

Grassroots Lobbying Dos and Don'ts



- **Do** become familiar with your legislator and the bills they are sponsoring; especially legislation that the MCA is pursuing. At the very least, know his or her background, occupation, education and party affiliation. Information about each member can be found at: <https://www.leg.state.mn.us/>
- **Do** inform, influence and ask members of the legislature for their support. And thank them if they are already an author of a bill we are pursuing.
- **Do** be friendly and professional during your meetings.
- **Don't** argue or debate your legislator if he or she disagrees with your position. Remember, your role is to provide information and talk about how issues affect your practice and especially your patients.
- **Don't** make disparaging remarks about either political party, or other legislators – stay positive and stay focused on the MCA's talking-points.
- **Do** be prepared for your meetings because your time will generally be very limited, and be concise and focus on only a two or three main talking-points. If there are two or more of you together, rehearse what you will say in your meeting.
- **Do** share information about your practice and stories about how the bills we are supporting will affect the patients serve – and your chiropractic practice.
- **Do** stress how the bills we support are so important for you in your chiropractic practice
- **Don't** always expect an immediate response or commitment to support our legislation – especially if the legislator has yet to sign-on to a bill.
- **Do** ask for their opinion, and if they will support and vote for our legislation.
- **Do** ask if they have any questions and, if you don't know the answer, tell them you or someone from the MCA will respond.
- **Do** thank them for the opportunity to meet – regardless of the outcome of the meeting!