

Legislative Training: Part 3

★ How to lobby / advocate



Coalition of Local Health Officials

Oregon Coalition of Local Health Officials

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Lobbying & Advocacy

501(c)(3)s CAN

- ★ Engage in “issue advocacy” including to support or oppose a ballot initiative
- ★ Meet with legislators about legislation
- ★ Provide testimony
- ★ Endorse legislation
- ★ Use private funds to lobby



25%
limit

501(c)(3)s CANNOT

- ★ Endorse or oppose a political candidate
- ★ Make a contribution to a campaign, either monetary or in-kind
- ★ Use federal money to lobby

Government entities CAN

- ★ Meet with legislators about legislation
- ★ Provide testimony
- ★ Endorse & oppose legislation
- ★ Use general funds to lobby

Government entities CANNOT

- ★ Spend any time or resources on endorsing candidates or ballot initiatives
- ★ Use federal money to lobby

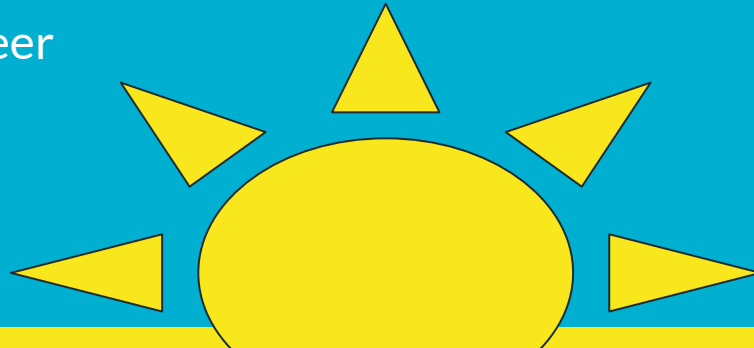
Advocating as a Constituent vs. Employee

On Your Own Time

- “I work in public health, but I’m not speaking on behalf of my employer.”
- “As a constituent, I want to talk to you about...”
- Donate & Volunteer

During the Work Day

- Clear it with your boss
- Coordinate with your internal Govt Relations and/or CLHO
- Ask for assistance



How to Lobby Effectively - An Overview

- ★ Email your legislator to set up an appointment
 - Meeting Request: Public Health Workforce
- ★ Prepare appropriately
- ★ Make the ask
- ★ Thank you + summary email
- ★ Follow up
- ★ Always be polite
- ★ Don't give up

Email

Large Event
Conversation

Virtual Meeting / Call

In-person Meeting

HIERARCHY OF LOBBYING MEETINGS

Meeting with Legislators – Best Practices

Prepare:

- Know your audience
- 3 Topics or less per meeting
- Polished talking points / practice!
- Include data, cost, and a relatable story
- Provide a 1-page printed summary at the end

Make the ask:

- Have an action step request for the legislator / a call to action

Follow Up:

- Within 24 hours, send an email:
 - Thank the legislator and staff for the meeting;
 - Summarize the discussion;
 - Include the asks;
 - Attach your 1-pager; &
 - Offer to be a resource

Build a Relationship

- ★ Constituent Coffees & Townhalls
- ★ Volunteer
- ★ Contribute
- ★ Social Media
- ★ Meet during the interim
- ★ Play the long game / don't give up



Take it to the next level



- ★ Build a Coalition!
 - Community Groups, impacted communities, local business, providers and more.
- ★ Help update constituencies about what is happening in Salem.
 - Become a source of knowledge.
- ★ Invite Legislators to attend community events with you.
- ★ Give an award!
- ★ Know what your legislator cares about and make a connection.
 - Tips: Read their newsletters, follow them on social media, set up a google alert

– Questions ?

