



Lobbying Meeting Roles

Below are recommended roles and an agenda to help your lobbying team have effective and efficient meetings with your legislators.

- **The Leader** is responsible for leading the meeting, including initiating the meeting, leading introductions, providing meeting overview, closing, and keeping things on track.
- **The Storyteller** makes the message personal and speaks to why the legislator should act.
- **The Pitcher** makes the hard ask and is prepared to respond to questions and ask strategic follow-up questions to the legislator to move them to being a supporter.
- **Recorder** takes comprehensive notes and submits a Lobby Visit Report Form to a lobby day captain.
- **Supporting Actors** show strength in numbers.

Sample Meeting Agenda (12 min mtg)

- **Very Brief Introductions/Meeting overview**, Leader, 4 min:
 - Share your name and town where you live and introduce your group.
 - Find something to connect with the legislator on.
 - Share a thank you on legislation they have supported or championed in the past.
 - Say why we are here and what we want to talk about.
- **Personal Story & Facts**, Storyteller, 2 min: Share a personal story or statement about the bill or issue.
- **The Ask**, Pitcher, 2 min. We are here because we want Senator X to support this legislation. Is this legislation you support?
 - A min or so for the elected to respond.
- **Strategic Response/Questions**, the Follow-Up 2 min: Asking follow-up question and trying to move supporters to champions, undecideds to supporters, and opponents to sideline sitters.
- **The Ask**, Pitcher, 1 min: Reiterate our appreciation and repeat the ask.
- **Closing**, the Leader, 1 min. Thanks for time. Follow-Up/Next Steps [Take a photo]