

Lobbying Tips & Techniques

June 2025

corbin
strategies



High Impact Lobbying

Overview

- **First...** Tips
- **Next...** Case Studies (look for the tips in action!)
- **Questions...** Please ask me anything

Case Studies

- 2022 Infant Formula Shortage
- Food Is Medicine /
Make America Healthy Again
- White House Conference on
Hunger, Nutrition, & Health
- Excellence in Mental Health Act





#1 Goal



The background of the slide is a composite image. The top half shows the upper portion of the United States Capitol dome against a bright blue sky with wispy white clouds. In the top-left corner, there are out-of-focus autumn leaves in shades of yellow and orange. The bottom half of the image is a reflection of the dome and sky, appearing as if seen in water, with a slightly blurred, painterly quality. A solid dark blue horizontal band runs across the middle of the image, containing the text.

#2 Strategy



#3 Plan



The background of the slide features a photograph of the United States Capitol dome in Washington, D.C. The dome is a large, white, neoclassical structure with a prominent central dome and a smaller dome to the right. It is set against a clear blue sky with some light, wispy clouds. In the upper left corner, there are bright yellow and orange autumn leaves, possibly from a tree, partially obscuring the sky. The entire image is framed by a dark blue horizontal band across the middle, which contains the text.

#4 The Ask



#5 ... Really... An Ask

The background of the slide features a photograph of the United States Capitol dome in Washington, D.C. The dome is a large, white, neoclassical structure with a prominent central dome and a smaller dome to the right. It is set against a clear blue sky with some light, wispy clouds. In the upper left corner, there are some autumn leaves in shades of yellow and orange, partially obscuring the sky. The entire image is framed by a dark blue horizontal band across the middle, which contains the text.

#6 Prepare to Pivot



#7 Look for Wins

Wrap It Up!


Tips Review & Questions!

 North Star

 Strategy

 Plan

 The Ask

 Really, An Ask

 Prepare to Pivot

 Look for Wins

 Bonus: Bipartisanship
Still Matters