Optimism is a political act. Those who benefit from the status quo are perfectly happy for us to think nothing is going to get any better. In fact, these days, *cynicism is obedience.*

- *Alex Steffen*
Agenda

❖ Why engage elected officials?
❖ Ways to engage
❖ Town Board Challenge
❖ Lobbying
  ➢ CCL’s lobbying ‘secret’
  ➢ Lobbying 101
  ➢ Myths & Missteps
Why engage elected officials?
Why engage elected officials?

Politicians don’t create political will, they respond to it
Who are your representatives?

<table>
<thead>
<tr>
<th>My Elected Officials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOCAL</strong></td>
</tr>
<tr>
<td>City Council / Town Board</td>
</tr>
<tr>
<td>Monthly meeting time:</td>
</tr>
<tr>
<td>Meeting location:</td>
</tr>
<tr>
<td>My mayor / town supervisor:</td>
</tr>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Phone #:</td>
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<tr>
<td>My County Legislator:</td>
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<tr>
<td>Find reps here: <a href="https://tinyurl.com/local-lookup">https://tinyurl.com/local-lookup</a></td>
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<tr>
<td>Name:</td>
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<tr>
<td>Phone #:</td>
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<tr>
<td>Legislative District #:</td>
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<tr>
<td><strong>STATE</strong></td>
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<tr>
<td>Find reps here: <a href="https://tinyurl.com/NYSlookup">https://tinyurl.com/NYSlookup</a></td>
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<tr>
<td>My State Senator:</td>
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<tr>
<td>Name:</td>
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<tr>
<td>Phone #:</td>
</tr>
<tr>
<td>NYS Senate District #:</td>
</tr>
</tbody>
</table>
Showing political will

- What are ways we can communicate with elected officials?
Town Board Challenge!
Lobbying Case Study:
Citizens’ Climate Lobby
CCL’s secret to success

“We bet the farm on relationships”

- Mark Reynolds
CCL Executive Director
Lobby Meeting Basics

➢ How do I schedule?
➢ Where do we meet?
➢ Who do I meet with?
Preparing for your meeting

➢ Do your research
➢ Build a team
➢ Define roles
➢ Develop a meeting plan
Lobby Meeting Format

• Appreciate
• Connect
• Discuss
• “The Ask”
• Thank you’s & Follow-ups
Lobby the CCL Way
Myths & Missteps

Assuming Republicans won’t be interested
Myths & Missteps

Assuming all Democrats are climate champions
Myths & Missteps

Taking an aggressive stance
Myths & Missteps

Thinking the staffer is a consolation prize
Myths & Missteps

Not having an ‘ask’
Myths & Missteps

Bringing up unrelated issues
Myths & Missteps

Talking too much
Myths & Missteps

Forgetting to follow-up
Engaging Elected Officials

* on climate solutions *

nyrochester@citizensclimatelobby.org