



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 and 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 third-party 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

A woman with dark hair, wearing a black top and a light-colored blazer, stands with her hands on her hips, smiling and looking towards a group of people seated around a table. The group consists of four individuals: a man on the left, a woman next to him, and two women on the right. They are all looking towards the standing woman. The setting is a bright, modern office with large windows in the background showing a cityscape. A dark semi-transparent overlay covers the bottom half of the image, containing the text.

Reporting Back Internally

- Did you accomplish your goal?
- Did your testimony move the needle in your favor?
- Was it a positive for your company?

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

