



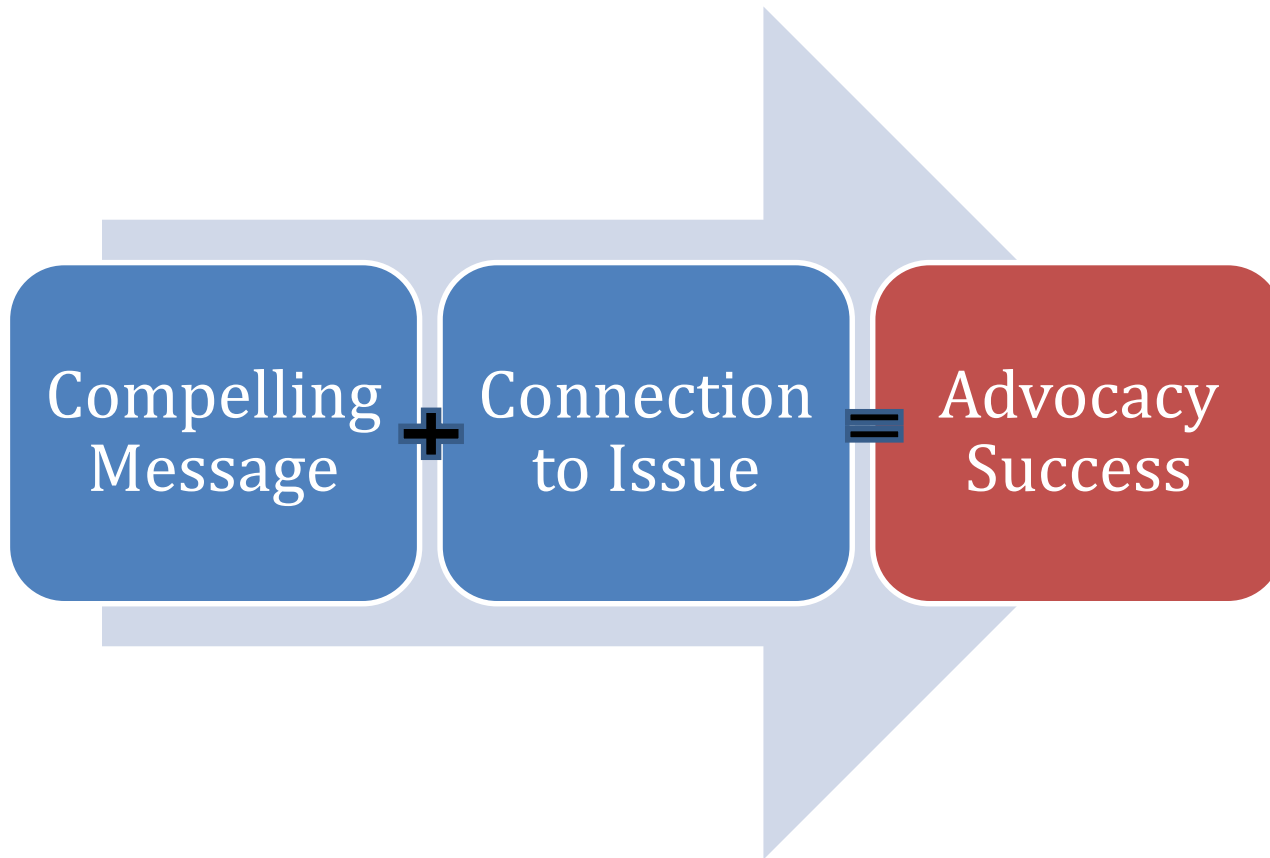
DIRECT SELLING ASSOCIATION

Train the Trainer: Top 10 Do's and Don't' for Capitol Hill Meetings

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Measuring Success



Purposes of Engagement and Key Messages

Build relationships

- Provide introductory information about the company/association
- Provide facts and figures demonstrating value of company and industry
- Offer a site visit for staff or the member
- Participate in meetings with local business community and policymakers
- Consider PAC giving

Request support (or opposition) for a policy proposal

- Outline specific reasons your company opposes or supports a policy proposal.
- Leverage the economic and personal power/appeal of your field
- Expresses what the state (or congressional district) stands to lose

Showing appreciation

- Offering recognition back to policymakers helps build and solidify relationships

Lobbying 101 Tips: DOS

Be proactive in arranging for local and national legislators to tour your company's offices and learn more.

Become familiar with the lawmakers you plan to engage and leverage those relationships you build to support your company

Use every opportunity available, by capitalizing on the relationships you may have to support your company

Clear, concise and compelling message (What the issue is, why it is an issue, why this a solution) Walk them through it!

Lobbying 101 Tips: DON'TS

Overlook staff personnel or civil servants

Make up an answer/avoid false promises

Be late

Over-make your point

Speak negatively of the opposing view-but be aware of it.

Lose your temper or argue with the lawmaker

Assume the legislator is well-informed about your issue, your industry or even your company

Disturb legislators when they are not working, unless they invite you to do so

Make a legislator feel uncomfortable or uninformed

Before Implementing

- Approached a moderate D office.
- Talked about issues, connection and got a yawn
- Found out they had a personal connection to direct selling
- Saw at PAC events
- Other Members Support

After Implementing

- Had constituent reach out for visit
- Direct line into office
- Makes us aware of issues
- Supporter of issues

Data Driven Lobbying

State by State (or district) breakdown

Comparison against other industries/US population

Demographic Information

Other relevant information-Ethics and/or self regulation

One pager on issues/member companies

Rating in Terms of Importance

Presence

Connection

Committees

Caucuses

Support of general principles

Party Breakdown

Advocacy Success!



THANK YOU!

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