

Tips & Techniques for High-Impact Lobbying

Public Affairs Council

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TIBER CREEK GROUP





The “Dos” of Lobbying

- **Introduce yourself/your company briefly.** Practice your “elevator speech.”
- **Be patient and flexible.** Members and staff are busy and their schedules can be unpredictable. Don’t be offended if your meeting is in the hall or on the go.
- **Be confident and concise.**
- **Go local.** If you have a connection to the state or district, mention it. Don’t promise your company is going to operate in their state or district in the future unless you’re sure it will happen.
- **Be prepared for questions.** If you don’t know the answer, no worries. Just let staff know you’ll follow up.
- **Be aware of the office you’re in.** Your pitch may be a bit different depending on who you’re meeting with.



The “Don’ts” of Lobbying

- **Be late or skip a meeting.** Make sure you get to your meetings on time or alert the office if you’re running late.
- **Be overly partisan or negative.** We want to leave a positive impression.
- **Be offended if the meeting is quick.** Staffers are pulled in a million directions and meetings are sometimes pretty quick.
- **Worry if you can’t answer a question or are unsure of the answer.** Admit it and say, “I’ll look into that and get back to you.”
- **Tell the office that you supported the Member’s campaign.**

Meeting flow

The meeting lead should introduce themselves and their then company members introduce themselves/their companies.

Ask if there are any questions.

Before the meeting, decide within your group who is going to kick off the discussion and who will make “the ask.”

Make the ask.

And finally, thank the Member or staffer for their time.



When making your pitch:

- Use examples or stories to emphasize why your issue matters.
- The Hill loves innovation and problem solving!
- Too many numbers can get in the way. Make sure they're compelling and comprehensible.
- Don't use jargon.
- Be clear about the “ask.”
- Be open to questions.



The follow-up:

- **Email a thank-you after the meeting.**
- **In addition to expressing your thanks, repeat the “ask.”**
- **Answer any questions raised during the meeting you were unable to address at the time.**
- **Be sure to provide any materials you promised to provide.**