
Citizen Lobbying Planning Questionnaire

This questionnaire will help you write an effective lobbying campaign in your area.

Step 1: Define your goals

What do you (specifically) want to achieve?

- Vote a specific way on a bill?
- Block a specific bill from becoming law?
- Introduce or co-sponsor a bill?
- Get other legislators to vote for a bill?
- Get a current law enforced?
- Get funding in a budget?

Step 2: Initial Research

What is the legislative landscape?

- Is your issue currently being debated?
- Have any bills been introduced?

Step 3: Pick your target

Who can give you what you want?

- Your elected official?
- Party leaders?
- Legislative leaders on your issue?

Step 4: Evaluate your tactics

What tactics will be most effective on this target?

- Constituency meetings
- Petitions
- Phone calls
- Letters



Step 5: Write Your Lobbying Campaign Timeline

Date	June 1-14	June 15-30	July 1-15	July 16-31	Goals
Research & Planning	<ul style="list-style-type: none"> - Define your specific goal(s) - Pick legislative target(s) - Research legislative landscape 	<ul style="list-style-type: none"> - Define your specific goal(s) - Pick legislative target(s) - Research legislative landscape 		<ul style="list-style-type: none"> - Final bill to be voted on 	<ul style="list-style-type: none"> - Define your specific goal(s) - Pick legislative target(s) - Research legislative landscape - Define your specific goal(s) - Pick legislative target(s) - Research legislative landscape
Meeting Logistics	<ul style="list-style-type: none"> - Contact target's office to set up mtg 	<ul style="list-style-type: none"> - Recruit and practice for 2nd mtg - 1st mtg w/ target 	<ul style="list-style-type: none"> - Recruit and practice for 2nd mtg 	<ul style="list-style-type: none"> - 2nd mtg w/ target - Petition presented to target 	<ul style="list-style-type: none"> - Contact target's office to set up mtg - Recruit and practice for 2nd mtg - 1st mtg w/ target - Recruit and practice for 2nd mtg - 2nd mtg w/ target - Petition presented to target
Actions & Tactics	<ul style="list-style-type: none"> - Draft petition language - 150 petition signatures gathered 	<ul style="list-style-type: none"> - 300 petition signatures gathered - Begin planning for public rally 	<ul style="list-style-type: none"> -450 petition signatures gathered - Public rally to support issue 	<ul style="list-style-type: none"> - 600 petition signatures gathered 	<ul style="list-style-type: none"> - Draft petition language - Gathering petition signatures - Planning for public option - Public rally to support issue
Follow up		<ul style="list-style-type: none"> - Schedule time to get answers (if necessary) 	<ul style="list-style-type: none"> - Send thank you letters to target 	<ul style="list-style-type: none"> - Schedule time to get answers (if necessary) - Send thank you letters to target 	<ul style="list-style-type: none"> - Schedule time to get answers (if necessary) - Send thank you letters to target
Priorities	<ol style="list-style-type: none"> 1. Define your goal 2. Pick your target 3. Schedule 1st mtg 	<ol style="list-style-type: none"> 1. Recruit & practice for mtg 2. Petition signatures 3. Mtg follow up 	<ol style="list-style-type: none"> 1. Gather petition signatures 2. Public rally to support issue 3. Send thank you letters to target 	<ol style="list-style-type: none"> 1. Present petition to target 2. 2nd mtg w/ target 3. Send thank you letter to target 	