

## Ten Steps to an Effective Lobbying Visit:

- 1) As the meeting begins, introduce yourself and tell your elected official or staff person about your business, how many people you employ, which recent or major projects you've been involved with, and where you are located in the state or district. You also should mention your affiliation with the Arizona Builders' Alliance which represents the commercial construction industry, including general contractors, subcontractors and suppliers to the industry. Also mention that the Arizona Builders' Alliance is a diverse group that includes large corporations, small businesses and start-ups.
- 2) Thank the member for taking the time for the meeting.
- 3) State clearly and concisely what issues you would like to discuss, what your position is on each issue and what action you'd like taken. Follow this up with facts about why he or she should align with you. A visual handout (or leave behind is helpful).
- 4) Stress how the issue will affect the economy in the member's district or area of representation. If possible, make the issue more relatable by telling a personal story that highlights your experience with the issue and how it will impact your business and the local economy.
- 5) Mention other organizations and business groups that share your position. If you are part of a coalition, mention the number of members or firms the coalition represents.
- 6) Answer any questions to the best of your ability, if you are not sure of an answer, let the member know that someone from the Arizona Builders' Alliance will promptly follow up with the requested information.
- 7) Ask a direct question to which the legislator can respond "yes", like: "Can we count on you to co-sponsor or support this bill?" Press politely for a commitment unless the member is clearly opposed to your position or to making a commitment.
- 8) Always thank the member, elected official or staff member for his or her time regardless of whether they agree with your position.
- 9) Immediately following the meeting, write down any information you have learned about the member's position so you can share it with the Arizona Builders' Alliance for use in the development of legislative strategy. email brief summary of meeting to both Mark Minter and Tom Dunn at the following emails: [mminter@azbuilders.org](mailto:mminter@azbuilders.org) and [tdunn@azbuilders.org](mailto:tdunn@azbuilders.org)
- 10) Follow up with a prompt thank you letter that reiterates your key points and any commitment the member made to you. Include all follow-up information you promised to provide. Also offer the member opportunities to tour job sites and work facilities in their districts.