

# Lobbying for change



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## Learning objectives

By the end of the session participants shall be able to:

- Define lobbying.
- List types of lobbying.
- Describe techniques of lobbying.
- Describe how to plan and carry out lobbying activities.

# What is lobbying?

- Lobbying is the attempt to influence specific legislation at local or national level.

# Lobbying

- Lobbying is part of advocacy, and part of active citizenship.
- Can be carried out through formal meetings or informally through conversations.

# Building relationships

- For lobbying to be successful, it is important to build relationships with duty bearers for them to understand your issues and perspective.

# Stages of lobbying

10

## HOW TO BECOME A CITIZEN LOBBYIST

1

### PICK YOUR BATTLE

How do you choose yours? Be as passionate as you are strategic about your cause

2

### DO YOUR HOMEWORK

Being prepared will help you to keep your cool and give you credibility

3

### MAP YOUR LOBBYING ENVIRONMENT

Before designing a strategy, know your possible allies and opponents

4

### DRAW UP A LOBBYING PLAN

Identify the best course of action to make your case

5

### PICK YOUR ALLIES

Be open-minded! Increase the attention of policymakers by having a broader-based coalition

6

### RAISE MONEY

While volunteering work wonders, you might still face costs

7

### PLAN YOUR COMMUNICATION

Work out how and when to talk, and to whom. Sometimes you may need a messenger!

8

### FACE-TO-FACE MEETING

Know how to introduce yourself and 'speak the language' decision-makers use

9

### MONITORING AND IMPLEMENTATION

Stay vigilant! Make sure that your cause moves forward

10

### STICK TO THE LOBBYING RULES

What can and can't you do? As a citizen, the sky is the limit to your advocacy!

# Stages of lobbying



1

Pick your battle



2

Do your homework



3

Map your lobbying environment

# Lobbying skills



Draw up a lobbying plan



Pick your allies



Raise money

# Lobbying skills

7

Plan your communication

8

Face to face meeting

9

Monitoring and implementation

10

Stick to the lobbying rules

# Types of lobbying

- Consultations
- Face to Face Meetings
- Presentations
- Conferences, Seminars, Public Meetings

# Activity



**Community Based  
Inclusive Development**