73105
405/525-8906
Fax 405/525-8973
Web Site: www.okacte.org



You Tell the Story Best!

OKLAHOMA STATE LEGISLATORS

SENATE

PHONE: (405) 524-0126
FAX: (405) 521-6607
WEB SITE: WWW.OKSENATE.GOV/

HOUSE

PHONE: (405) 521-2711/1-800-522-8502
FAX: (405) 557-7351
WEB SITE: WWW.LSB.STATE.OK.US/HOUSE/OHORPAGE

GOVERNOR'S OFFICE

PHONE: (405) 521-2342
FAX: (405) 521-3353
WEB SITE: WWW.GOVERNOR.STATE.OK.US/

OKLAHOMA ASSOCIATION of CAREER and TECHNOLOGY EDUCATION

PHONE: (405) 525-8906
FAX: (405) 525-8973
WEB SITE: WWW.OKACTE.ORG

National-ASSOCIATION for CAREER & TECHNICAL EDUCATION

PHONE: (800) 826-9972
FAX: (703) 683-7424
WEB SITE: WWW.ACTEONLINE.ORG



Legislative/Policy Strategy

- 1 Election Activities...
Contact Candidates - get acquainted with them. Ask them to visit your program. Determine their position on education issues. Educate them on your priorities for vocational education.
- 2 Get to know your policy makers. What are their interest areas? What committees will they be serving on?
- 3 Make an appointment for them to visit your program/school. Discuss your curriculum, your facilities, your students and your goals. Stress your needs and be specific, not just more money for CareerTech education.
- 4 Stress the need for new money to fund equipment and instructional materials. Training a world-class workforce demands that students are trained using up-to-date technologies and materials.
- 5 Contact your policy makers frequently. After session begins they are back in their districts every Thursday afternoon through the weekend and this is the best time to talk to them. Ask how the session is proceeding, etc. Build rapport.
- 6 Get them involved in your agenda. Put them on your advisory committee. Invite them to your open houses, banquets, CareerTech student organizations activities and competitive events. Let them know your students' achievements. Let them see the results of the investment in CareerTech education.
- 7 Invite your policy makers by personal contact to your state CareerTech student organization conference. Ask them to meet you and sit with you for one of the sessions. Let them see your students in action. This sells them!
- 8 Prior to the session, contact your policy makers with the issues of concern to CareerTech education. During the session contact your policy makers to ask about the progress being made and the status of the budget request. Ask if there are any known problems and where other contacts may need to be made.

Grassroots *L*obbying works!

Published by the Oklahoma Association of Career and Technology Education

Other Tips

Know where to locate your legislators, both at home and at the capitol.

Know the secretary and be sure that she/he knows that you are a constituent. This person can give you key information and has access to your legislator.

Include legislators on your mailing list for newsletters and major events.
Use every opportunity to give your legislators visibility.

Buy legislators a membership in your CareerTech student organization both state and national. This is a good way to make sure they get lots of mail that will remind them of you!

Always send thank you notes for visiting or attending an event. Acknowledge achievements they've made even if the issue does not impact you.

Be able to accept differing points of view graciously. You may not agree on one issue but hopefully there will be others where you can agree.

Be ready with some options for compromise, if needed, to gain further support.

Don't be aggressive but be assertive when the situation calls for it.

Above all, develop credibility, be an expert on your subject and be honest.

