



## Lame Duck Lobby Day Primer

Welcome to the OWDM lame duck lobby day! Whether you've been engaged in lobbying for years, or this will be your first lobbying experience, this primer is intended to help you deliver our message in a clear and impactful way.

### Lobbying Do's

- Be polite. You never really know where a particular lawmaker will fall until the votes are counted, so feel free to push back and make your case for why lawmakers should oppose SB 1197, but do so in a respectful manner and if they disagree, respectfully urge them to reconsider. Always use correct titles for lawmakers; State House Representatives should be addressed as "Representative \_\_\_\_\_," and State Senators should be addressed as "Senator \_\_\_\_\_."
- Talk to staff. Lawmakers are generally in close contact with their staff, and get lots of information from staffers. If a lawmaker is not available, make sure to leave our materials with staff, ask them if they know their lawmaker's position on the bill, and be sure to tell them why you are opposing SB 1197 and any other attempts to amend the Mackinac Bridge Authority.
- Take detailed notes. Use the page provided to take notes on your lobbying experience. Notes should include who you talked to, what their stance is, any major concerns they have, any requested follow up actions, and any other relevant details of your conversation. PLEASE MAKE SURE YOUR NOTES ARE LEGIBLE – we will be consolidating and using these notes, so it is very important that we can read them.
- Practice your "elevator pitch" beforehand. An elevator pitch is a 2-3 minute summary of why we are urging lawmakers to oppose SB 1197. When having conversations with lawmakers and/or staff, it is important to be able to deliver your elevator pitch without getting too bogged down in details and becoming unclear.

### Lobbying Don'ts

- Don't make things up. If a lawmaker or staffer asks a question you don't know the answer to, tell them you don't know the answer and be sure to make a note of it so we can follow up. Spreading false information is the surest and quickest way to damage your and our credibility with lawmakers.
- Don't get visibly frustrated. Even if a lawmaker is challenging you and getting disrespectful, do not reciprocate. As tempting as it might become to get disrespectful, there is no scenario in which being disrespectful while lobbying helps us achieve our goals.



- Don't address other issues. While this is a busy legislative period and there are lots of things going on, today we are here to focus on stopping SB 1197. Limit your conversations with lawmakers to that topic.

**Sample elevator pitch:** *This is only a sample. Please familiarize yourself with the points in our cover letter, and other documents and incorporate the points you are the most comfortable with.*

Hi, my name is \_\_\_\_\_ and I'm a volunteer with Oil and Water Don't Mix. We're here today talking with lawmakers about SB 1197, the bill to amend the Mackinac Bridge Authority. This bill would make the Bridge Authority ultimately responsible for an Enbridge oil tunnel in the Straits of Mackinac. I'm concerned that this bill would pave the way for Enbridge to keep their current Line 5 pipeline operating for the next ten years, and would also compromise the mission and integrity of the Mackinac Bridge Authority. I'm also very concerned that taxpayer money will be spent on this. Currently, there is a supplemental appropriations request for \$4.5 million in taxpayer money to support this project, and further deals between the MBA and Enbridge could even make MBA responsible for defending Enbridge in court, which would cost even more of our tax dollars. What is your stance on the bill? (Take detailed notes on response.)

**If opposing:** Thanks for opposing this. We really need Representatives like you to take a firm stand, and advocate for us. Are you aware of any lawmakers who are on the fence that we ought to be talking to?

**If supporting or undecided:** Thanks for sharing your stance. We are urging everyone to oppose this bill. For over 60 years, the Mackinac Bridge Authority has done a great job at protecting and maintaining the Mackinac Bridge. Changing their mission now to include owning an oil tunnel would needlessly politicize the MBA, and possibly open them up to financial liability in case of an oil spill in the Straits of Mackinac. Please reconsider.