

LEAGUE OF WOMEN VOTERS OF THE UNITED STATES



**2024 national
convention**

TURN UP & TURN OUT

Running an Effective Lobby Day

Maximizing the League's Power to Influence Government Action

LWVUS Advocacy Team

June 25, 2024



Speakers



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Reminders

- Everyone's line is muted
- This session is being recorded.
- Please utilize the chat function as you see fit. We will repeat all questions before answering them.
- Captions and transcripts are provided by Zoom. They can be closed or adjusted based on your preferences.

Community Norms

1. **Be respectful:** Assume positive intent but understand impact.
2. If you are offended or uncomfortable, **please let us know.** You can privately contact staff if you don't want to share with the full group.
3. **Bring your full self** and limit distractions.
4. Use the chat to **ask questions.**



Agenda

- Lobbying
- Topic Selection
- Materials and Prep
- Day-of Briefing
- Meeting Follow-up
- Tracking Interactions
- Questions?



Lobbying

Purpose of Lobbying

- Build League relationships with legislative officials and staff
- Advance League priorities/strengthen advocacy efforts
- Educate about specific legislation



Photo: Wikimedia Commons

Purpose of Lobby Days

- Demonstrate broad constituent support or opposition
- Expand League capacity
- Increase League visibility and knowledge of mission
- Grow volunteer base to expand League capacity long-term
 - Fire up your volunteers!

Topic Selection

Things to Consider

- What League priorities are before legislative body?
- Is there a realistic legislative path to achieving your goals?
- Are your legislative officials supportive or persuadable?
- Where is it important for your League to go on record?





Characteristics of Suboptimal Legislation

- Frequent changes to legislative text
- Legislation moving quickly
- Lack of transparency throughout legislative process
- Issue is better addressed by League leaders than volunteers
 - Politicized issues, complex messaging, or issues that could spark tough questions from legislative staff



Characteristics of Optimal Legislation

- History of League action on topic
- Similar legislation introduced in past
- Strong coalition/partner engagement
- Bipartisan support
- Easy to message around broadly

Materials and Prep

Materials for Volunteers

- On or before lobby day, give volunteers materials to assist in meetings
- Examples of materials to distribute:
 - Policy Memo
 - Target List
 - Talking Points
 - Leave-behind

Policy Memo

- Analyzes and provides recommendations on an issue, policy, or piece of legislation to inform and influence decision-makers
- Differs from a letter: shorter, less detailed, broader audience
- Concise: keep under two pages
- Clear: assume reader is unfamiliar with issue
- Values-oriented: connect policy issue to League's values
- Bipartisan: appeal to bipartisan values
- Submitted ahead of meetings

Policy Memo: Example

Header

Summary Paragraph

Background Paragraph

Significance/recommendation Paragraphs

Conclusion



July 20, 2023

To: The Honorable [FIRST AND LAST NAME]

From: Virginia Kase Solomón, CEO, League of Women Voters

Re: Marking the centennial of the Equal Rights Amendment (ERA)

This weekend marks the centennial anniversary of Alice Paul introducing the Equal Rights Amendment (ERA) at the Women's Rights Convention in Seneca Falls, NY. The ERA will constitutionally protect the equality of rights under the law regardless of sex.

The fight for women's equality is far from over, but there is legislation that Congress can move to uphold the rights of more than half the population. The League of Women Voters urges you to support H.J. Res. 25, a bipartisan resolution affirming that the ERA is a valid part of the US Constitution.

The ERA has satisfied all requirements outlined in Article V of the Constitution and should be published as the 28th Amendment. In 1972, the ERA was passed by Congress with well over the necessary two-thirds vote and was sent to the states. In 2020, Virginia became the 38th and final state needed to meet the three-fourths state ratification requirement. The effective waiting period has now come to an end, and the amendment is enforceable. The best way to ensure that the will and ratification rights of the states are respected is by removing any doubt about the validity of the ERA.

Despite the significant legal and legislative advances that have been made in recent decades, women and other individuals continue to face discrimination on the basis of sex. The symptoms of this systemic discrimination are clear in the ongoing fights against unequal pay, workplace harassment, pregnancy discrimination, and domestic violence, among others. It is not enough to treat the symptoms of inequality; we must address its root causes by amending the Constitution.

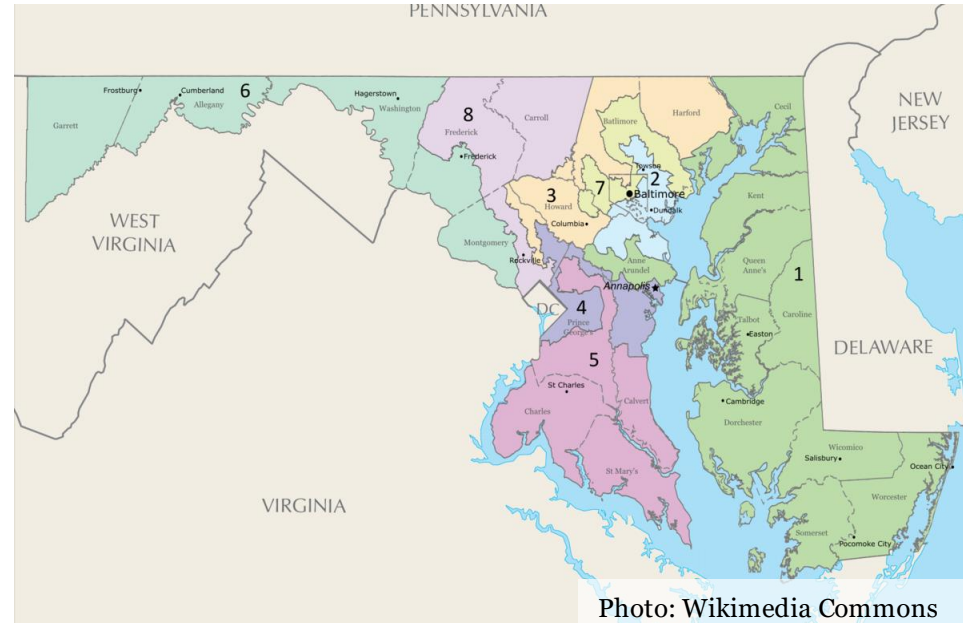
One hundred years after its introduction, support for the ERA remains strong. Nearly 75% of Americans support the ERA according to polling from Associated Press-NORC Center for Public Affairs Research¹. If you believe in equality for all regardless of sex, the League urges you to support H.J. Res. 25 and critically affirm the enshrinement of equality into the Constitution once and for all.

Target List

- *Not to be distributed to legislative officials*
- Purpose: assign volunteers to offices for meetings
- Reach out to bill sponsors, issue leaders, leaders of related caucuses
- Note current sponsors on target list for volunteer reference
- Look at history of support
 - Past versions, if legislation is reintroduced
 - Similar past legislation, if legislation is new

Target List: Role Assignment

- Power mapping
 - Volunteer districts
 - Established relationships
 - Issue expertise
- Assignment divisions
- Teams
 - Leaders with lobby experience



Target List: Volunteer Assignment Tracker

Volunteer	E-mail	Phone Number	Volunteer's Home House/Assembly District Number	Volunteer's Home Senate District Number	Legislative Office Assignments (which offices/districts will this person cover for lobbying meetings?)
Alice Paul	Votes4Women@hotmail.com	867-5309	11	12	Representative Stanton (H-11)
Alice Paul	Votes4Women@hotmail.com	867-5309	11	12	Senator Wells (S-12)
Alice Paul	Votes4Women@hotmail.com	867-5309	11	12	Assemblymember Burns (H-02)
Carrie Chapman Catt	19thamendment@gmail.com	800-1919	7	6	Assemblymember Stone (A-07)
Carrie Chapman Catt	19thamendment@gmail.com	800-1919	7	6	Senator Shaw (S-05)

Talking Points

- *Not to be distributed to legislative officials*
- League description
- Legislation and what it would do
- Why legislation matters and who it would affect
- League position on legislation
- Ask/recommendation
 - e.g. support, oppose, discuss with colleagues

Leave-behind

- Briefs on a legislative or policy priority that you can leave with decision-makers, partners, etc.
- Concise: one page
- Clear: assume reader is unfamiliar with issue
- Formatted: branded
- Messaging: consistent with League policies and partner messaging
 - Bipartisan
 - Resonates with audience

Leave-behind: Example

Header
Title
Organizational Statement
Frequently Asked Questions Section

Contact Info

LWV LEAGUE OF WOMEN VOTERS
OF THE UNITED STATES

The Equal Rights Amendment (ERA) and H.J. Res. 25

The League of Women Voters is a nonpartisan, grassroots organization working to protect and expand voting rights and ensure that everyone is represented in our democracy. We empower voters and defend democracy through advocacy, education, and litigation at the local, state, and national levels. The League has a presence in nearly every community across the country with more than 750 chapters spread across all 50 states and the District of Columbia.

Frequently Asked Questions

What is the Equal Rights Amendment (ERA)?
The ERA constitutionally protects equality regardless of sex, reading: "Section 1. Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex. Sec. 2. The Congress shall have the power to enforce, by appropriate legislation, the provisions of this article. Sec. 3. This amendment shall take effect two years after the date of ratification."

What is H.J. Res. 25?
H.J. Res. 25 is a bipartisan resolution that will affirm the validity of the ERA as part of the US Constitution.

What is the history of the ERA?
The ERA was introduced by suffragist Alice Paul in 1923. It was passed by Congress in 1972 with more than the necessary 2/3 vote and in 2020, passed the 38-state threshold for ratification.

Why do we still need the ERA?
More than 100 years after some women gained the right to vote, women and others continue to face systemic discrimination in the form of unequal pay, workplace harassment, pregnancy discrimination, domestic violence, and more. We must address the underlying cause of inequality by including women in the Constitution.

How popular is the ERA?
Nearly 75% of Americans support the ERA according to recent polling by The Associated Press-NORC.

What will the ERA do?
The ERA will pave the way for further legislative progress toward sex equality and elevate the judicial standard for deciding cases of sex discrimination.

What happens to the ERA now?
As the ERA has met all ratification requirements as per Article V of the Constitution, the ERA is ready to be published.

Isn't there a question of a time limit?
When Congress passed the ERA in 1972, it put in the amendment preamble a time limit for ratification, which lapsed before all 38 states ratified the ERA. Congress has the authority to address this question and affirm the validity of the ERA.

Haven't some states tried to rescind their ratifications?
According to the National Archives and Records Administration, the national Archivist's certification of state ratification is "final and conclusive," so states cannot rescind. Recession attempts for other amendments have not been recognized.

Will the ERA impact abortion?
The ERA does not directly address abortion. The ERA would expand the tools that the judicial branch has to review laws that differentiate on the basis of sex.

Will the ERA eliminate single-sex spaces?
Under the ERA, the government would still be able to distinguish on the basis of sex if it had a compelling interest to do so.

Contact: Rebecca Goldman, Justice Reform Legislative and Policy Specialist, rgoldman@lvw.org

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WASHINGTON, DC 20036 | 202-429-1965

Scheduling Meetings

- Coordinate with lobby day participants to understand capacity/calculate number of meetings
- Find staff contact information
- Ask for a 15-20 minute meeting
- Allow 15-30 minutes between the end of one meeting and the beginning of the next

Scheduling Email Template

Hello [staff member],

My name is [name] and I represent [League name] in [Congressperson name]'s district. The League of [location] will be at the Capitol for a lobby day on [date] and we would like to request a meeting with your office to discuss [topic]. Are you or a colleague available at [time] for 15-20 minutes to meet with us? I will be joined by [any other Leaguers who will be in the meeting]. Thank you!

Day-of Briefing

Briefing

- Name tag/League pin
- Copy of memo, leave-behind, talking points, and target list
- Legislation background
 - Lead and current sponsors, bipartisan support, history
- Reminders for volunteers
 - Arrive early, be flexible, be respectful and thank offices, take notes after meeting, emphasize constituency and share anecdotes, follow-up, interaction tracker



Meeting Follow-up

Meeting Follow-Up Email

- Prompt thank you e-mail to the staffer
- Format:
 - Express gratitude
 - Comprehensive summary of meeting
 - Reiterate ask/recommendation
 - Encourage feedback



Tracking Interactions

Tracking Interactions

- Data collection e.g. Google or Microsoft Form
 - League member name and contact info
 - Legislative office/staffer and contact info
 - Subject(s) discussed
 - Intel on office's positions, concerns, priorities, etc.
 - Whether sent follow-up

Resources

Resources

- [Advocacy vs. Lobbying](#)
- [Advocacy 101 Modules](#)

Guidance / January 15, 2024

ADVOCACY 101 MODULES

Course for Training Advocates and Building Organizational Advocacy Capacity

Module 1: Setting Priorities

Learn to assess your League's capacity, select your advocacy priorities — including issues that fall under the campaign for Making Democracy Work® and emerging trend priorities, navigate *Impact on Issues*, and apply a diversity, equity, and inclusion (DEI) lens to your League's work.

MODULE 1

Module 2: Preparing to Lobby

There are many steps that need to be completed before advocates speak with legislative staff for a lobbying meeting. Learn about preparing the materials necessary to go into a lobbying meeting, bill tracking, and staying on top of legislative developments in your state.

MODULE 2

Module 3: Taking Action

See a comprehensive overview of the key principles and strategies involved in successful lobbying efforts, including the legislative process to building relationships with lawmakers. Learn more about the role of legislative testimony and writing effective testimony.

MODULE 3

Questions?