

Engaging Elected Officials

*** on climate solutions ***

Optimism is a political act. Those who benefit from the status quo are perfectly happy for us to think nothing is going to get any better. In fact, these days, **cynicism is obedience.**

- *Alex Steffen*

Plug In & Power Up

November 2019 | Sarah Mittiga

Agenda

- ❖ Why engage elected officials?
- ❖ Ways to engage
- ❖ Town Board Challenge
- ❖ Lobbying
 - CCL's lobbying 'secret'
 - Lobbying 101
 - Myths & Missteps



Why engage elected officials?

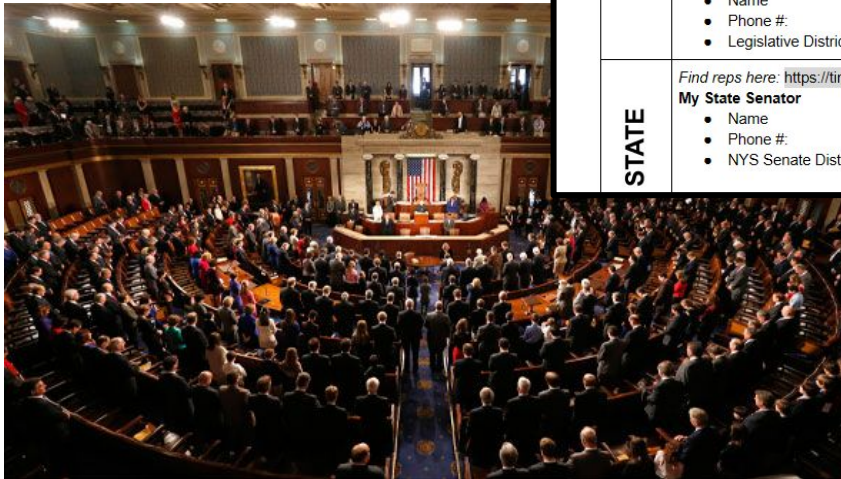


Why engage elected officials?

Politicians don't
create political will,
they **respond** to it



Who are your representatives?



My Elected Officials	
LOCAL	City Council / Town Board <ul style="list-style-type: none">• Monthly meeting time: _____• Meeting location: _____
	My mayor / town supervisor: <ul style="list-style-type: none">• Name: _____• Phone #: _____
	My County Legislator: <i>Find reps here: https://tinyurl.com/local-lookup</i> <ul style="list-style-type: none">• Name: _____• Phone #: _____• Legislative District #: _____
	STATE
	<i>Find reps here: https://tinyurl.com/NYSlookup</i> My State Senator <ul style="list-style-type: none">• Name: _____• Phone #: _____• NYS Senate District #: _____



Citizens' Climate Lobby

Showing political will

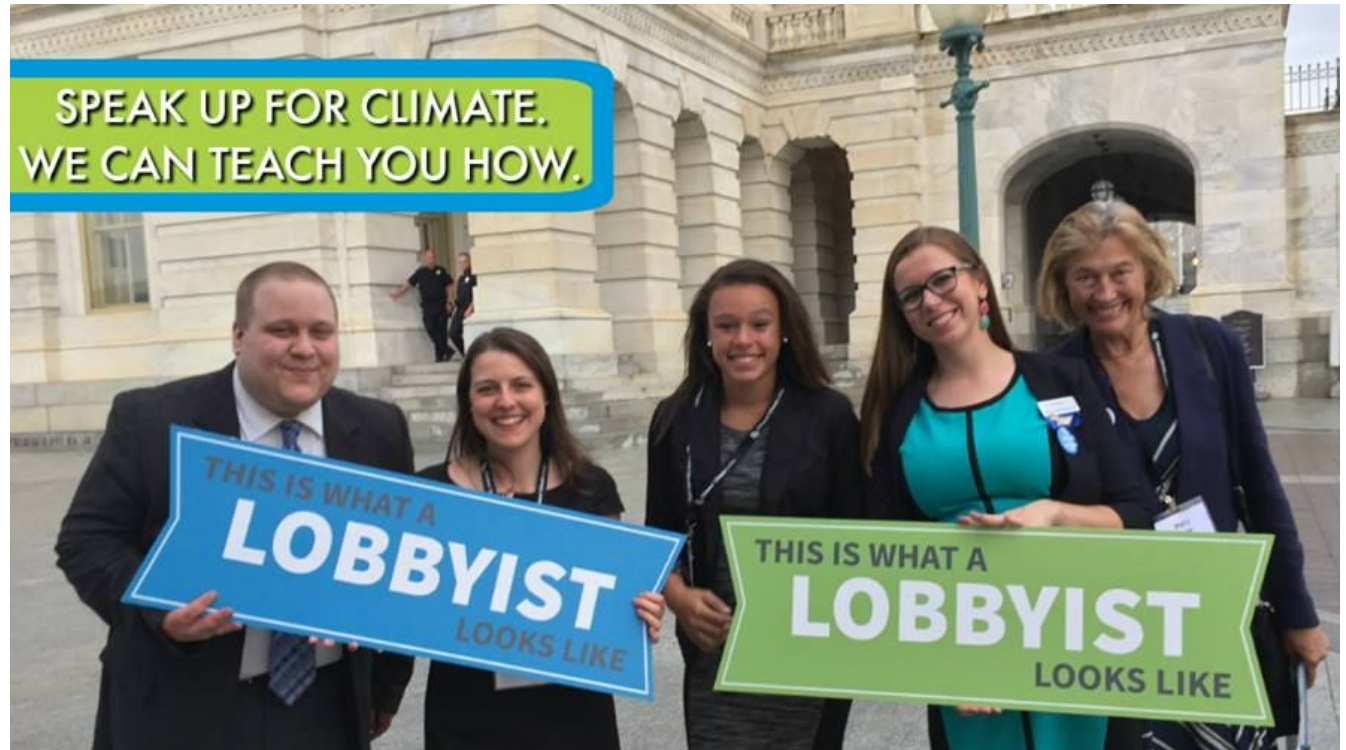
- What are ways we can communicate with elected officials?



Town Board Challenge!



Lobbying Case Study: Citizens' Climate Lobby



Citizens' Climate Lobby

CCL's secret to success

**“We bet the farm
on relationships”**

- Mark Reynolds
CCL Executive Director



Lobby Meeting Basics

- How do I schedule?
- Where do we meet?
- Who do I meet with?



Preparing for your meeting

- Do your research
- Build a team
- Define roles
- Develop a meeting plan



Lobby Meeting Format

- Appreciate
- Connect
- Discuss
- “The Ask”
- Thank you’s & Follow-ups



Lobby the CCL Way



Myths & Missteps

Assuming Republicans won't be interested



Myths & Missteps

**Assuming all Democrats are
climate champions**



Myths & Missteps

Taking an aggressive stance



Myths & Missteps

Thinking the staffer is a consolation prize



Myths & Missteps

Not having an 'ask'



Myths & Missteps

Bringing up unrelated issues



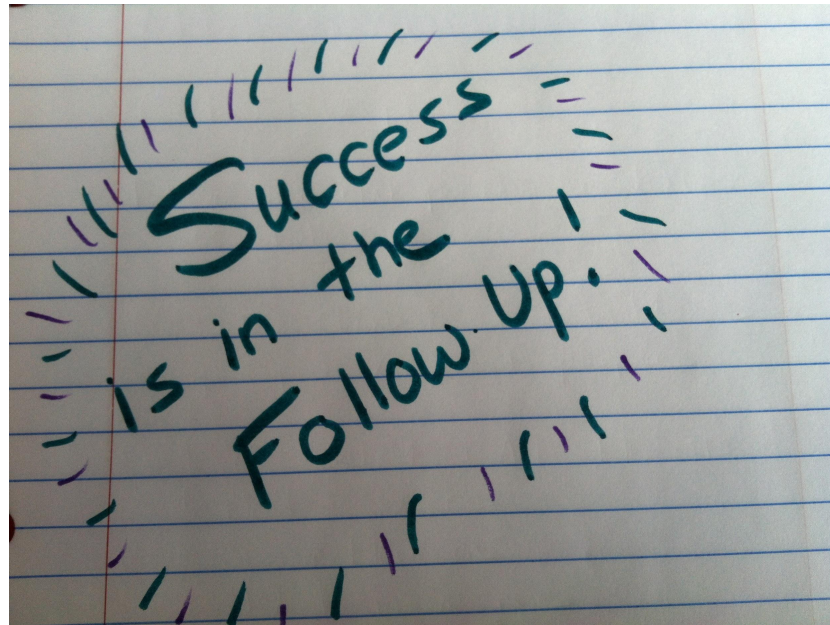
Myths & Missteps

Talking too much



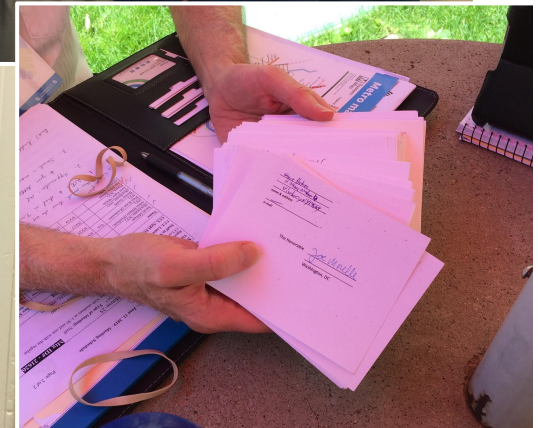
Myths & Missteps

Forgetting to follow-up



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