

STATE LEGISLATIVE DAY CHECKLIST

- ▶ Hold a lobby day when the state legislature is in session.
- ▶ Do a self-evaluation to decide if your state sections should hold their own lobby day or hold it in coalition with other groups. If you choose to work in coalition, start the dialogue as soon as possible.
- ▶ Set a date and check with your State House. Reserve space for a general meeting and determine parking availability or group transportation to and from the location.
- ▶ Set an agenda. Decide on your time frame and determine if food will be served or hotel/travel accommodations will be required.
- ▶ Plan a budget. If need be, charge a small fee to cover expenses. These events should be self-sustaining.
- ▶ Inform sections of the date, time, and other event details. If they do not already have an SPA committee representative, suggest they designate a “point person” for this project.
- ▶ It is never too early to start informing your members and the community. Send “save the date” emails or post cards and continue to publicize in your section bulletins and community bulletins throughout the planning process.
- ▶ Pick your issues. Be selective – try to focus on no more than four issues (don’t pick too many or the messages will be lost).
- ▶ Hold an issue briefing and advocacy training prior to your lobby visits. Invite local and NCJW experts to brief on issues and train the group on the basics of how to lobby.
- ▶ Create Lobby Day packets for participants and for state legislators. Include NCJW resolutions as well as NCJW issue talking points, background papers, and any other relevant information. Relevant coalition issue information may also be used.
- ▶ Have issue materials and any other related information available in advance so that participants can become familiar with the packets they will be using on their visits.
- ▶ Remember to ask for RSVPs so that you know how many people will be attending, the amount of food and materials necessary, and the level of advocacy expertise.
- ▶ Make phone calls to personally encourage attendance. (This is a necessary step that must go along with written communication in order to attract participants.)

- ▶ Determine who will arrange appointments for visits with legislators. Requests for meetings should be made in writing. Plan for visits to last between 20-30 minutes in duration. Make sure to leave enough time between visits for travel to your next meeting. Include time to attend a hearing or watch the legislature in session if possible.
- ▶ Select lobby group leaders in advance.
- ▶ Invite press if applicable.
- ▶ Plan a "Call-In Day" for those who cannot attend.
- ▶ Send thank you notes after the day to those you visited and to speakers. Reiterate your issue messages with legislators.
- ▶ Design an evaluation for participants to help in planning future days.