

# 5 TIPS FOR *Persuading*

## YOUR LEGISLATORS

### 01 BE RESPECTFUL

Respect can be the key to persuasion.



You want policy makers to **choose** to vote with you, and being disrespectful can lose votes. In the worst case, being disrespectful may actually damage the work to stop or pass a bill, especially if the vote is close.

### BE REASONABLE 02

Stick to the rational side of the argument

Elected officials want to be on the **right side** of the issue they are voting on. Help them do this by being the most reasonable person in the room - especially if joining you means **crossing** party lines.



### 03 BE A CONSTITUENT

Lawmakers know who can fire them and who can't.



When you contact your elected officials, be sure to identify yourself as a constituent and mention the **ties** you have to their **district** or **voting base**. For example:

"I grew up/work/live in [town in their district]..."

"As a person who believes in spending taxes wisely..."

"As someone who grew up on a farm..."

"As someone from a conservative household..."

### TELL A STORY 04

Images are often more powerful than facts and figures.

Policy makers rely less on facts and more on the **stories** or images of those impacted by an issue. Consider who represents the "good guy" and make sure lawmakers are able to sympathize. This means:



Give speaking priority to those **directly affected** so they can speak specifically to a bill's impacts.

Tell **humanizing** stories to break down stereotypes.

### 05 DRESS THE PART

The Capitol is formal & lawmakers follow dress codes.



You do not need to change who you are to testify or make an impact, but look like you made an effort to understand and respect the **formality** of the processes and the place the decision is being made.