

LCCEWA

LONDON COORDINATING COMMITTEE
TO END WOMAN ABUSE



10 STEPS TO LOBBYING FOR NOT FOR PROFITS



1

SELECT AN MP, MPP OR COUNCIL MEMBER STRATEGICALLY.

The more representatives that you can connect with, the better. Of course, you may only have the time and resources to contact one or two. Here are some things to consider when deciding which you should contact.

- **Location.** Which constituency office or ward are you in? Do you carry out more of your activities in a particular constituency or ward than in the others? Will you have to travel to meet with them? Choose the representatives who are most relevant to your organizations goals.
- **Existing relationships.** Do you have a constituent on your team? Do you or any of your board members or volunteers have an existing relationship? It is often easier to get a meeting with an MP/MPP Council Member if you or someone working with your organization has previously met or spoken with them - use those relationships.
- **Political affiliation.** If there are MPs/MPPs in your community representing more than one political party, are you able to reach out to them? Engaging with MPs/MPPs across the political spectrum is important — both to remain non-partisan, but also because someone in opposition today could be sitting on the government side next year. The more cross-party awareness of and support for our issues we can generate, the more likely we are to succeed.



2

CHOOSE YOUR TIMING WISELY.

MPs and MPPs are likely to be in their constituencies until Parliament resumes usually the second week of September. Many are also available in the constituency on Fridays and weekends. If you can't arrange to meet your MP or MPPs locally, consider setting up a meeting with them the next time you are in Ottawa or Toronto.



3

SCHEDULE THE MEETING WELL IN ADVANCE.

If you want to set up a meeting, the best way is usually to pick up the phone as a first step. It is best to do this at least a couple of weeks before you'd like to meet with your MP/MPP or Council Member. You may be asked to follow up with an email request. When asking for a meeting, be prepared to tell the office why you want to meet. MPs/MPPs and Council Members are generally very open to meeting with constituents and community leaders.



4

INVITE MPS/MPPS/COUNCIL MEMBERS TO YOUR EVENTS.

If you have any significant events of your own coming up — annual meetings or fundraising dinners, for example — consider inviting MPs/MPPs and Council Members. This will give you a prime opportunity to show them what you do and to raise issues with them.



5

PREPARE FOR YOUR MEETING.

Be clear in your mind about what you want to discuss in order to make the best use of time. Put together a package of material to leave with them.

- Choose your team - you will need a spokesperson and note taker
- Make the story personal and factual
- Have a clear ask, with evidence of the particular need in question, along with research showing how the “ask” will efficiently address this issue. Bonus if you can demonstrate demand for this solution - that this issue or ask has the interest and support of the public. Don’t just present the problem, identify a solution
- Credibility is key. In order to remain a trusted partner with government, it’s a good idea to show you’ve done your homework.



6

RESPECT THEIR TIME.

Like us our politicians are busy people and have multiple meetings a day. You can generally expect a meeting to last up to 30 minutes, though if you are lucky it may go longer. BE READY, you will need strategies to keep on time and on track.



7

BE FLEXIBLE.

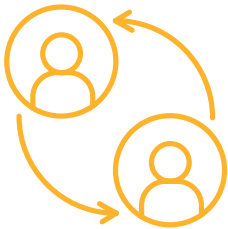
Things can change very quickly for an official... Do make sure that you follow up to reschedule if you haven’t heard anything. Sometimes your MP/MPP/Council Member may choose not to cancel your meeting but have you meet with one of their staffers instead. Keep the meeting. Staffers have more time to devote to specific issues and are able to help move your issue along. Building relationships with staffers is also an important part of the process



8

ALWAYS FOLLOW UP.

It's always a good idea to follow up a meeting with a thank you note either by email or regular mail. MPs/MPPs/Council Members have a lot of demands on their time and it's worth acknowledging the time they spend with you. Depending on the range of issues you've discussed, there may be more follow-ups involved in terms of future meetings or providing supplementary information. And on your way out, don't forget to thank the scheduling assistant. They have a difficult job and are not always sufficiently appreciated.



9

SHARE YOUR EXPERIENCE.

Show your stakeholders that you've met an MP/MPP by sharing it on your website or social media. In many cases, it is appropriate to take a picture during your meeting,



10

POST MEETING WORK.

- Be prepared to follow politicians on social media and be sure they are true to their word.
- Don't be discouraged by failure or negative responses.
- Leave the door open.
- It's okay if you didn't have all the answers but follow up if you need to with more information.
- Do a Lobby report.
- Follow up with coalition and partners if more pressure/persuasion is needed.

“ WE MUST BE THE CHANGE WE WISH TO SEE IN THE WORLD.

– AUDRE LORDE