

Lobbying

Lobbying is a way to persuade government leaders to create legislation, oppose laws, or conduct an activity that helps a specific cause.

Know your subject. Politicians hear opinions from all sides on an issue. If you're not well-versed on your subject then you won't get far.

Learn the rules. What does it take to get a bill voted on in your state? Ask an assistant how the legislative process works.

Find allies. What organizations have the same interests as you? Convince them that you can help each other by lobbying together. Find other politicians who will support your cause.

Know the opposition. Learn their arguments because you'll have to overcome them.

Don't burn your bridges. The saying, "Politics makes strange bedfellows," means that you might sometimes need the support of someone you may consider an opponent. Don't ever take part in personal attacks. Stick to the issues.

