

# What is Your goal?

- Why are you giving this testimony?
  - Are you trying to pass / defeat the proposal?
- What are you trying to accomplish?
  - Are you testifying to gain support for your amendments?
- Who are you trying to persuade?
  - Are there targeted members who you want to persuade to support
- Are you trying to garner media attention?
  - Raising awareness of the issue a goal?
  - Positioning your company / group as a leader on the issue?

## Know the Process

- How long do you have to give testimony?
- Do you need to provide copies? If so, how many
  ...
- Do you need to register with the committee before you speak?
- Have you contacted committee staff to let them know you want to speak?
- By giving this testimony do you need to register as a lobbyist?





#### Do Your Research

- Understand your issue
- Understand your company's footprint
- Anticipate questions from members both positive and negative
- Know who is for an against your issue
  - Members of the committee
  - External groups
- What are you trying to accomplish?
- Who are you trying to persuade on the committee?
- What are your opponents saying?
- Do you have to testify? Maybe the committee members would rather not take testimony – talk to committee staff and Chair of the Committee

### Do Your Internal Research

- Does your group / company allow for public comment? It may be against your culture
- Who internally needs to collaborate on this testimony?
  - Legal Department
  - Public Affairs
  - Public Policy
- Does testifying hurt / help your cause?



### Develop Your Lobbying Plan

- Meet with Committee Staff before testifying
- Meet with Bill Sponsors before testifying
- Meet with other supportive thirdparty groups
- Build a coalition of like-minded groups

## Know your Audience

- Who on the Committee are you trying to persuade?
- Know the members of the committee
  - What they do for a living?
  - What is their politics?
  - What part of the state / country do they come from?
- Are you delivering a particular message that you want in the press
  - Your public statement maybe different than your written testimony



#### **Creating Your Testimony**

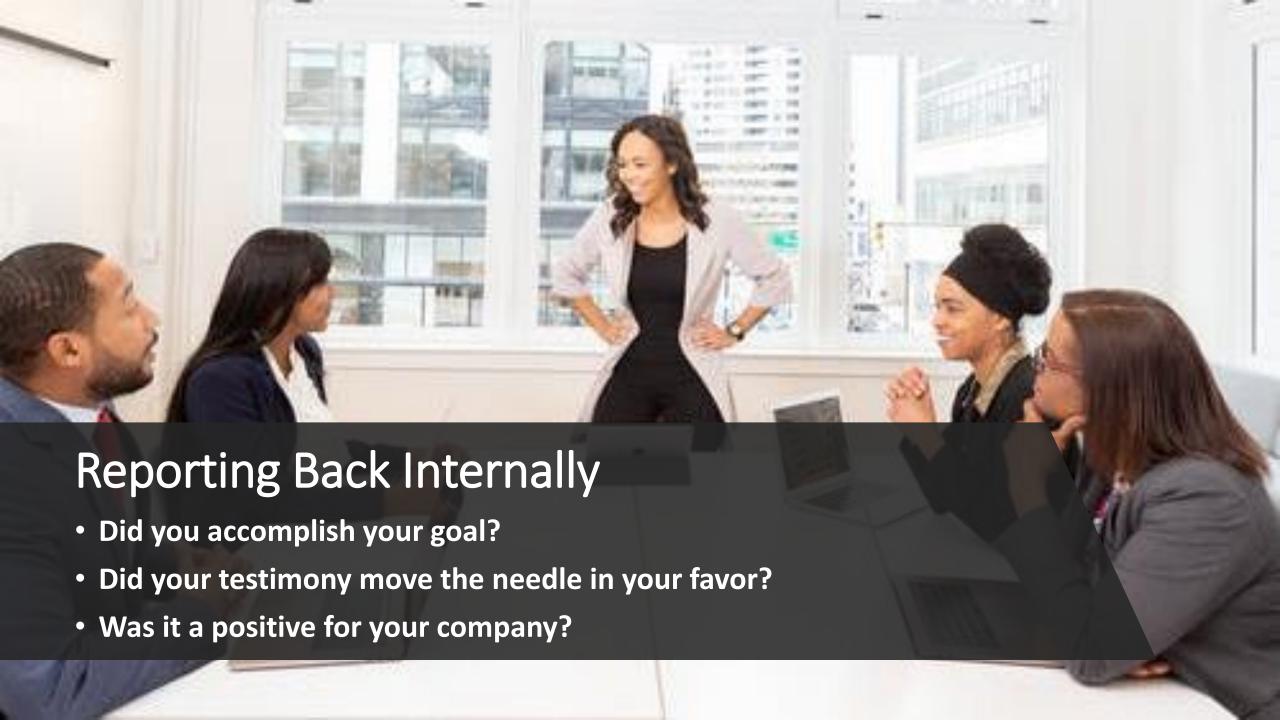


- Identify your organization in the first sentence
- Clearly state your position of what you want (Support / Oppose/ Amendments)
- Refer to the bill by the number
- Tell a Story about your issue ... paint a picture
- If you want amendments you must write them clearly
- Your testimony must be:
  - Clear
  - Concise
  - Consistent
- Call legislators to Action:
  - As them to vote a certain way
  - Ask them to take action in your favor / opposition



### Delivering Your Testimony

- Personally Connect with members through story telling
- Be knowledgeable on your subject
- Who are you trying to persuade?
- Do not read speak directly to members
- Pull out a few key messages
- Make eye contact



### Post Testimony

- Follow-up with members of the Committee
- Refute any arguments that were made
- Engage your other stakeholders
- Answer any questions that needed a more detailed answer

