



EFFECTIVE LEGISLATIVE VISITS

BREON N. WELLS
PRESIDENT & FOUNDER
THE DANIEL INITIATIVE





THE DANIEL INITIATIVE

Premiere Consulting Firm:

- **GOVERNMENT RELATIONS**
- **LEGISLATIVE STRATEGIES**
- **STRATEGIC COMMUNICATIONS**
- **CAPACITY BUILDING**



WHO WE REPRESENT



- **Faith-Based Organizations**
- **Non-Profits**
- **Companies led by People of Color**
- **Women led institutions**
- **Influencers**



Barbara Arnwine

CIVIL RIGHTS ATTORNEY





BIG K.R.I.T.

HIP-HOP ARTIST



Criminal Justice
Reform project
seeking to eliminate
Life-Without Parole
(LWOP) at the
Federal Level.

BURIED ALIVE

**THE PEOPLE. THE POLICY.
THE PODIUM.**



Event Management
and Fundraising Firm
for political candidates







PREPARING FOR A LEGISLATIVE VISIT

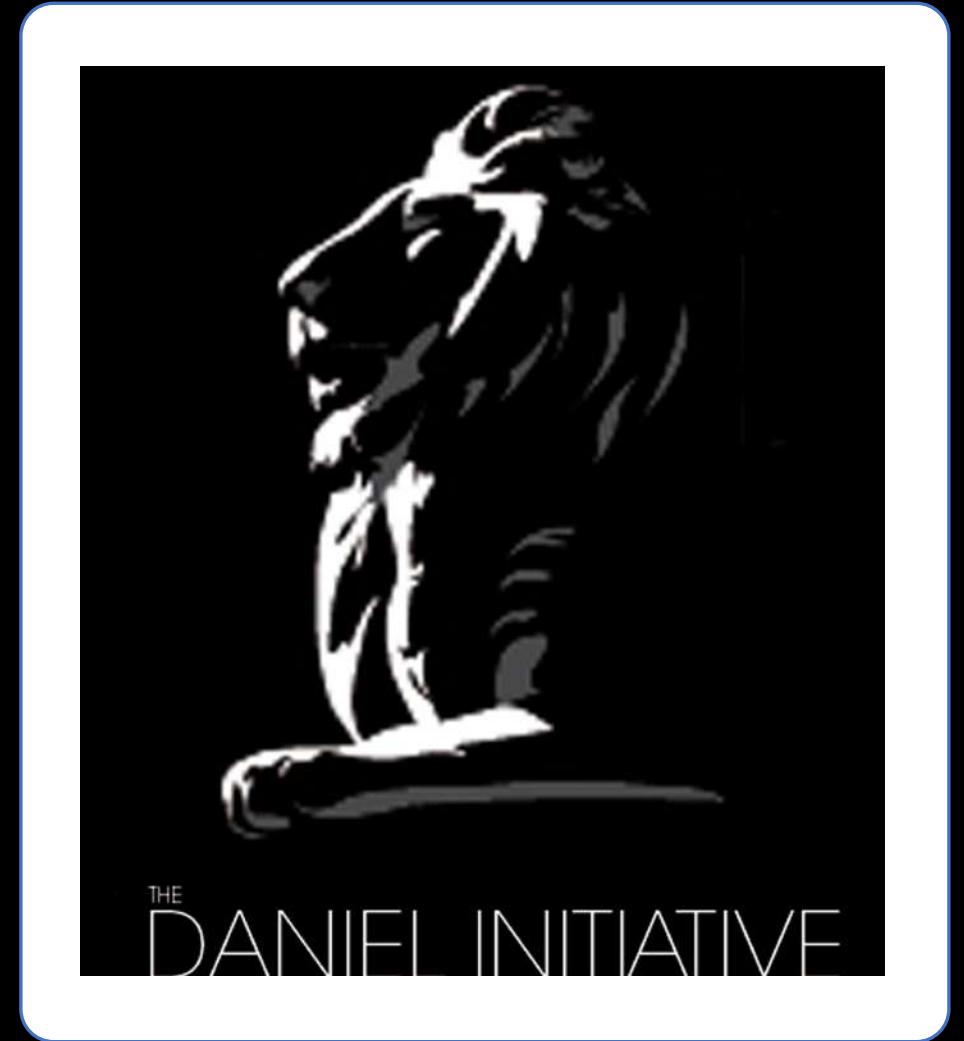
- **WHAT DO YOU HOPE TO ACHIEVE ON YOUR LEGISLATIVE VISIT?**
 - **WHAT IMPACT ARE YOU LOOKING TO ACHIEVE?**
 - **WHAT IS YOUR MEASURE OF SUCCESS?**
 - **WHAT IS YOUR CAPACITY?**
 - **HOW OFTEN DO YOU PLAN TO ENGAGE WITH THIS LEGISLATIVE ENTITY?**
 - **ARE YOU CONDUCTING ISSUE EDUCATION OR LOBBYING?**
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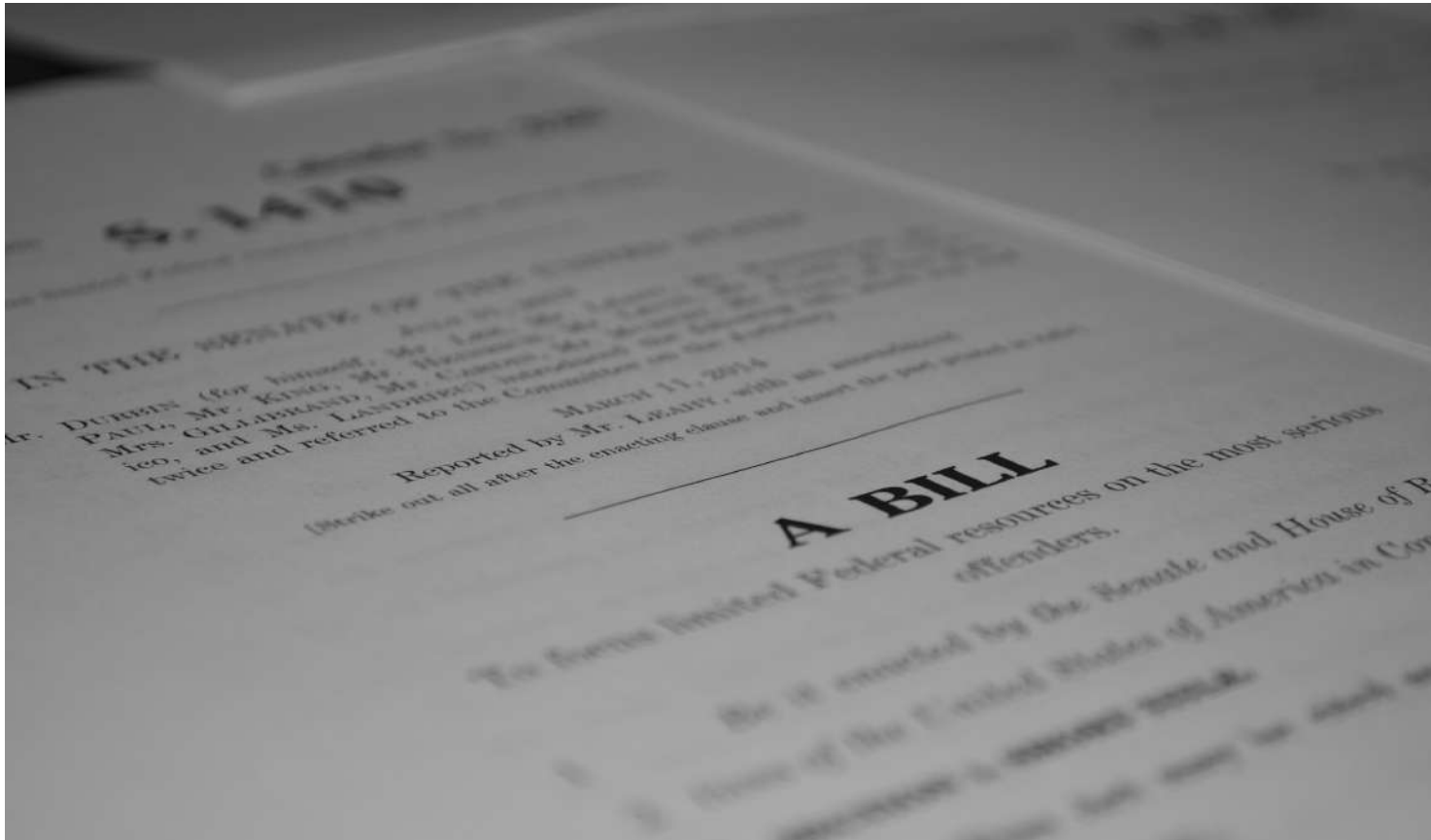


1. DEFINE THE PURPOSE OF YOUR VISIT

ISSUE EDUCATION

- LEGISLATIVE OFFICES DEPEND ON ORGANIZATIONS, THINK TANKS, EXPERTS, AND COMMUNITY LEADERS TO PROVIDE ISSUE EDUCATION.
- THESE TYPES OF INTERACTIONS WORK BEST IN LARGE GROUPS.
- IT SHOULD BE YOUR FIRST POINT OF ENGAGEMENT WITH LEGISLATORS.
- SHOULD CLARIFY WHY GOVERNMENT SHOULD ACT.
- SHOULD OUTLINE BROAD TYPES OF POLICIES THAT COULD FIX OR ALLEVIATE THE PROBLEM.





LOBBYING

- Lobbying is engagement with government entities with the intent to influence specific pieces of legislation.
- Individuals, businesses, organizations, and 501(c)(3)'s may all engage in lobbying, though they have varying levels of limits or restrictions.
- Usually conducted best in smaller, knowledgeable groups.
- Requires a knowledge of the Legislative Process and the calendars of business.



- **NEVER GO TO A LEGISLATIVE VISIT EMPTY HANDED!!!!**
 - **ONE PAGER HIGHLIGHTING THE ISSUE:**
 - **BACKGROUND INFORMATION ON YOUR ORGANIZATION, INCLUDING THE SIZE OF YOUR MEMBERSHIP.**
 - **DATA SUPPORTING YOUR VALUE BASED STANCE.**
 - **DATA THAT SHOWS THE IMPACT ON THE MEMBER'S CONSTITUENCY.**
 - **GENERAL POLICY SOLUTIONS THAT YOU ARE RECOMMENDING.**
 - **IDENTIFY THE POINT OF CONTACT SHOULD THEY HAVE ANY FOLLOW-UP QUESTIONS.**
 - **SHARE ANY UPCOMING EVENTS OR ACTIVITIES HAPPENING IN THE MEMBER'S STATE OR DISTRICT.**
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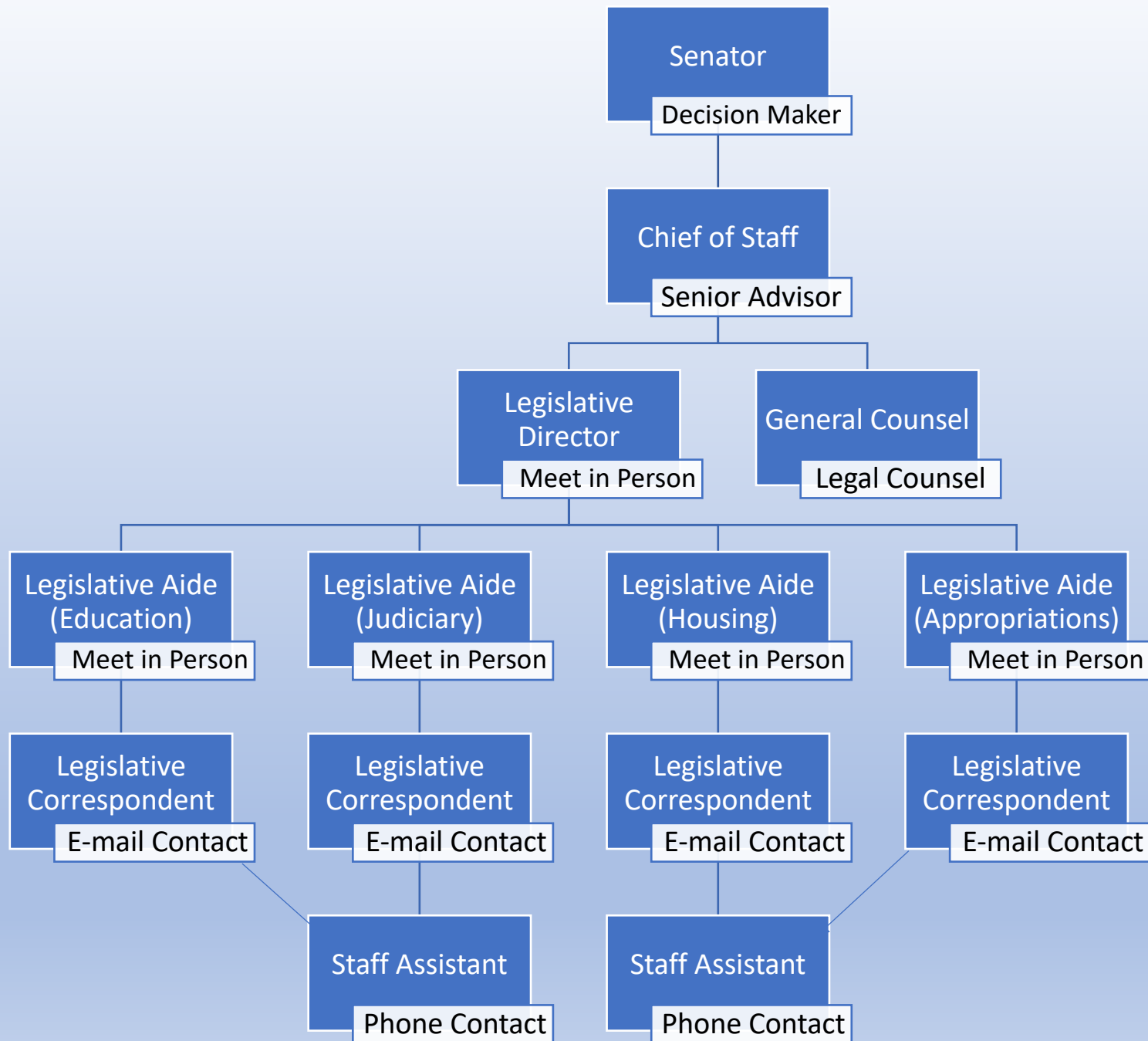


2. PREPARE YOUR MATERIALS

- **IN PERSON MEETINGS SHOULD BE CONDUCTED WITH THE LEGISLATIVE AIDE (LA) THAT HANDLES YOUR ISSUE.**
- **ISSUE EDUCATION MEETINGS CAN INCLUDE THE LEGISLATOR, AND/OR THE CHIEF OF STAFF, BUT STILL INCLUDE THE LA.**
- **LOBBYING MEETINGS WILL MOST LIKELY ONLY BE CONDUCTED WITH THE LEGISLATIVE AIDE.**



3. DETERMINE WHO YOU SHOULD MEET



- **YOUR ASKS SHOULD ALWAYS BE GEARED TOWARDS GETTING THE MEMBER:**
 - A. **TO SUPPORT YOUR CAUSE/BILL**
 - B. **TO GO ON THE RECORD WITH THAT SUPPORT.**
 - **HOW DO YOU GET THEM ON THE RECORD?**
 - **HAVE THEM DRAFT A BILL ON THE ISSUE**
 - **HAVE THEM DRAFT A “DEAR COLLEAGUE LETTER”**
 - **HAVE THEM PUT TOGETHER A BRIEFING ON THE ISSUE.**
 - **SHOW THEIR SUPPORT THROUGH SOCIAL MEDIA**
 - **VOTE FOR BILLS THAT IMPROVE OR FIX THE ISSUE.**
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4. MAKE THE RIGHT ASKS.



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