

A photograph of the Delaware State House, a large, historic, light-colored building with a central dome and many windows. The image is overlaid with a blue tint and is flanked by vertical orange and yellow bars. The text "EVERY DELAWAREAN'S GUIDE TO PLANNING EFFECTIVE LOBBY DAYS" is superimposed on the lower half of the image.

EVERY DELAWAREAN'S GUIDE TO PLANNING EFFECTIVE LOBBY DAYS

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ACLU
Delaware



NO NETWORK
DELAWARE



KEY ROLES AND RESPONSIBILITIES

Core Team

- **Lobby Day Coordinator(s):** Manages the team, ensures all checklists are completed effectively, and reflects to improve future Lobby Days.
- **Scheduling Director:** Schedules legislative appointments.
- **Operations Coordinator:** Secures a location for any press conferences/trainings, ensures there's food/water for volunteers, makes sure all information is printed, and all logistics are handled appropriately.
- **Communications Coordinator:** Works to ensure all partner organizations, volunteers, and team members have the relevant information they need for Lobby Day (e.g. keeping updated on date/time/location, policy talking points, themes for the day, etc.).
- **Lobbying Coordinator:** Manages the placement for Lead Lobbyists and volunteers (i.e. which legislative appointments they should attend), provides lobbying training, etc.
- **Policy Information Coordinator:** Collects and assembles data pertinent to the focused issue and works with team to prepare fact sheets and 1-pagers.

Support Team

These are the individuals that assist the Core Team Members in their assigned tasks. Support team members should only be communicated with by the Core Team Member in charge of that assignment.

- **Coalition Builder:** Focuses on securing organizational/individual co-sponsors. Reports to Lobby Day Coordinator (LDC).
- **Photographer and Social Media Manager (Day-of):** Takes pictures and uploads video and other media to social platforms. Reports to LDC and Operations Coordinator.
- **Communications Support/Graphic Designer:** Designs materials for the Lobby Day, creates social media posts and events, etc. Reports to Communications Coordinator.
- **Appointment and Data Collection Coordinator (Day-of):** Ensures all Lead Lobbyists and volunteers make it to their appointments and then collects their feedback/notes by the end-of-the-day. Reports to LDC.
- **Lead Lobbyists:** Reports to Lobbying Coordinator. Attends and leads meetings with legislators. Should either be an expert on the issue at-hand or a constituent of the legislator they're meeting with.
- **Coalition Member Representatives:** Responsible for staying up-to-date and facilitating communications between the coalition and their organization. There must be at least one representative from any participating organization in a coalition. Reports to Communications Coordinator.
- **Direct Volunteers:** Volunteers who are coming but not through an associated coalition group.



THE TO-DO LIST

4 Weeks in Advance

Build Your Team: Use the lists above to build your core and support teams.

Reach Out to Any Organizations that Work in The Issue Area You are Advocating For: Before starting to organize a lobby day, be sure to reach out to any large, knowledgeable local and/or national organization to find out if they have anything in the works. These organizations may also know who in the legislature should be the target(s) of the lobby day.

Start Assembling Your Coalition: Legislators respond to numbers, the more creative you are in building out a diverse coalition of support organizations offering their voice, time, or volunteers for the day of activities the more likely you are to succeed in your lobby day goals. Even if groups are not able to send members, they can still be involved, and at the very least lend their name to the effort. The main task of the Coalition Builder should be researching the issue at hand and finding out which groups would be of value. As the Coalition Builder is reaching out to all possible organizations in the state, they should be asking each one if they have other organizations in mind which could help expand beyond the normal list of support groups. The core team of organizers should also be consulted to build out the list of organizations to contact, however, only the Coalition Builder and their team should be reaching out to the organizations themselves. You can use the [Co-Sponsor Email Template](#) to reach out with a consistent message to other organizations. Organizations to keep in mind: current related issue campaigns, religious organizations, any special organizations that deal in the matter at hand (labor organizations, the education community members, Delaware Center for Justice (DCJ), Coalition to Dismantle the New Jim Crow (CDNJC), etc), local multi-issue organizations, national issue related groups, etc. Feel free to use the [Coalition Members Template](#) included in this packet to keep track of your Coalition.

Decide on The Date, Time, and Location(s): Unless you're planning a special lobbying event in some other venue, your lobby day will most likely be held at Legislative Hall in Dover. Follow the legislative session calendar to ensure your event doesn't fall on a legislative break and to make sure you're aware of any meetings that might affect your issue, such as committee hearings. Make your Communications Coordinator aware of any changes in the plans and have them communicate the changes to Coalition Member Representatives and direct volunteers.

Decide on the Specific Issue That You Will Be Bringing to the Legislators: Make sure your issue is clear and easily understood (e.g. criminal justice reform or abortion rights).

Be Specific About What You Want: Legislators respond best when there are as many specifics as possible brought into the meeting. Even if you agree on a concept, how you get to the pot of gold at the end of the rainbow makes all the difference. For example: you and your legislator may agree that the prison population needs to be reduced, but how each of you want to accomplish that goal may leave room for a disagreement. Having specific proposal(s) to bring in front of them, even if all the minute details are not prepared yet, will help ensure that you are both on the same page. However, having an actual bill or draft proposal is the best possible option.

Know the Ask: If you are trying to get co-sponsors for a piece of legislation, be sure you make that specific ask. If you are trying to gather information from supporters and opponents on how to make the bill better, be sure you have strong questions to ask. Everyone who is going to attend the lobby day should know exactly what is the end result you are attempting to attain *before* they go into the meetings.

Reserve Your Press Conference Space if Needed: Work with Legislative Hall admin to reserve space for a press conference – be sure to consider the time of year and what the weather will be like on that day. For example, if your lobby day is in mid-July you probably don't want to have your press conference in the back of Legislative Hall where there is no shade from the hot summer sun. Take into account sound, the surroundings and wifi capabilities if you plan to live-stream the press conference. Be sure to decide where your group will meet prior to the press conference to prepare.

Designate a Hub: Select a location to serve as a hub where attendees can gather prior to their legislator meetings without crowding and wandering the halls (a common space for the hub is the cafeteria in the basement of Legislative Hall). The hub is where your Appointment and Data Coordinator will be throughout the entire lobby day process to answer questions and point attendees in the right direction for their meetings.

Invite Any Speakers: Core Team and Coalition Members Representatives should coordinate to come up with a short list of potential speakers to speak at your press conference and/or training who are able to articulate the issue and are either well-known as thought leaders or directly impacted by the issue you're lobbying on. If you are planning to have speakers at your training be sure to tell them in advance how deeply into an issue they should go and how long they will have to speak. After the list of potential speakers is finalized the Communications Coordinator should reach out to each one to see if and when they are available. Once the list of speakers is finalized the Communications Coordinator should update all Coalition Member Representatives.



**THIS IS GOING TO BE
THE BEST
LOBBY DAY EVER**

3 Weeks In Advance

Prioritize the Targets of Your Lobby Day: It is unlikely that you will be able to get appointments for all legislators and depending upon your objective doing so may be unnecessary. Work with the organizations in charge of this issue to decide on who will be first, second, and third priority for scheduling meetings. Use the [Target Legislators Template](#) to help keep track of who is in each of these categories.

Schedule Lobby Day Appointments: Deciding when to call legislators in advance of the lobby day can be a fine line to walk. Calling opposing legislators too early on a controversial issue might allow opposing parties to organize against you. Plan to call and begin setting up appointments around three weeks before your scheduled lobby day. Use the [Scheduling Script and Tips Template](#) or have your Scheduling Director prepare a script for your scheduling team to recite as they are scheduling appointments. Keep it concise and be specific in exactly why you are requesting the meeting. Be sure to drop the names of the heavy hitters in the coalition to make sure the legislators know that your coalition is well supported. Make sure to take notes on the [Target Legislators Template](#) in the “notes” column regarding when the appointments were scheduled for, who you are waiting to hear back from, and any concerns or feedback while scheduling. This information will be used by the Lobbying Coordinator when setting up the [Schedule For the Day-Of](#).

Brand Your Materials: Use a logo on all of your materials to represent your coalition. This will help lend further credence to your group. This logo should be on all folders, infographics, and any additional informational marketing or promotional materials. You can also use your logo to create pins, stickers, or other unifying marketing materials for your volunteers to wear in the meetings to show the solidarity of your group.

Set Up Your Main RSVP System: There are a number of event coordinating platforms, so decide which one works best for you. In the past, there has been great success found in using a combination of Action Network for the ticketing and gathering of personal information about volunteers, coupled with Facebook and other social media platforms for the dissemination of the event.

Set Up and Disseminate a General Email for Public Awareness: The Communications Coordinator should develop a general email for all coalition partners to share with their members. The email should be able to be copied and pasted to keep the messaging and information contained within it consistent. A graphic is ok, but keep the formatting otherwise pretty simple. Be sure to include a link to your RSVP system – and encourage people to use it (e.g. RSVP Requested! Please let us know you'll be attending here: [insert link]).

Set Up and Disseminate Your Social Media Campaign: The Communications Coordinator should develop a social media campaign and invite all Coalition Member Representatives to share with and ask their organization's members to do the same. Pushing individuals to invite others on a one on one basis can result in a large increase in sign-ups. Be sure to include a link to your RSVP system in this content too. You want people to end up on your RSVP landing page no matter where they're seeing the event first!

2 Weeks in Advance

Start Planning Your Lobby Day Training: Work with your Lobby Day Coordinator to decide on the most effective method(s) to leave a lasting impression on legislators during your event. You will need to consider your priority legislators and your specific ask to determine the most effective appeal and messaging for your lobbyists. Feel free to use the [general tips on effective lobbying](#) as a starting point. If you have decided to invite a speaker on your specific issue to help brief the attendees, make sure to schedule that in when planning your training.

Assemble Pertinent Information and Data: Legislators love data, and they love it even more when they are not the ones doing the work to collect it. Part of your job is to give them data they can't resist. This could include relevant news articles, fact sheets, scholarly articles, statistics or other well-researched information. Work with the larger local or national organizations to gather data on your issue that helps support your cause. Disseminate the info to your volunteers at least a week before the event and to the legislators throughout your conversations during your scheduled meetings.

Design Your Day-of Materials: After collecting your data, organizing it in an aesthetic and easy-to-understand way is vital. The Communications Support/Graphic Designer should be working directly with the Policy Information Coordinator to ensure that the outputs are consistent with the inputs. Try not to present simple word documents with bullet points. Instead, try to be creative and use free online tools like [Canva.com](https://www.canva.com) to design infographics, one-pagers and other materials that appeal to your cause.

Select a Unifier: Select a color or other unifier that you will ask all attendees to wear. This will help show unity for your issue and also help you easily identify others in your group throughout the day.

1.5 Weeks in Advance

Disseminate Data to Volunteers: After your data is compiled the Communications Director should get it out to all Coalition Member Representatives and to anyone who RSVP'd directly to the event. Only the Communications Coordinator and their associated team should be handling this chain of communication. Any additional questions that need to be addressed as a result of the communication should be handled by this team to keep the communication lines clean.

Put Together Your Lobby Day Folder: Your lobby day folder should look professional and be concise, preferably only containing about 5-6 sheets of paper at the most. It should preferably have the name of your coalition or organization as well as the logo you are using on the front cover. Inside the cover should be any one-page briefs about your issue, any relevant news articles (max 2), any other data that can help lend support to your argument, a way to contact your coalition for more information, and a copy of the [debrief sheet](#) attached to this guide. The note-taker should be responsible for making sure they have the debrief sheet before entering the meeting.

Put Together a Press Packet: Your press packet should be exactly the same as your lobby day folder, but be sure to include a copy of your media advisory as well. This packet serves to give reporters background info of your issue so they can better cover your story.

Continue Working to Promote Your Event: Schedule and perform any video or radio interviews possible, publish any op-eds in the local printed media, remind your Coalition Member Representatives to share with their networks, send emails, and share your event on social media at least every other day to help promote your event and your cause.



KEEP GOING...
YOU'RE DOING
GREAT!

1 Week in Advance

Get a Head Count and Constituent Report: If you have used Action Network, you should have all the names and addresses for those who have signed up to attend. The easiest way to get a report on who is in which district, and thus who is whose constituent, is by using the “Who Is My Legislator” tool on the [General Assembly’s website](#). Simply download a report of attendees from the sign-up event on Action Network, select all cells with the address involved (must include state and zip), and paste it into the bar on the GA website. Note: you will need to delete spaces and insert commas between the segments of the address in the “Who Is My Legislator” toolbar. Keep track of this information on the [Attendees Info Sheet](#).

Assign Constituents and Lead Lobbyists to Appt Times: After you have your head count and constituent info, start lining up who is going to be the lead in each appointment and which constituents you have for each legislator. Use the data in the [Target Legislators Sheet](#) and the [Attendees Info Sheet](#) to fill in the [Schedule For Day-Of Template](#). This final schedule should be emailed out to your volunteers so they know when and where they will be meeting. Attendees can go to additional appointments if there is space but be sure to have them in their respective meetings first and foremost; legislators want to know that they are meeting with constituents sometimes, even if they don't lead the meeting. Make sure to have at least 15 minutes between appointments for Lead Lobbyists, in case appointments run late.

Design Your Media Advisory and Disseminate: Feel free to use the sample [Media Advisory Template](#) included in this packet as well as the listed contacts for local media sources in Delaware. Be sure to update the top with your own coalition’s brand.

Last Day of Session Week Prior to Event

Send a Follow Up Email to Confirm Lobby Day Appointments: Follow up with the legislative aids three days before your event, or the last legislative day the week before your event if it is on a Monday or Tuesday, to confirm the time of your meeting. Legislators also may want to know how many people to expect to ensure they have adequate space.

Follow Up with Press Conference Speakers: You should have the schedule for the press conference finalized and it should be sent out to the speakers no less than five business days ahead of the event.

Send Out Final Email Blast to Attendees: Communications Coordinator should send out a final email blast to all attendees and Coalition Member Representatives which contains all the data needed for the volunteers to be well versed on the issue at hand (one-pagers and links to news articles; these can also be disseminated online throughout the promotional process), the schedule template with the times and attendees, and information confirming the location of the press conference/training/hub spot. The email should also briefly outline the agenda for the day at a high level and an overview of who will be doing what the day-of. In particular, the email should note who will be in designated to the hub location to help show people where and when they will be meeting legislators and collecting the debrief sheets.

Day Of Event

Arrive Early: Things happen, a lot, so the entire core team should be sure to show up early to discuss the day's events and prepare for the meetings. This should include going through the entire [checklist](#) attached to this guide for the day-of. Set up your station in the location you set aside for the hub where attendees gather before/between meetings and to collect debrief sheets.

Set Up for the Press Conference: The Communications Coordinator should individually follow-up with members of the press the morning of the lobby day to encourage them to attend the press conference. Optional: Stop by press room in Legislative Hall that morning to see if any press are there to encourage them to attend the press conference. The Operations Coordinator should set up the room for the press conference (ie. locate mics, set up the sound system, and ensure you have podium and speakers in place in the order of appearance).

Host Your Training for Lobby Day Attendees: The Lobbying Coordinator, in conjunction with any speakers, should lead a training which provides any final information for your citizen lobbyists, covers the [tips for effective lobbying resource sheet](#), goes over the roles for the meetings (such as note-taker, data collection person, etc), explains the [debrief sheet](#), and introduces citizen lobbyists to the Lead Lobbyists which will be leading the meetings.

Assign a Designated Note Taker for the Meeting: At least one, but possibly more, person should be the designated note taker for the meeting. Notes should be taken on the debrief sheet to be turned in and gone over after the meeting. This is possibly one of the most important jobs of the day.

Disseminate Folders to Lead Lobbyists: The Lead Lobbyists should hold on to the meeting folder and go over the information with the legislator right before handing it to them. Inside the cover should be any one-page briefs about your issue, any relevant news articles (two at the most), any other fact-based data that can help lend support to your argument, a way to contact your coalition for more information, and a copy of the debrief sheet attached to this guide. **The debrief sheet should be handed to the note-taker before entering the meeting!**

Be Sure to Be Early for Appointments: Nothing will irritate a legislator more than an appointment starting late due to the neglect of the citizen lobbyists. It is common that they have meetings before and after your appointment, so be patient if they are late. But never be late yourself. Make sure the Lead Lobbyist and the note taker has the number for the Appointment and Data Collection Coordinator in case the meeting runs over or starts late.

Be Sure to Bring All Debrief Sheets Back to the Hub: These sheets will allow the data collection coordinator to input the data in a spreadsheet to use as needed for future actions on the issue at hand.

Input Data On the Debrief Compilation Sheet: As the Appointment and Data Collection Coordinator is able, they should be inputting the information from the [Debrief Sheet](#) onto the [Schedule For Day-Of / Debrief Compilation Sheet](#) so they can compile the information later onto the [Final Draft For Lobby Day Debrief Info Sheet](#).

Post-Lobby Day

Follow Up With Legislators as Needed: Questions will often come up during the course of the lobby day meetings with legislators. Be sure to follow up and answer any of these questions, or at the very least follow-up and let the legislator know that you are researching the answer.

Put Together Final Draft Of Information From Debrief Sheets: Using the [Final Draft for Lobby Day Debrief info template](#), take your information from your [Debrief Compilation sheet](#) and input the vote support/oppose information in the corresponding columns. This will be returned back to the Lobby Day Coordinator to be disseminated to the coalition members to be used in the future for the next lobby day or other action event.

Congrats! You Have Run a Successful Lobby Day!

Be Sure To:

- Thank legislators,
- Thank volunteers and coalition partners, and
- Promote the success of your lobby day (you want to build the narrative that more and more legislators are getting on board with what you're lobbying for).



SOME HELPFUL RESOURCES

3

Here's a list of helpful templates and examples for planning your next Lobby Day!

1. Planning and Structure

- [Lobby Day Plan and Checklists](#)
- [Lobby Day Planning: Target Legislators](#)
- [Scheduling Script and Tips](#)
- [Tips For a Great Lobby Day](#)

2. Communications

- [Media Advisory Template](#)
- [Sample Email to Potential Co-Sponsors](#)
- [Press Release Contacts](#)

3. Templates

- [Debrief Sheet](#)
- [Schedule For Day-Of / Debrief Compilation Sheet](#)
- [Coalition Members and Roles](#)
- [Attendees Info Sheet](#): this will help you keep track of who is in who's district, and where you have constituents coming from for scheduling/assigning meetings
- [General Tips on Effective Lobbying](#)
- [Final Draft for Lobby Day Debrief Info](#)

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Delaware United

Through organizing together and seeking out the common ground that we share on a wide variety of topics we discovered our goal: To help make Delaware a more open and inviting place to get involved in politics from start to finish. Learn more about us at DelawareUnited.org, follow us on [Facebook](#) and [Twitter](#), and reach out to us at DelawareUnited4All@gmail.com if you have any questions.

Network Delaware

Our mission is to “reshape politics” by building the power of regular people to get involved in the political process, in particular among communities of color, working people, women, immigrants, LGBTQ communities, and young people. Learn more about us at TheNetworkDE.org, follow us on [Facebook](#) and [Twitter](#), and reach out to us at Info@TheNetworkDE.org if you have any questions.

ACLU of Delaware

The ACLU defends the constitutional rights of all people. We’re a nationwide network with millions of members and supporters, and we’ve got your back. Our work isn’t about one person, one party, or one issue. It’s about all of us, coming together, daring to create a more perfect union. Learn more about us at ACLU-DE.org, follow us on [Facebook](#) and [Twitter](#), and reach out to Morgan at mkeller@aclu-de.org if you have any questions.

Photos featured in this publication are courtesy of the ACLU of Delaware, Delaware United, and Network Delaware.