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DOES YOUR LOBBYIST GET GRASSROOTS?

Your Success INSIDE the Capitol Depends on Your Power OUTSIDE the Capitol

Understanding how a lobbyist approaches the involvement of your advocates, donors, members and other stakeholders is imperative.

Based on my experience working with many lobbyists (and being one), here are sample questions you can ask as you evaluate a lobbyist or firm.

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Sample Questions

- How do you engage your clients' members or advocates in your lobbying strategy? Share an example.
- When talking with a lawmaker, how do you know when you need to engage a key contact?
- Tell me about a time a grassroots effort helped you sway a lawmaker?
- How do you help your clients build power so they can be successful year after year?
- Tell me about a client/organization you worked with that had a successful grassroots engagement program. What made them successful? What did it look like?

- What types of off-session activities do you suggest your clients do to continue engaging their advocates?
- Have you ever worked with a grassroots specialist (or someone responsible for engaging advocates)? If yes, share what you learned from them.
- What types of planning do you do with your clients before the session starts? How do you assess their grassroots strengths, weaknesses, needs, and opportunities?

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