



# Advocacy and Lobbying Toolkit

Using our voices to create a socially just  
and inclusive Aotearoa New Zealand



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# 1. Introduction

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In Aotearoa New Zealand, our voices can make a difference. We live in a proud democracy where, time and time again, people have joined together to advocate for positive change. From the 19th century suffragette movement to the 20th century Treaty rights and nuclear free movements, and on to campaigns around contemporary issues, our people have persuaded policy makers to change laws that did not serve the people well. They have done this by telling their stories, forming good arguments and gathering information.

We are fortunate to have one of the most transparent law-making processes in the world. It is up to us to use the avenues available to make a difference for the people we work with.

Working in systems such as health, one sees injustice and its human impact, preventable and avoidable health threats and ways to ameliorate them. It isn't anyone's specific and dedicated job to deal with those things. We all have a responsibility to take the opportunities open to us to advocate for change. That includes better options, more generous and consistent public policies and systems, and the best laws possible to promote good health and minimise health threats. This process is about that law reform process.

This whakataukī speaks to the change that you might want to see in the lives of the people you work with:

*“Me he manu motu i te māhanga”*

*“Like a bird escaped from a snare”*

You can and, as you move through the system, will increasingly be able to help people “escape from the snare” – whatever that might be – both through the way you work with them, but also through your, and maybe their, advocacy. We can all prevent people from being “ensnared” in the first place by changing the laws that make things legal which should not be.

By harnessing and channelling the voices of people you are working with, and maybe the collective power of medical professionals and institutions across Aotearoa New Zealand, we can persuade policy makers to make changes that will make a difference.

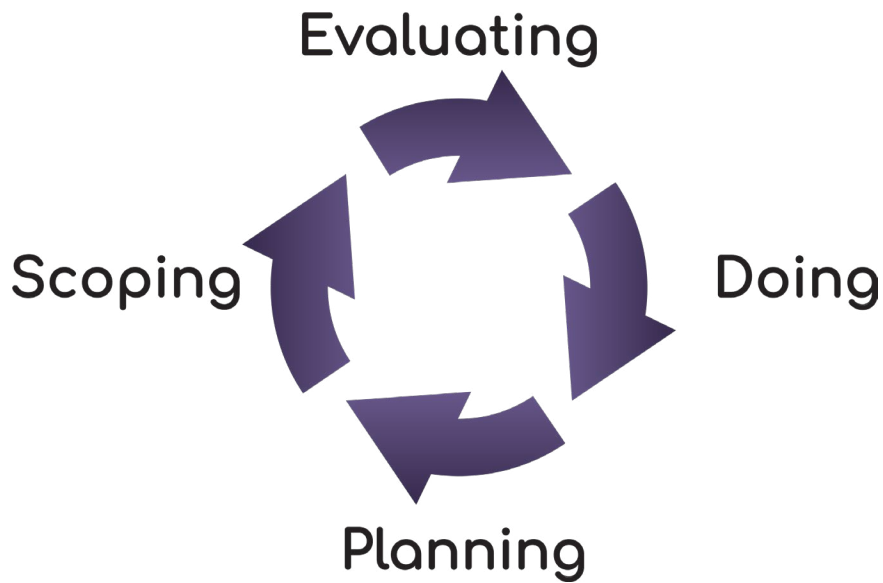
If we keep our voices quiet, the people that make a profit from unjust practices are the only voices being heard.

If we raise our voices, but are uncoordinated, it is easy for those sustaining harmful things to dismiss our voices as being immaterial or irrelevant.

This introduction has given the “why” of why advocacy and lobbying is important. The rest of this guide focuses on the cycle of advocacy and lobbying – touching on SCOPING and REVIEWING, focusing on PLANNING and DOING.

This guide is a living document and will be amended based on feedback through 2019.

## The Cycle of Lobbying



### TEN Steps to Advocacy and Lobby Success

#### Scoping

1. Initial evaluation: What's your message?
2. Information sources: What's the background?
3. Lobby strategy: Getting it together

#### Planning

4. Lobby Planning and story-telling: Putting the pieces together
5. Intervene: Choose the right moment
6. Target: Know how, and who

#### Doing

7. Media and community: strength in voice and numbers
8. Meeting a decision-maker: Plan and focus.
9. Submission to a decision-making body: Get the message into the system.

#### Reviewing

10. Evaluation: How did your advocacy and lobbying work?

Sections 1-10 through the rest of this Pack focus on these ten steps.

## 2. Scoping

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### 2.1 What are our key messages?

This is where it all starts. A campaign starts with emotion – anger, hope, frustration. You see an injustice and want action. It is as simple as that.



There is much anger and emotion around issues that go nowhere. When it goes somewhere an individual or a group has worked out a way forward and is committed to doing something about it. The emotion has a place to settle.

From all that a message, or messages, emerge. Getting that right is fundamental, and sounds simple, but may not be.

The message needs to include THE ISSUE – what is the problem? Then THE SOLUTION. Maybe also HOW WE ARE GOING TO GET THERE.

So, it might be something like:

“Smoking kills and impoverishes people. We need to encourage and incentivise people to stop smoking. We need laws and schemes to help that process”.

### 2.2 What is the background?

It's pretty likely that others have gone where you are now seeking to go – and the fact that the problem is still there means that in some way or another they failed to succeed in what they wanted to do. Understanding what went wrong is important and having some sense of what it is about, you, the group you are with, the times you are in, the approach you are planning to take, or the nature of the issue, means that success is more likely this time.

That done, you need to develop an understanding of the issue, and of the influences and arguments which have kept the situation as it is.

### 2.3 Getting our overall strategy together

With emotion and determination driving you, and background information about the issue collated, you are now ready to piece together your strategy. That will be determined by a whole range of factors such as:

- The nature of the issue
- The sort of solution you are seeking
- The nature and strength of the opposition, and of your partners/allies
- The resources you have
- The timeline
- “Sparks” – i.e. sudden opportunities which might emerge – and your effectiveness in responding to them.

A strategy can be anything from a thought in your head and enough self-knowledge to trust your reactions, right through to a very detailed written plan.



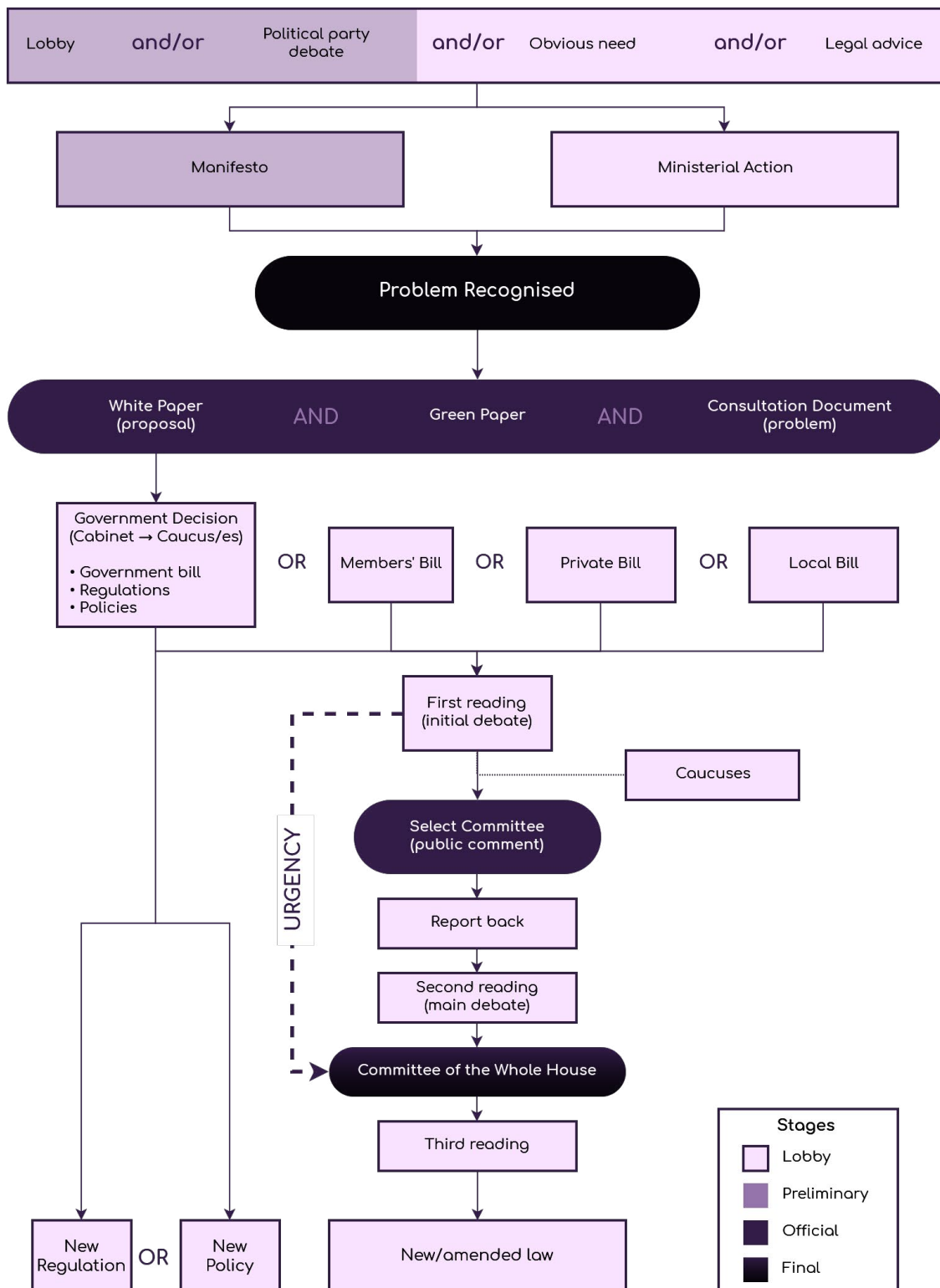
# 3. Planning

## 3.1 Do it!

First, you and your organisation must commit to get involved in this. Knowing what that commitment involves is important; that is what this booklet is all about.

## 3.2 Choose the right moment - Parliament as an example

This diagram shows the whole process which a law reform goes through:



## 3.3 Know how, and who

### The how

There are three key elements in the process of persuading policy makers that something needs to change:

- A)** Tell a story
- B)** Good arguments, and
- C)** Facts and information (evidence)

You and your organisation need to work out how you can best put this together.

#### A) Tell a story

Stories are incredibly powerful. While facts and figures can be dry and uninspiring, a good story will grip people's attention, take them on a journey and communicate the necessary information with heart. For example, a story about the experience of someone trapped in a debt spiral is the most important tool to persuade policy makers and politicians about why the law on consumer credit and debt collection needs to be changed.

##### Stories can tell:

- how a person got into a situation
- what impact the situation has had on them and their whānau
- what might have prevented the situation
- what better law would have meant for them

##### Stories can be:

- Told by the person themselves – always the most effective!
- Relayed by another person (for example, their advocate, or family member)
- Recorded (voice or video)
- Written down



#### B) Good arguments

Good stories need to be backed up by good arguments. Good arguments involve outlining the problem and then providing solutions that will get around the problem.

While stories engage people's emotions (heart), good arguments engage people's intelligence (head). When you present an argument by itself it can make people become defensive, and they respond by arguing back. That's why it is important to make sure you also engage people at an emotional level. This means they are likely to have empathy with you, and are open to your argument, rather than being shut off.

#### C) Facts and information (evidence)

Facts and information are helpful in showing how serious the harm is. You can use information from your clients and services that show the harm being caused.

Financial capability and budgeting services have a wealth of information available to them about the harm being caused by predatory lenders. Use this to back up your stories and arguments to give them credibility.

### The who - why you should talk to an elected official (e.g. an MP)

In Aotearoa New Zealand, talking to your local Members of Parliament – electorate MPs, and list MPs based in your area - is one of the first things that you should do.

Members of Parliament are elected to represent the views of their local community and their political party. It is the job of electorate MPs to listen to the views of their community and the people that work in their community. We recommend that you engage with electorate and list MPs. Note that the two smaller Coalition parties are list MP-dominated.

Any person or organisation can make an appointment to meet with their local Member of Parliament to talk about issues that they feel strongly about. Members of Parliament will often look to local community organisations to give them a view

on what is impacting on their local community. Local community organisations have credibility because they are working for the common good, and their views will be taken into consideration when they are looking at an issue. You should present as having an informed and unique insight on whatever issue you are promoting. Make the most of it!

Members of Parliament that are directly dealing with the issue you want to talk about will be particularly interested in meeting you. That would include members of the relevant select committee, and members of Caucus committees (made up of MPs from one party) covering relevant issues.

**Members of Parliament can influence policy in several ways:**

- They can significantly influence changes you want to see themselves (especially if they are the Minister)
- They can raise the issue with their colleagues and persuade their colleagues to make the changes you want
- They can talk in the media about the issue
- They can propose amendments to the bill (draft law) as it passes through the House
- They can influence how their political party votes on an issue.

**What they can do will depend on what political party they are in and what their role is. When preparing to meet with them consider whether they are:**

- in Government or in Opposition
- the Minister or opposition spokesperson responsible for the issue
- a member of the Select Committee reporting on the issue or bill; or
- an influential person in their party (the leader of their party or a respected senior Member of Parliament).

## 4. Doing

### 4.1 Generating community profile and media coverage

#### Non-digital media

Media will be interested in the issues around social, economic and environmental justice and we know that often the “other side”, who are not promoting justice, are not keen to use the media.

You will need to decide what is newsworthy and relevant to the law reform from the work of your organisation – statistics, informed views, cases? Remember the importance of the voice of the person most affected in all this.

#### Ten points to think about when you work with media

<b>Be realistic</b>	Recognise the inherent risks and seductive opportunities involved in encouraging media interest.
<b>Write it down and pause if possible</b>	If you get a cold call from the media asking you to comment on something, do everything to avoid responding then and there. You are likely to make a mistake. Offer to call back in a few minutes (and don't delay longer than that). End the call, work out something and phone back. Or offer to put your thoughts in writing and e-mail through – media are working under great pressure, and that can save them valuable time. Do remember that what we say is generally more descriptive and quotable than what we write.
<b>Know what you are talking about</b>	Know whether you are producing a release (containing news), a statement (a response to a previous or current event), or an advisory (advertising an event in which you are involved). The media will want to know. And keep asking yourself: “What is special about the message we have to give? What is it about your release, statement or advisory which sets it apart. Why should people care about it? The media keep asking themselves: “who cares about this?”



<b>Appearance counts</b>	<p>If writing a release, focus on key elements:</p> <ul style="list-style-type: none"> <li>• One side, 1.5 space;</li> <li>• Arial lettering style;</li> <li>• The first sentence should summarise the whole message in 25 words or less (that is a very helpful way for you to work out the core of what you are wanting to say). That should lead into an actual explanation of the news item and a quote, and end with your contact details (mobile number, and an email address).</li> </ul>
<b>Be on the ball</b>	<p>If the media contact you for comment, or respond to a release etc., get back to them fast. They work to tight deadlines. Remember that in general they are doing you more of a favour than you are doing them.</p>
<b>Stay wary</b>	<p>Before saying anything, which might come back to haunt you, but you feel should be widely known, establish that you have “off the record” status. Avoid saying anything that only you could possibly have known or thought – and thus is traceable back to you.</p> <p>If radio calls, make sure that you are not in a car (background noise), and that your radio isn’t on.</p> <p>When selecting a case to take to the media, establish the limits which your client has (e.g. be on radio or TV, voice or face disguised). And make sure that the case is relevant – i.e. it isn’t dealt with by the limited improvements proposed by Government.</p>
<b>Know your limits</b>	<p>Don’t try and control what the journalist might produce; don’t insist at approving something before it is published. If they offer that, fine.</p>
<b>Don’t despair</b>	<p>At the bad moments, when a negative story about you is the first item in every news broadcast, remember that there is much (maybe not complete) truth in the assertion that “all publicity is good publicity”.</p>
<b>Know what good looks like</b>	<p>A media release etc. provided by you, which is repeated word for word, prominently, in the media which you have targeted is a bull’s-eye hit!</p>
<b>Cultivate one key relationship</b>	<p>Befriend a journalist who can give you occasional and off-the-record feedback and help you understand what a complicated culture media is.</p>

## Digital campaigning and social media

Digital campaigns and social media are a great way to reach out to a wider audience and find more supporters for the issue that you are working on. Good, effective campaigns turn people’s online engagement into offline action, like talking to an MP or writing their own submission.

The internet is a powerful tool for sharing a message, but it is important to avoid “clicktivism” and direct people towards taking meaningful actions that will make a difference. A digital campaign is an effective and cheap way to gather support nationwide, pull politician and media attention onto the issue and push for change. Clicking “like” or “share” isn’t usually enough to persuade policy makers to act on an issue.



### Social media

Social media is a great way to raise awareness about an issue. However, with the volume of content on social media, messages can get lost. It is important that everything on social media links to tangible actions that people can take themselves.

#### Use social media to:

- Raise awareness about the issue
- Share stories about why this issue is important
- Persuade people why this issue needs to be addressed
- Share the petition and call people to act (by talking to MPs or writing their own submission).
- Get through to traditional media, who often pick up what is happening on social media. Be prepared to be contacted by traditional media even if you are only active on social media. Conducting a social media campaign gives you some of the exposure of traditional media while allowing you to maintain narrative control-this is a necessary tool.

## Six tips on using social media

<b>What if you decide to do your own petition?</b>	<p>Make sure that the information on the online petition or pledge is clear and concise. If you want people to read more information, then create links in the petition (don't overcrowd the petition itself).</p> <p>Make sure that the petition is linked to an offline action like talking to an MP or writing a submission. Some petition websites allow you to follow up with people by email later to encourage them to talk further actions.</p> <p>Petitions can also be printed off and delivered to politicians. This can be a great way to raise attention about the issue that you are working on.</p>
<b>Choose your content wisely</b>	<p>It all depends who are you trying to connect with.</p> <ul style="list-style-type: none"> <li>• Facebook is where most people are including your community members and politicians.</li> <li>• Twitter is where most journalists and highly engaged policy people are.</li> <li>• Instagram is a great visual platform but not really an advocacy platform.</li> </ul>
<b>Make it shareable</b>	Make sure your content is content that people would want to share (shareable content). This helps to spread your message.
<b>Be visual</b>	Create photo or video content. Social media is visual. A photo or video is likely to have an impact.
<b>Aim to influence power</b>	Tag politicians or influential people in your content (but don't spam them all the time).
<b>Use hashtags</b>	Use hashtags to highlight what you are talking about and help people find out similar content.

## Getting your community on board

### The people you work with (clients)

The people that you work with (clients) are the most powerful voice on the issues that impact on them.

Encourage them to raise their voice and share their own experiences.

Make sure that with whatever they do they feel comfortable.

- Ask permission from your clients to share their stories.
- Ask your clients to record their experience for you (either a voice or video recording).
- Ask your clients to sign and share an online petition.
- Take your clients with you to a meeting with an MP or to a select committee submission.



Your clients are also leaders in the community. Encourage them to share the word in their community.

### Your wider community


Your organisation is likely to be a respected part of your community. You will be recognised as the expertise on this issue and so what you say will hold weight with people. It is important to recognise this.


#### What you can do:

- Talk to members of your community about this issue.
  - Other local organisations
  - Churches and religious organisations
  - Community elders (formal and informal)
  - Local government
  - Schools
  - Local businesses
  - Your funders
- Host a community meeting on the issue and invite members of your community.

Make sure that you follow up by asking people to action. If people show interest, ask them to take leadership on the issue and encourage others to act as well.

## Fifteen things to think about when meeting a person in a position of power to make change (e.g. an MP)

<p><b>Know why you want to meet</b></p>	<p>The meeting must fit into your pre-arranged lobby plan. The type of experience which you generate for the MP will determine the impact made. Factors include - how powerful are they or could they be one day; how much time do they have available? What ongoing communication methods do they prefer?</p>
<p><b>Present your message</b></p>	<p>Line up the key things you want to say. They will be most impacted if you take someone directly affected along with you, or if you tell powerful stories. Have a clear list of key points before you begin (see section 1).</p> <ul style="list-style-type: none"> <li>• What is inadequate about the Government's proposals</li> <li>• Why you think the proposals are inadequate (insert anecdotal evidence, personal stories, justification, facts &amp; figures etc here)</li> <li>• How you would like your MP to address the problem</li> </ul> 
<p><b>Organising, and giving notice</b></p>	<p>Your initial communication (verbal or written) should state who you are, what organisation you represent, what you would like to talk about, and why seeing the MP is vital. If you live outside their electorate, make it clear that you are speaking on behalf of people living in the electorate; and that you are bringing a constituent along to help you make the key points.</p> <p>Call or email their local office to set up an appointment. Always follow up an email with a phone call or vice versa. If you do not get a reply within a week email a reminder or call their office.</p> <p>Make sure you are polite and clear about the purpose of your meeting.</p> <p>You want to make sure that your meeting is prioritised without sounding pushy (this could backfire on you).</p> <p>Be flexible with your timing. Members of Parliament are busy people and will have limited slots available. If your local MP is also a Minister, there could be weeks delay before they are available, and you might have to communicate through their staff member.</p> <p>If humanly possible, avoid presenting the meeting as so urgent that other commitments must be moved to make way for it. Let the MPs' office-staff know what you want to see the MP about.</p>
<p><b>Location</b></p>	<p>An.. MP's office is their comfort zone. Decide whether you want them to be comfortable or want to challenge them a little. You could ask that they meet at your office, and that they meet a group of people directly affected.</p>
<p><b>Time</b></p>	<p>Ask for what you realistically need – but be prepared for a few minutes or even a postponement if chaos descends on their day. So be flexible in your planning – and tolerant if it all falls apart.</p>
<p><b>Do your homework</b></p>	<p>Use any relevant contacts which you have prior to the meeting to help prepare the MP for their meeting with you.</p> <p>Research the known views of that MP, both in general and specifically about that topic. Also, any information in their background which can be a starting point for genuine communication. Specifically, you should know if someone from your organisation has previously volunteered for them, is in their party, or has some other link.</p> <p>Pay attention to, and engage with, any staff of the MPs who you meet in their office/at the meeting</p> <p>Recognise the constraints on the MP, e.g. a Minister is covered by collective Cabinet responsibility, or by Party policy.</p>
<p><b>Person and numbers... remember voice!</b></p>	<p>If the MP has an important characteristic (e.g. Māori, woman), the people attending the meeting should reflect that. Don't overwhelm the MP with numbers of people – and make sure that everyone there has a task or role. Take someone unexpected and memorable.</p> <p>Take a maximum of three people to the meeting, so the MP isn't overwhelmed.</p> <p>It is important that you take someone who can speak from their own experience.</p> <p>Decide who from your organisation is best placed to meet with the MP. It might be your coordinator or Chief Executive or a passionate staff member who cares about the issue.</p>

<b>A dry run</b>	<p>If it is helpful if you can meet and run through things beforehand. Issues are often quite complicated and although you are trying to humanise the issue you may need to explain quite complicated things. Practising your conversation beforehand can be a fun activity with your team.</p> <ul style="list-style-type: none"> <li>• Remember you do not need a formal speech.</li> <li>• Practise as if you are having an informed conversation with someone that is interested in the issue.</li> <li>• Think of the worst question they could ask you and work out a good response.</li> </ul>
<b>Image</b>	<p>At the meeting with the MP, wear whatever you feel most comfortable in and – if possible – fits with your message. Make sure that you know where the meeting place is, and that you are on time.</p>
<b>Content</b>	<p>Ask at the start how much time the MP has and plan accordingly. Read the room and read your MP: if they're acting bored or tired, narrow focus to your key points, or shift the tone of the conversation.</p> <ul style="list-style-type: none"> <li>• If you're sensing a dead-end, suggest a meeting for another time or focus on submission-writing instead.</li> <li>• Be aware they may not like the message or the messenger: keep your cool and double down on facts and rational argument.</li> </ul> 
<b>Presentation</b>	<p>A PowerPoint which can be shown on a laptop you take along with you is often the simplest and most effective way to get your messages over. A handout sheet can be printed from that (3 slides to a page, with a note area). Make sure you tell stories.</p>
<b>Discussion</b>	<p>Try and find common ground with the MP, so that the engagement is as un confrontational as possible. Whatever their interest, points of engagement in these conversations are vital.</p>
<b>Something to leave</b>	<p>Never leave the MP empty-handed. Prepare something, which fits in with your message and reinforces key points. Work through it at the meeting and leave it for them to consider.</p>
<b>Keep it going ...</b>	<p>Plan ahead of the meeting what action you will ask the MP to undertake, and any commitments, which you will make to them. Ensure that you have the resources to deliver what you promise and make use of whatever they may do for you. Try to leave some small action for the MP to undertake after the meeting to show their support and keep your cause fresh in their mind, and with a positive glow to it. After the meeting, follow-up with a thank-you email or call, but hold back from spamming them.</p>
<b>Keep a record</b>	<p>Keep a record when you meet someone with power to influence an issue, so that others who see them are briefed.</p>

## 4.2 Submissions to a Select Committee or other decision-making body

### What is a Select Committee?

A Select Committee is a group made up of MPs from most parties in Parliament; their balance of members is like that in Parliament, so the Committee which this bill (draft law) is sent to will (for example) probably have more National MPs than Labour. The Committee review bills (draft laws) before they go back to the full Parliament for approval. Select Committees receive submissions on bills from members of the public, organisations and companies. This is your opportunity to say what you think about a bill. Select Committees read and (if the submitters want) listen to the submissions and can recommend changes to the bill. They also make comments in their report which can be useful and influential.

### What is a submission?

A submission is a letter/report to the relevant select committee outlining what you think of a proposed law. You can agree with the bill, or you could agree with parts of the bill and disagree with other parts of the bill. Submissions are written and submitted online but can be further reinforced by an oral presentation if you'd like.

To speak at select committee, you must state this on your written submission ("I'd like to make an oral presentation on this matter"). You will have much more impact if you can do that.

You can write a submission from scratch or you can adapt a template. This can make the submission writing process easier and ensure that you are "singing from the same song-sheet" as other organisations or individuals that share your views.

## Eleven ways to make your submission high impact

<b>Know where the issue is at and where it is going</b>	<p>Know your issue in summary and detail, and what you want from this committee.</p> <p>Head your submission with the relevant select committee name and full title of the bill.</p>
<b>Introduce yourselves/yourself</b>	<p>Begin with who you are, who the submitting organisation is, and most importantly, why your viewpoint matters (e.g. as xxxxxxx, you know better than anyone the consequences of xxxxxxxx).</p> <p>Introduce what you are going to cover in your submission</p>
<b>Know the audience</b>	<p>Write to the level of understanding of the likely audience – both immediate (e.g. back-bench politicians on a Select Committee) and ultimate (e.g. Minister and their advisers). You need to know whose minds you are trying to move.</p>
<b>Talk yourselves up</b>	<p>Start the submission with information on who you and/or the submitting organisation are; who you represent; why your viewpoint is of particular importance.</p>
<b>Focus on your special message</b>	<p>What are you uniquely or specially experienced to write about? Can it be backed up by facts or figures? Does it link to a specific amendment or change? – if so, try and detail that.</p>
<b>Work to your strengths</b>	<p>If you have stories to tell, tell them. If you speak better than you write, keep it simple and perform in front of the Committee or choose the right person in your group to do that. If submitting to a Parliamentary Select Committee or other process which involves the chance for an oral submission, you must state in the submission or cover letter that you wish to speak to your submission – otherwise you may lose the chance.</p>
<b>Make it look as good as it sounds</b>	<ul style="list-style-type: none"> <li>• Aim for 4 pages maximum, with other material put in appendices.</li> <li>• Summarise and use bullet points.</li> <li>• Use visuals and white space effectively.</li> <li>• Make it look professional.</li> </ul>
<b>Keep it (quite) short and sweet</b>	<p>Write using clear language.</p> <p>Summarise and conclude your submission.</p> <p>Tell the truth and illustrate with stories. Share one or two stories from your clients that illustrates the problem the bill is trying to solve. Use the stories to show why your proposed changes would be better at helping your clients than the bill as it currently stands.</p> <p>Don't make statements that cannot be justified if challenged.</p> <p>Be constructive – and present amendments etc. in as detailed a way as you can.</p> <p>Present your argument in a logical order that flows well.</p>
<b>Offer support, constructive criticism and specifics</b>	<p>Don't get personal about the people who will be looking at the submission.</p> <p>Tell the committee what parts of the bill are good. This is important because other people will be trying to water down the bill and you need to defend what is good in it. Tell the committee what parts of the bill you think need to be changed and what needs to be added to the bill. This is important because you want to improve the bill.</p> <p>Present amendments as specifically as you can and in as much detail.</p>
<b>Don't forget to get it in</b>	<p>Submit! Online submissions are the easiest way to do this, visit <a href="http://www.parliament.nz">www.parliament.nz</a> to make your submission</p>
<b>Keep something back</b>	<p>For Select Committees, and most others, you are allowed to present a supplementary submission. This can contain in-depth information on an urgent issue important to you, and/or new information on an issue already raised. If you plan to do an oral submission, keep something back to raise when you present it.</p>

## Presenting Your Submission

Select Committees hear oral submissions. To give an oral submission you need to have also given a written submission. The oral submission builds on your written submission. Oral submissions can be very powerful ways to persuade the members of a Select Committee about the changes that you would like to see. The media are often present at Select Committees, particularly for high profile issues.

Presenting to a Select Committee is like talking to an MP but in a more formal setting. Rather than talking to one MP you are talking to a group of MPs from across the parties represented in Parliament.



### 11 should-do's on presenting for maximum impact

<b>Know your message</b>	Work out your key message, making it as unique and memorable as possible. <b>Remind</b> yourself on what you wrote in your written submission.
<b>Choose the right team</b>	If possible, select a client/former client who is prepared to talk in public.
<b>Get it over briefly and clearly</b>	<p>If you are given a confirmed length of time, plan your presentation to last for around 50% of that time. But be prepared for last-minute changes. In general, plan to speak for no more than 5 minutes – and time yourself when practising. Keep 5 minutes extra in reserve (in case they have longer available); have a 3-minute version ready (in case they are under time pressure).</p> <p>Do not assume that the members of the panel have read your submission – but never say that!</p> <p>Do not read your submission word for word. But do plan the flow of your presentation on the direction taken by the submission. Use ordinary language –and the occasional strong phrase to stress a point. Speak clearly. Avoid being too technical.</p> <p>Remember that you are probably not speaking to experts. <b>Human element:</b> the panel members are people. Work to get them on side with a human story, personal anecdote etc about the issue</p> <p><b>Know your key message and what you want</b>, e.g. change of the bill's wording? Policy proposals? Make it clear and provide the wording/proposals you want to see.</p>
<b>Give it colour and life</b>	<p>Use anecdote, especially personal experiences, to get panel members on your side. Telling a story about an issue, and/or talking about yourself, is a good way of getting a message over.</p> <p>If possible, and if it doesn't confuse your message, have someone with you who can give the message more depth and character, illustrating a point.</p>
<b>Stay calm</b>	If the panel cuts back on your time, do not show your annoyance. Accept that they are a pressured body. Do not react badly in response to panel members whose only intention is to upset you. Keep returning to your basic message. <b>Keep calm:</b> accept the panel has limited time and you may be cut short, realise panel members may try to throw you off your game for the sake of it, be prepared for questions and don't say what you can't justify.
<b>Plan for the worst</b>	Anticipate the most difficult questions, which opponents of your message might ask you – and plan superb answers to them. If possible, incorporate those issues into in your presentation.
<b>Don't say what you can't justify</b>	Avoid making open-ended comments or exaggerations which you can't prove. That plays into your enemies' hand.
<b>Don't demonise the members of the panel</b>	The panel members will have a variety of views on the issue, which you are submitting about. Do not assume that they are all against you, and don't attack those who you know are opposed. Don't ask rhetorical or direct questions of individual Committee members. It's their chance to ask questions. <b>Watch out for the 'devil switch':</b> don't demonise members of the panel or assume anything beyond a neutrality on their part, regardless of any political leanings they may have.
<b>Give them a bit more</b>	<p>If you have something new and urgent to say, or more in-depth information on a matter raised in your submission, produce a supplementary submission. It could be in your own words; some statistics; an item from the media or a researcher. Bring along enough copies to hand out to everyone. The people staffing the panel/ committee will take the paper for recording and distribution.</p> <p>Supplementary submissions: If new information has recently come to light, you have something urgent and new to say, or you have some in-depth info to share, make a supplementary submission and make enough copies to hand-out to the panel.</p>
<b>Say it with more than words</b>	If there is a non-oral way of getting your point over (for example, a role play; a photograph; using OHP or data show, or whatever), and this medium fits in OK with your topic, use it. Make the experience of your submission a memorable one for the panel.
<b>Wrap it up</b>	If you want changes to what a bill says, or want an inquiry to make certain recommendations, make it clear and even provide wording.

# 5. Evaluating

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## 5.1 Evaluating the success of your work

This is a process to get the laws, policies and practices we want, and we and others need, so anything short of that needs to be considered a failure. That's a very straightforward way of evaluating our work. However, there are many other benefits to traditional media, social media and political engagement. You and your concerns will become better known, and you will have won friends for future engagement. You will develop skills, and through attempts to persuade, you will learn things you never forget.

Evaluate in whatever way suits you, but make sure you do. It will give the experience meaning and leave useful information for others to learn from and build on.





# ADVOCACY<sup>1</sup> AND LOBBYING<sup>2</sup> TOOLKIT

Adapted in March 2019 from material generated for presentations by Tim Barnett MP 1998–2008, in *Political Lobbying: How to plan and deliver a strategy to confirm, inform or change the mind of politicians* and FinCap's February 2019 workshops to develop a campaign against predatory lending.

- 1 **ADVOCACY** Seeking public support for a particular cause or policy
- 2 **LOBBYING** Seeking to influence a Member of Parliament on an issue

