



ACF Community webinar
July 2018

Skills Training: Lobbying your MP

Why are you excited to meet
your MP?

Why it's so powerful to have community groups meeting with MPs

- the people MPs care about most are the people who donate to help them get elected, and who live in their electorate - you get to decide whether they keep their jobs or not! They care a lot more about you than about ACF staff, for example. This is especially true if you're part of an organised group - not a cranky lone wolf.
- Electorate support - or pressure - gives an MP a 'mandate' to care, and a reason to care. This is absolutely crucial to moving an MP's view on an issue - or even getting them to focus on it at all.
- When MPs get the same message from their local group and from ACFs national team in Canberra, they start to see us as a well organised and powerful force to be reckoned with.
- Every time you meet with your MP, you can provide them with helpful information on important issues, connect them the viewpoints of a large number of people in their electorates, help them do their job better, and demonstrate your POWER!

What makes a successful lobbying meeting?

- Demonstrate your power
- Clear ask(s)
- Organised (clear roles)
- Getting a “yes”
- Clear next steps
- Good follow-up
- Gaining intel about MPs
- Builds your relationship

What should your meeting look like?

- Welcome and Intros
- Thank them for their time.
- Election campaign: what we are doing and why (notes coming your way)
- our policy asks: outline our three demands (notes coming)
- Make the Ask
- If you get a Yes, thanks! If not, discuss and try secondary ask.
- Thanks/follow-up plan (2min)

How to talk about ourselves when we meet with MPs

- Who are you? What is your role?
- Who do you represent? Why does the MP need to care about your group?
- What is your issue, and why should the MP support your position? What's in it for them?
- Why are they going to remember this meeting over the other 20 they took today?

Who we are:

ACF is: independent, non-partisan, leading environmental charity in Australia, funded by supporters, working across a range of issues, active in every state and territory, a community of half a million people who care about nature

Your group is: local, but connected to a national network of half a million people; big, and growing; active (specifics); powerful (what you have achieved, and your ambitions) persistent – you will not be brushed off

our election campaign: we're going to make this the climate election. We're knocking doors, holding street stalls and phone banking to have one million conversations during this election. We'll use our votes to demand action.

This is the climate election!

We need a Government that will stop Adani, stop digging and burning coal and get us to 100% clean energy. To make this a climate election, we will:

1. Mobilise over 500,000 supporters and work with partner organisations to have 1 million persuasive conversations
2. Do lots of stunts and big actions to mobilise the public and bring media attention to the campaign
3. Deploying a major advertising campaign
4. Focus in target electorates that are amongst those which will decide who wins the election

Our primary ask

- Can we count on you to support our policy?
 - Stop Adani's polluting mine
 - End digging and burning coal
 - Switch to 100% clean energy

Responses if they say no

- Can you explain why?
- What would it take for you to support the policy?
- What can we do to support you?

Secondary asks

- What we want the MP to *actually do*
 - Publicly speak out (in the media, in parliament, write to your leader, or on social media) in support of those demands – and let you know when they do.
 - Publicly advocate for your party to change its position on these demands, or raise the issues in the party room.
 - Take a photo with us and share it with their commitment to do the above.

If they still won't say yes?

- as in the slide above - why not, what would it take, how can we help?
- you might not be able to get there in one conversation, but you want to build the relationship. You could ask what environmental issues they are concerned by; thank them for their time hearing your concerns; request the opportunity to follow up with info if it seems appropriate; ask for staff details so you can stay in touch; signal that you would like to stay in touch and keep them up to date with your group's activities.

What to do before your meeting?

- 2-4 weeks before
 - Schedule meeting
 - Research MP
- 1 week before
 - Confirm attendees
 - Assign roles
 - Role-play
- Day of
 - Bring a 'leave behind' for staff (we will provide this!)
 - Be punctual, professional and positive
 - Remember and repeat the ask(s)

Things to remember

- Meetings are about relationships
- Your first meeting is just the beginning
- Getting new info from your MP matters
- You don't need to be a policy expert
- Listen as much as you talk
- Make sure you report back afterwards!
 - www.acf.org.au/reportback



**KEEP
CALM
AND
LOBBY
ON**

Resources & Support

- MP Engagement Toolkit
 - www.acf.org.au/mp_meeting_toolkit
 - Includes sample letter to schedule a meeting, sample agenda, and other things to remember!
- Once you've confirmed a meeting, make sure to register it on www.acf.org.au/events so we can give you a call to talk through any last minute concerns
- We'll be in touch by email the Friday prior to your meeting with details on how many people in your electorate have been surveyed
- Feel free to email isabella.morand@acf.org.au with any questions about your meeting!



Thank you!