

## Being Effective at the State Legislature

Jeff Schlegel  
Southwest Energy Efficiency Project (SWEEP)  
Energy OutWest Conference  
June 2008

## Steps in Legislation

- Sponsor(s)
- Draft (write) the bill
- Introduce the bill
- Committee hearings
- Passed on floor of one house (House or Senate)
- Similar process in other house
- If changed, conference committee (concur)
- Final passage
- Signed or vetoed by Governor

## How to be Effective\*

(\*If you don't have a fleet of paid lobbyists  
and don't make large campaign contributions)

- Be credible (subject matter expert)
- Be honest at all times
- Be cordial and responsive (helpful)
- Know your audience and speak to their issues
- Build and nurture relationships (legislators, legislative staff, other lobbyists)
- Find, educate, and nurture champions
- Develop allies and ask them to help you
- Use good judgment; know what to do, when
- Have a (flexible) plan and strategies to succeed

## "Dos & Don'ts" of Citizen Lobbying

### Do:

- Make an appointment.
- Be on time - but be prepared to wait.
- Be cordial to the assistant.
- Introduce yourself.



## "Dos & Don'ts" of Citizen Lobbying

### Do:

- Be honest.
- If you don't know something, say so – and follow up.
- Thank the public official for the meeting.
- Enjoy your visit - you are one of the few people making change!



## "Dos & Don'ts" of Citizen Lobbying

### Don't:

- Be angry
- Threaten
- Be afraid to be assertive
- Have a lot of material
- Lose credibility

