

TIPS FOR EFFECTIVE CITIZEN LOBBYING

Making your voice heard in Frankfort

- Take the long-term view of your relationship with each legislator.
- Tell personal stories. Why is the issue important to you?
- Do your homework. You should know the basic facts of the bill, the bill number, who the sponsors are, and where it is in the legislative process.
- Always be more reasonable than our opponents. Stay calm, cool, respectful and firm.
- Understand that your job is to educate lawmakers about issues and bills they may not be familiar with.
- Ask directly for their support. “Will you vote for this bill?”
- Say thank you, no matter his/her response, and send a note.
- Write down what was said and share your notes with KFTC so we can track where we stand on each bill.
- ✗ Don’t make stuff up. If you don’t know the answer to a question, say that you will find out. Be sure to follow up!
- ✗ Don’t threaten lawmakers. Don’t make disrespectful statements. (Be hard on the issues, not the people.)
- ✗ Don’t assume that lawmakers know every bill or issue.
- ✗ *Don’t get discouraged. You have every right to be heard. Your voice and your perspective matter.*

For more information, contact Kentuckians For The Commonwealth
P.O. Box 1450, London, KY 40743; 606-878-2161 or www.kftc.org

TIPS FOR GREAT LETTERS TO THE EDITOR

Making your voice heard in Frankfort

Letters to the editor are a low-cost, effective way to let decision-makers know how you feel about important issues.

KFTC can help you distribute your letter to newspapers across the state. Contact us today!

Your letter to the editor should be:

- »»»» Brief. Easy to read. To the point.**
- »»»» Focused on one issue.**
- »»»» Supported by key facts.**
- »»»» Personal. Describe how you are affected.**
- »»»» A call to action. What do you want lawmakers and members of the public to do?**
- »»»» Humorous, if appropriate.**

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