

Leveraging your Influence in Washington

Using experiences and landmark research to leverage your influence in the nation's capital

March 16, 2015

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**The Graduate School
of Political Management**

THE GEORGE WASHINGTON UNIVERSITY

Goals for today's presentation

- ▶ Provide you with 'insights' into influencing the Congress & Administration
- ▶ Use empirical data to better understand information needs of Members & staff and where they actually "go" for information
- ▶ Determine how to get access and which advocacy tools are more effective than others
- ▶ Provide proven 'tips' for your upcoming meetings

The Congressional Communications Report

Landmark research on communication methods and preferences of congressional offices, their staff and those working to influence them

Created in
Partnership by:

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The Competitive Environment for Influence

- 11,935

(1,960 registered on Medicare alone)

- \$2,380,000,000

(\$359,164,761 spent by Health Care Sector)

- 1,500,000

- 72,000

- Growing '527' group engagement

Conclusion: Hypercompetitive

How can we impact Hill decision-making?

Lots of Clutter

- ▶ 200,000,000+ communications
- ▶ Grassroots constituent engagement explosion
- ▶ 64% of organizations hold “Washington Fly-In”
- ▶ **Add in** – amount of printed knowledge doubles every 4-5 years
- ▶ **Add in** – number of blogs grows by 200,000 daily
- ▶ **Add in** – 3 trillion URLs on the web

Goal #1

**Provide 'insights' on influencing the Congress
& Administration**

- ▶ Members of Congress' not experts
- ▶ Administration has more expertise, depending on person you connect with
- ▶ Hill - Rely on staff - though young, inexperienced
- ▶ Executive branch - Moves slower. Change out occurring.
- ▶ Partisanship very strong

Need to build long-term relationships to have trust

- ▶ Create a few champions on your issues
- ▶ Need to stay connected to Member/Administration/staff
- ▶ Make it easy for Member/Administration/staff to understand what you want

Treat the Member/Administration/staff like a customer

Goal #2

Congressional Focus - Use empirical data to better understand information needs of Members & staff and where they actually “go” for information

Demographics

Methodology

Sample sizes

716

(386)

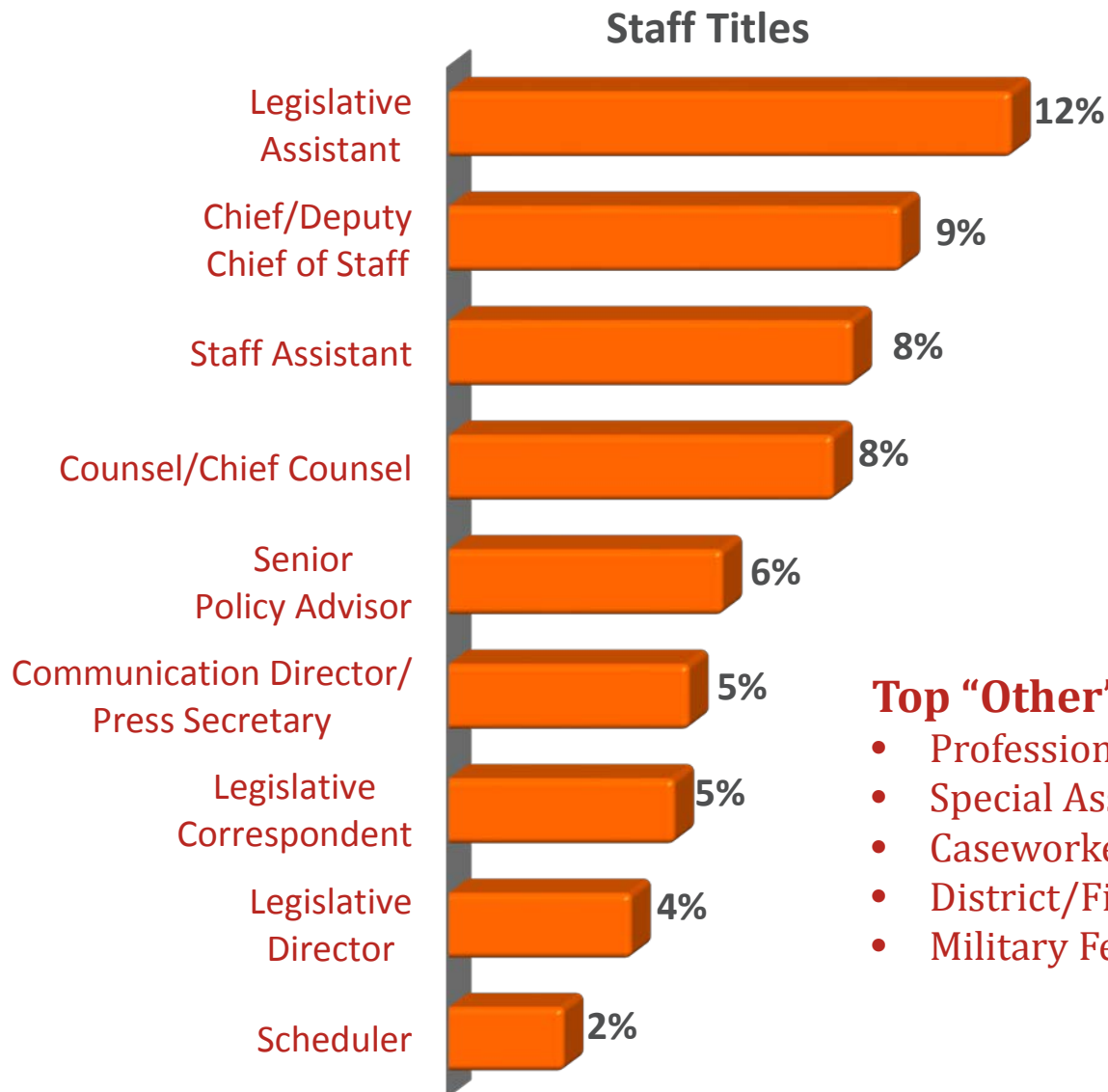
Congressional Staff

2,210

(1,087)

Lobbyists

Congressional Staff Demographics

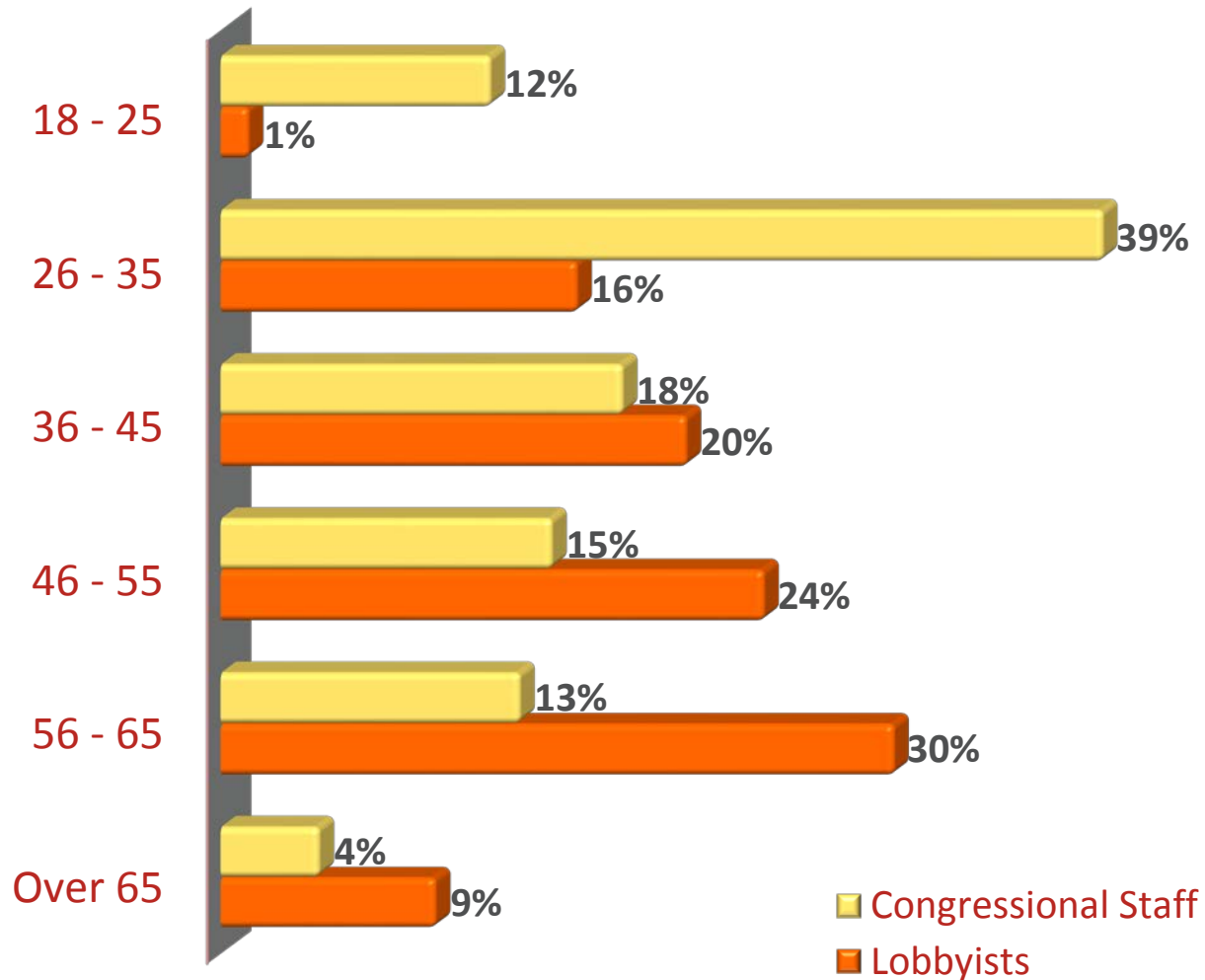


Top “Other” Positions:

- Professional Staff
- Special Assistant
- Caseworker/Constituent Services
- District/Field Representative
- Military Fellow

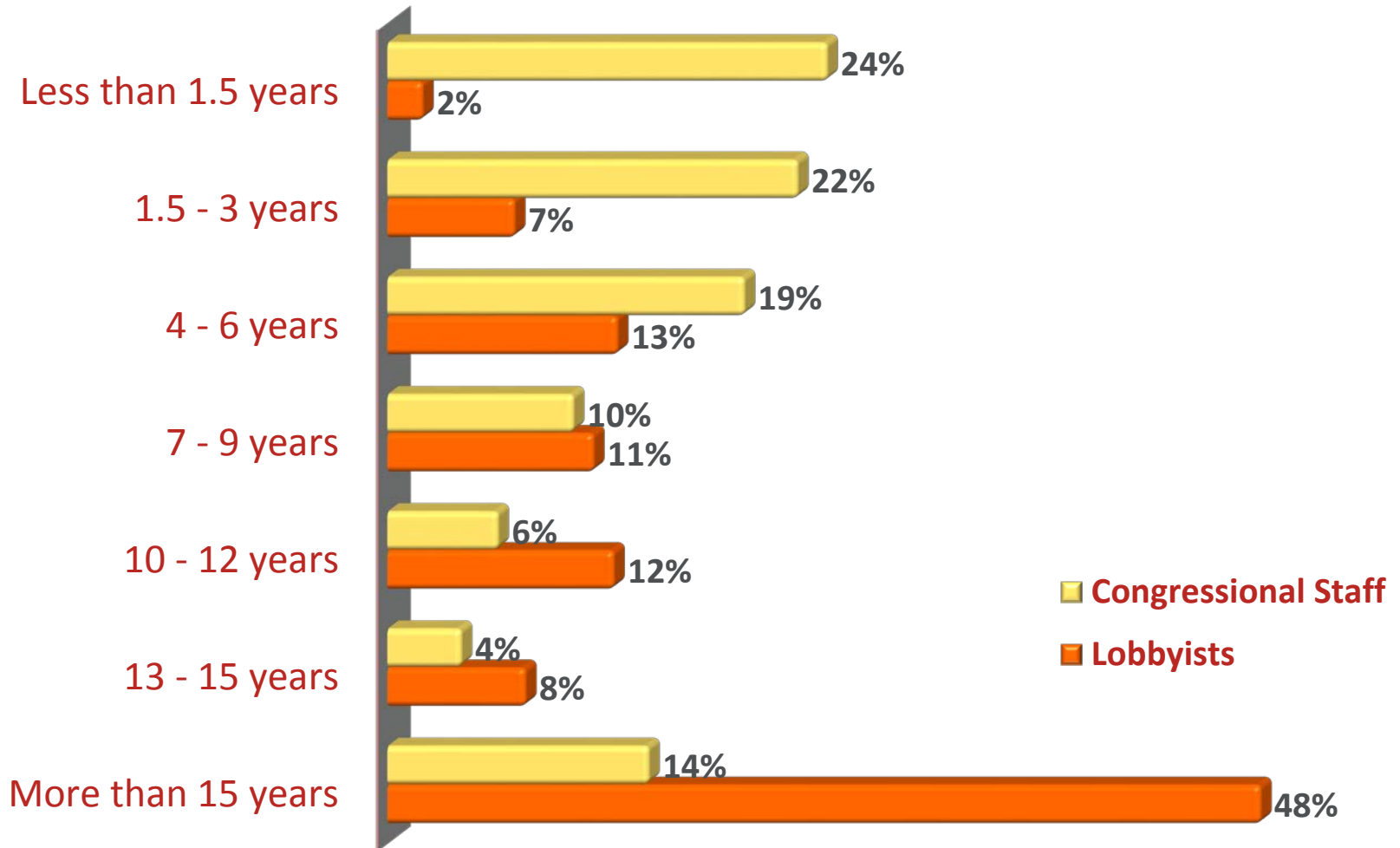
Demographic Comparisons

Age



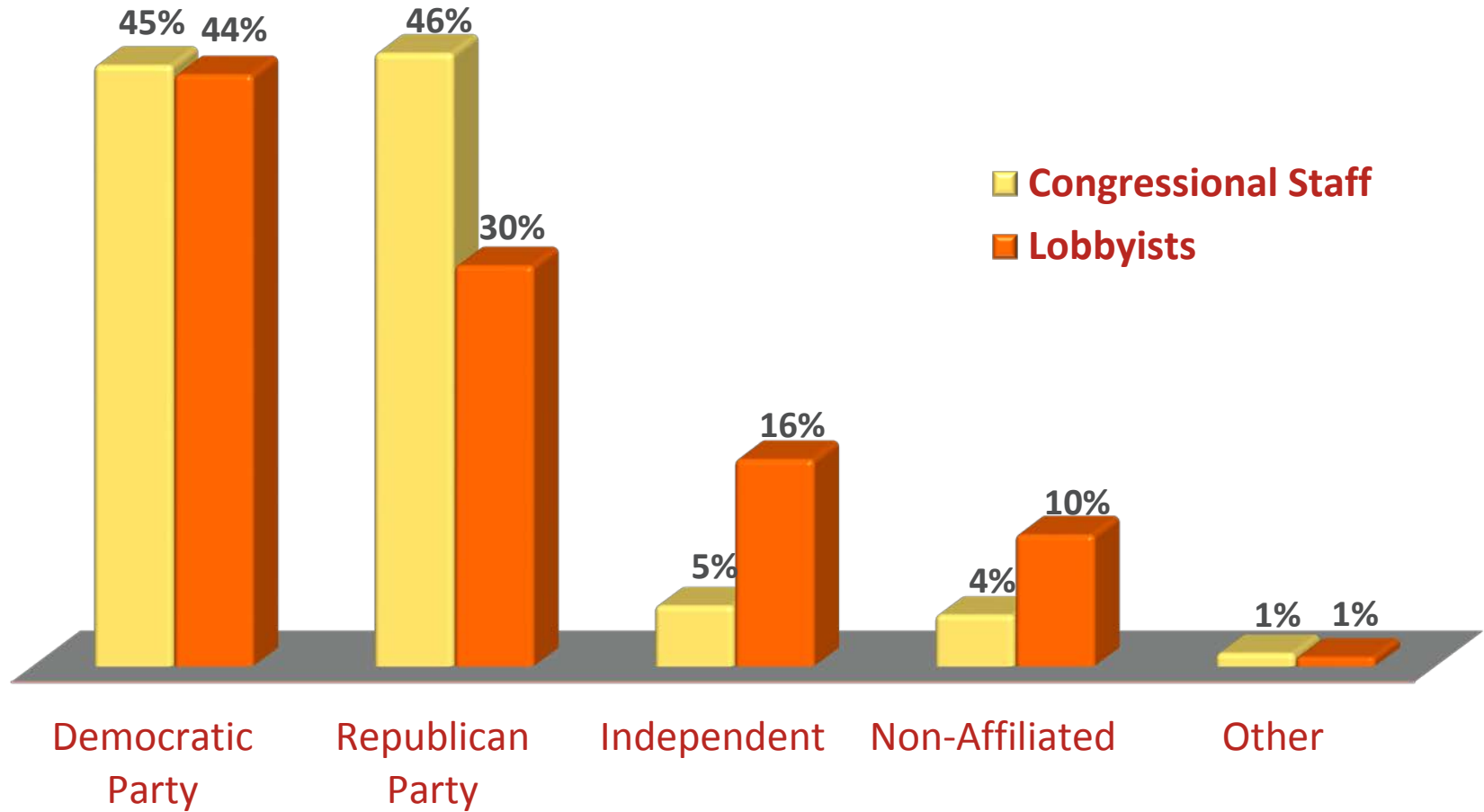
Demographic Comparisons

Years of Service



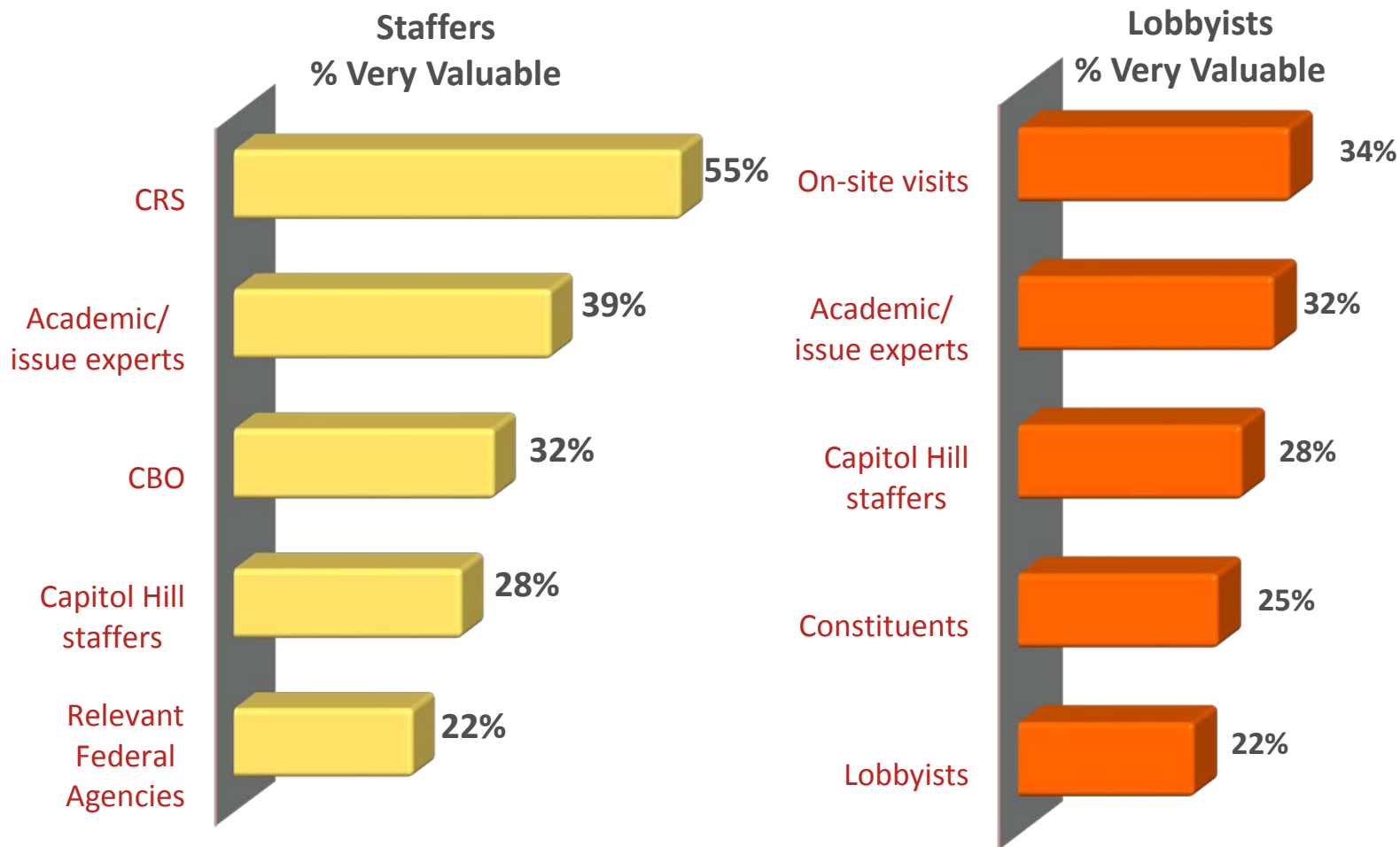
Demographic Comparisons

Party Affiliation



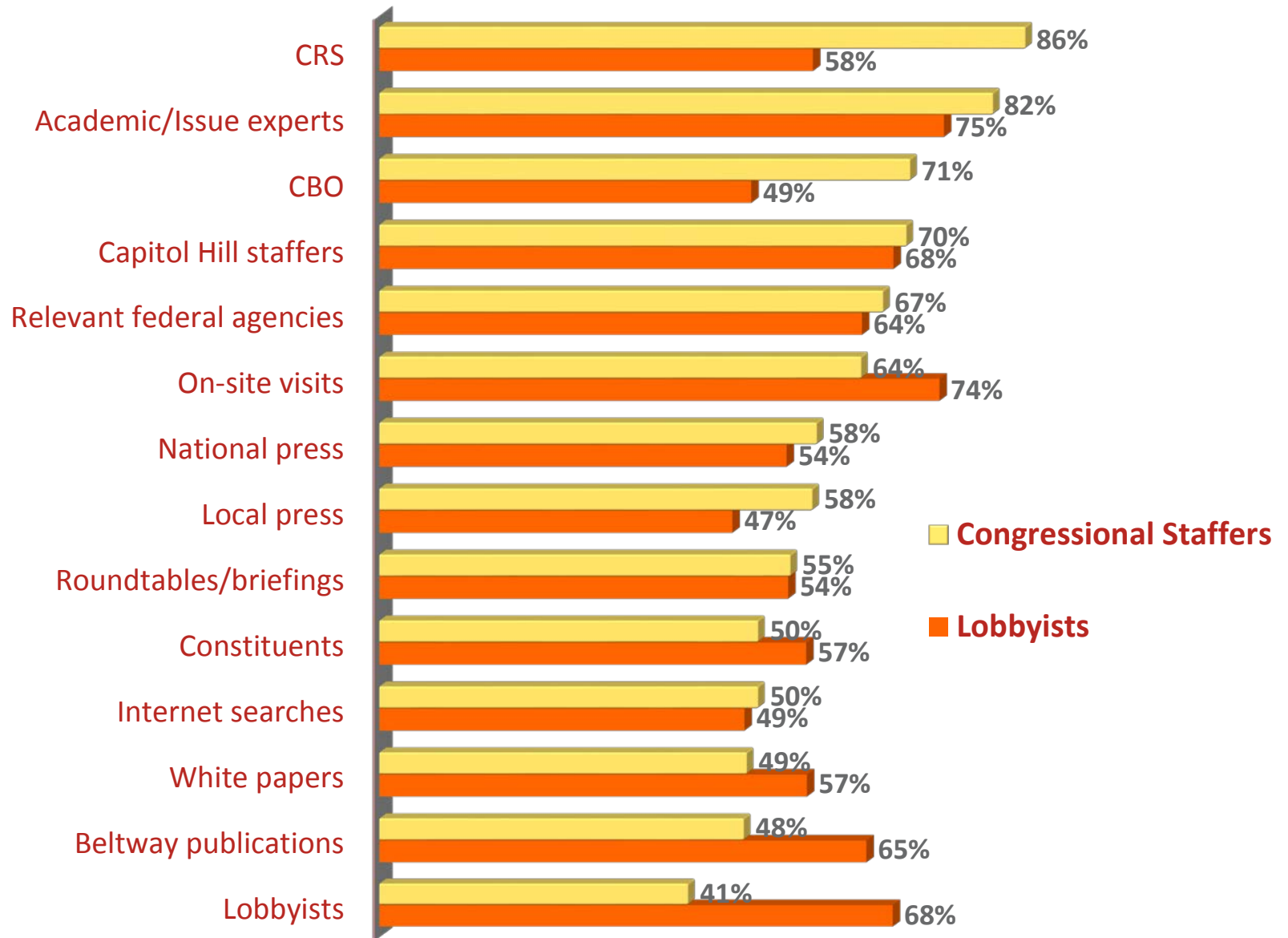
Valuable Sources of Information

Top 5 Comparison



How valuable are each of the following as ways for you to learn about policy issues?

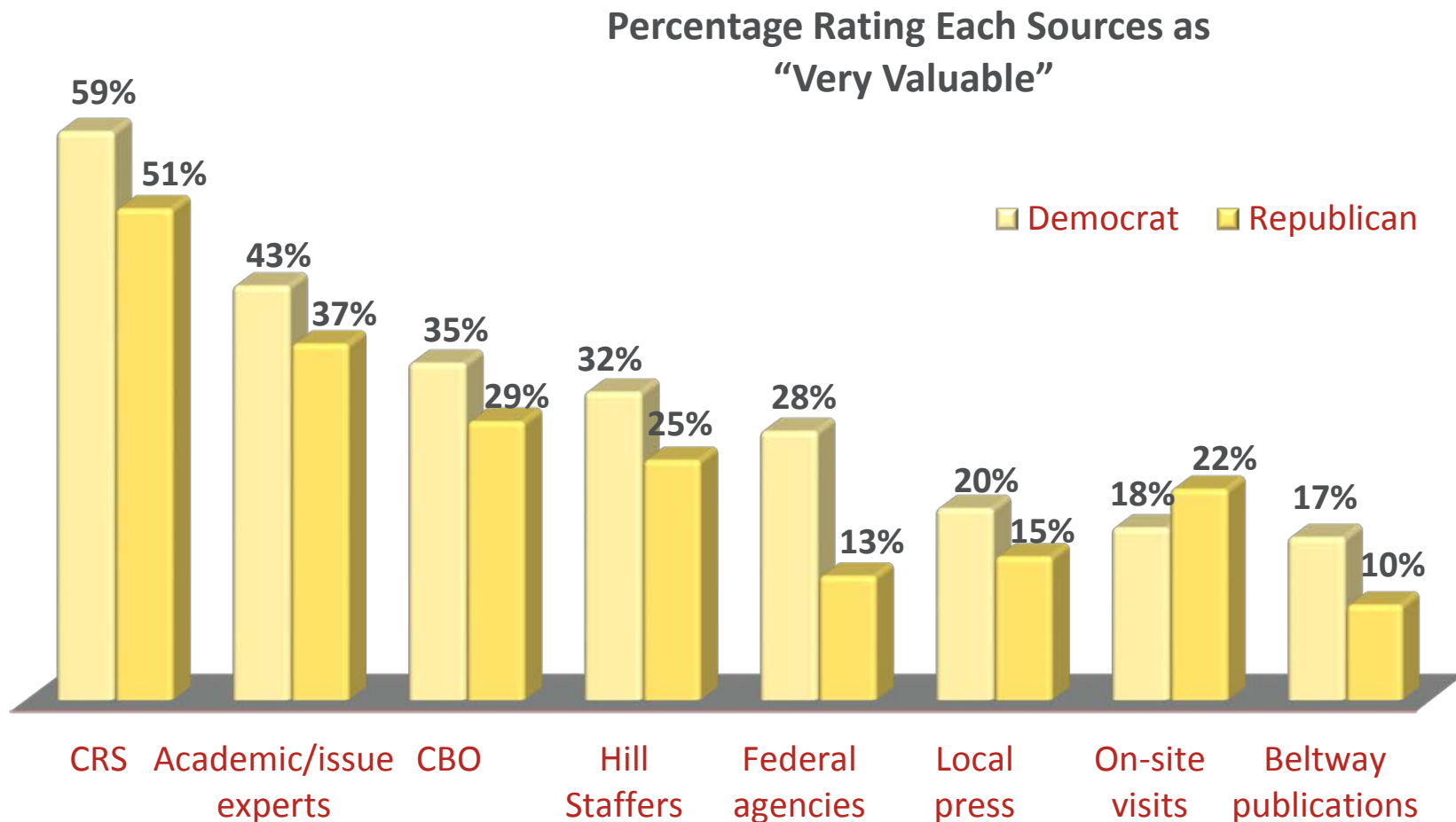
Valuable Sources of Information



How valuable are each of the following as ways for you to learn about policy issues?

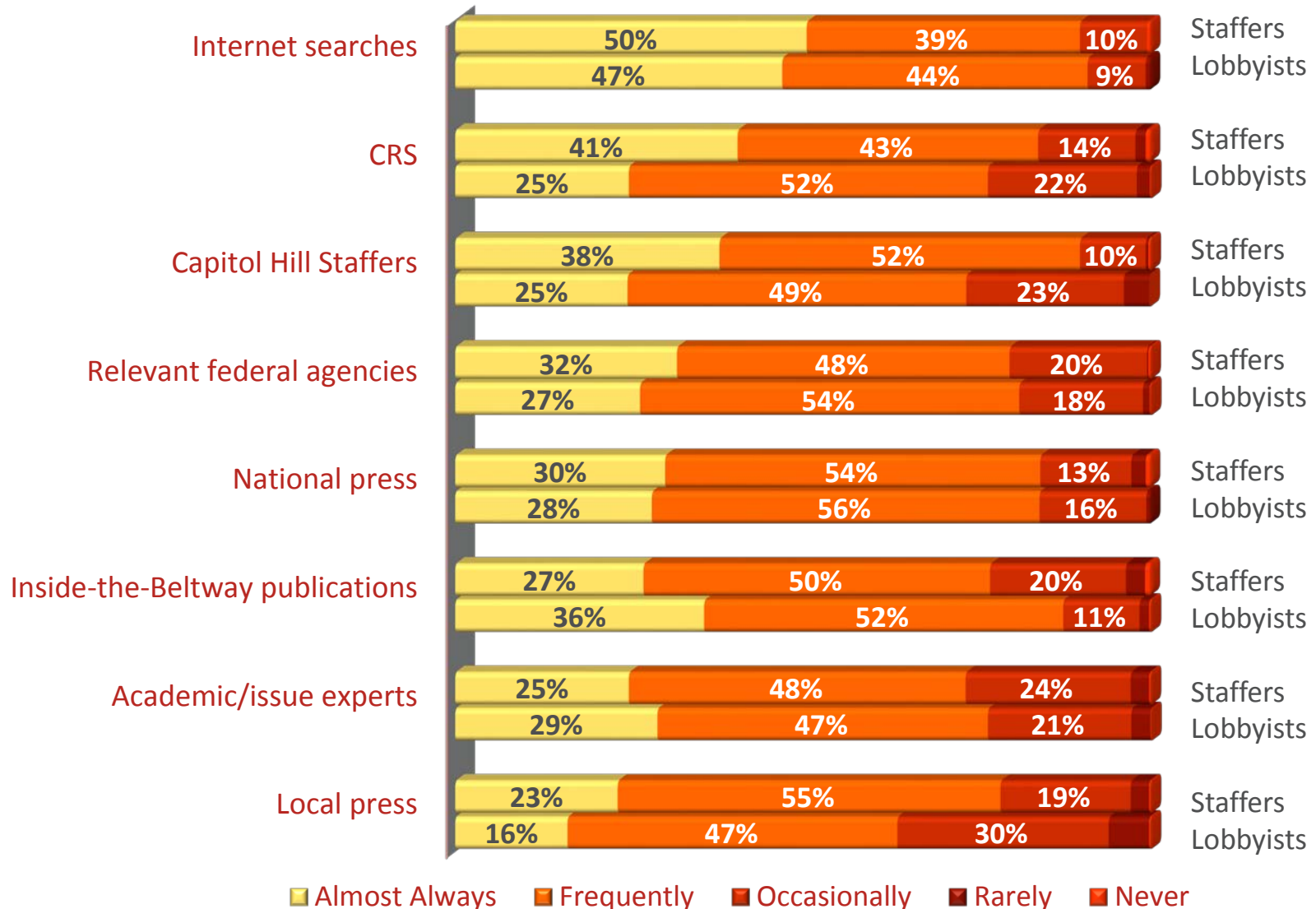
Valuable Sources of Information

Congressional Staff



How valuable are each of the following as ways for you to learn about policy issues?

Resources Consulted

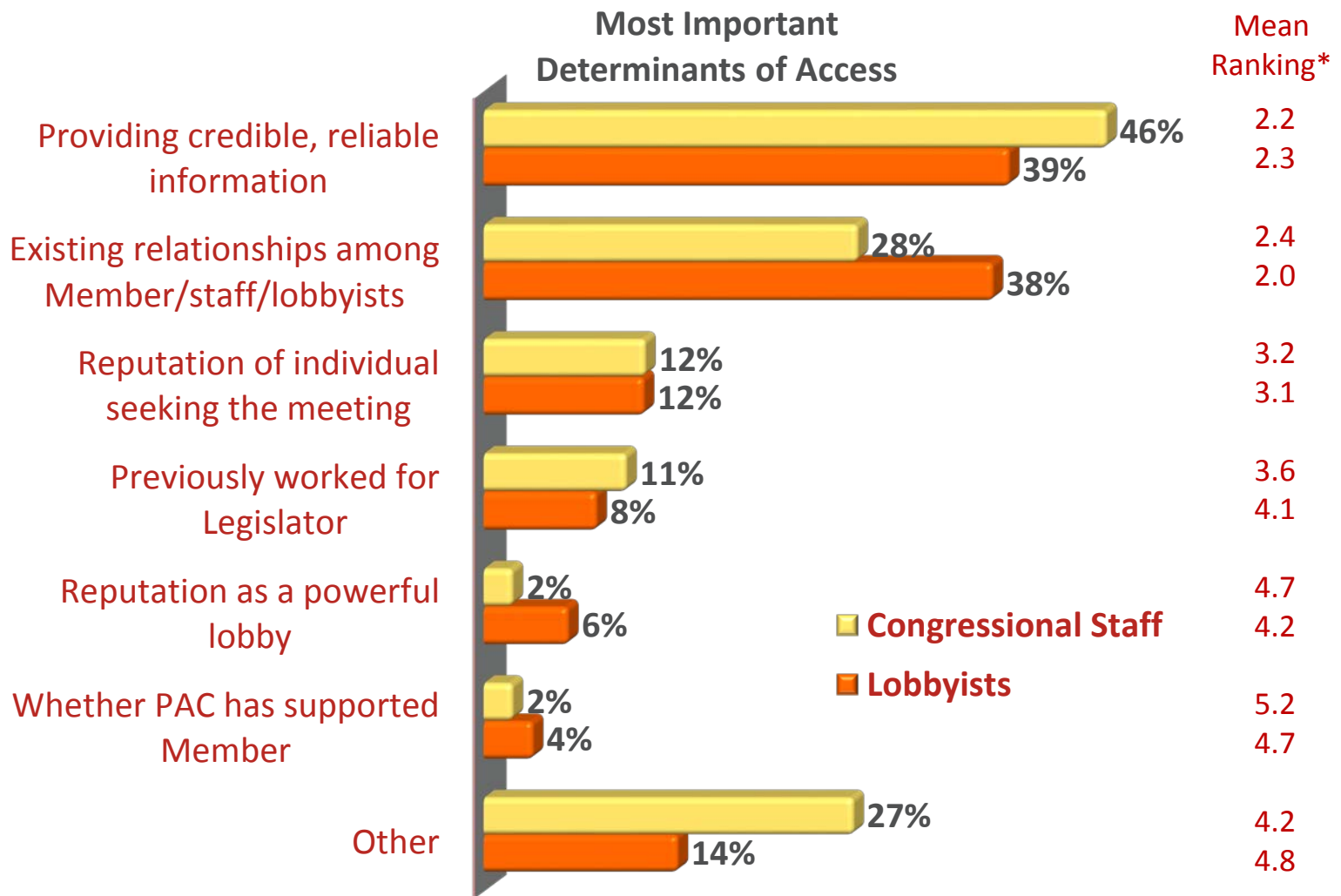


How often do you consult the following resources when learning about a public policy issue?

Goal #3

**Determine how to get access and
which advocacy tools are more
effective than others**

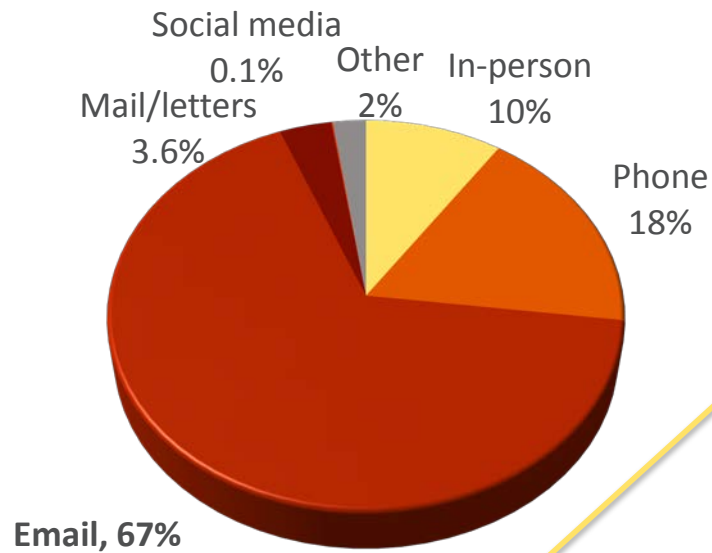
Determinants of Gaining Access



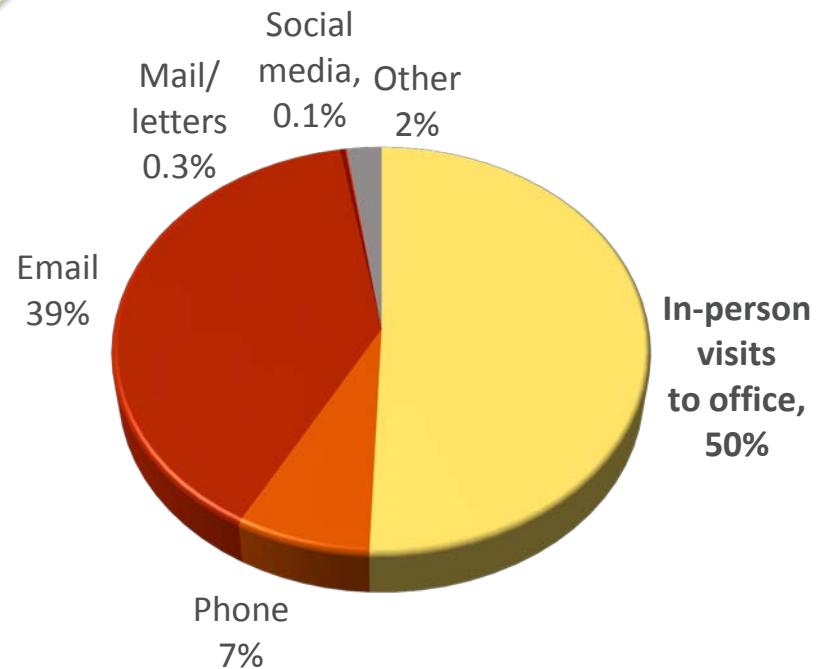
* Lower means indicate “higher” ranking from 1 – 7, with 1 being most important.
 Please rank each of the following based on their importance as determinants of whether you or your organization will gain access to a Member of Congress

Preferred Method of Member Contact

Congressional Staff Preferred Contact



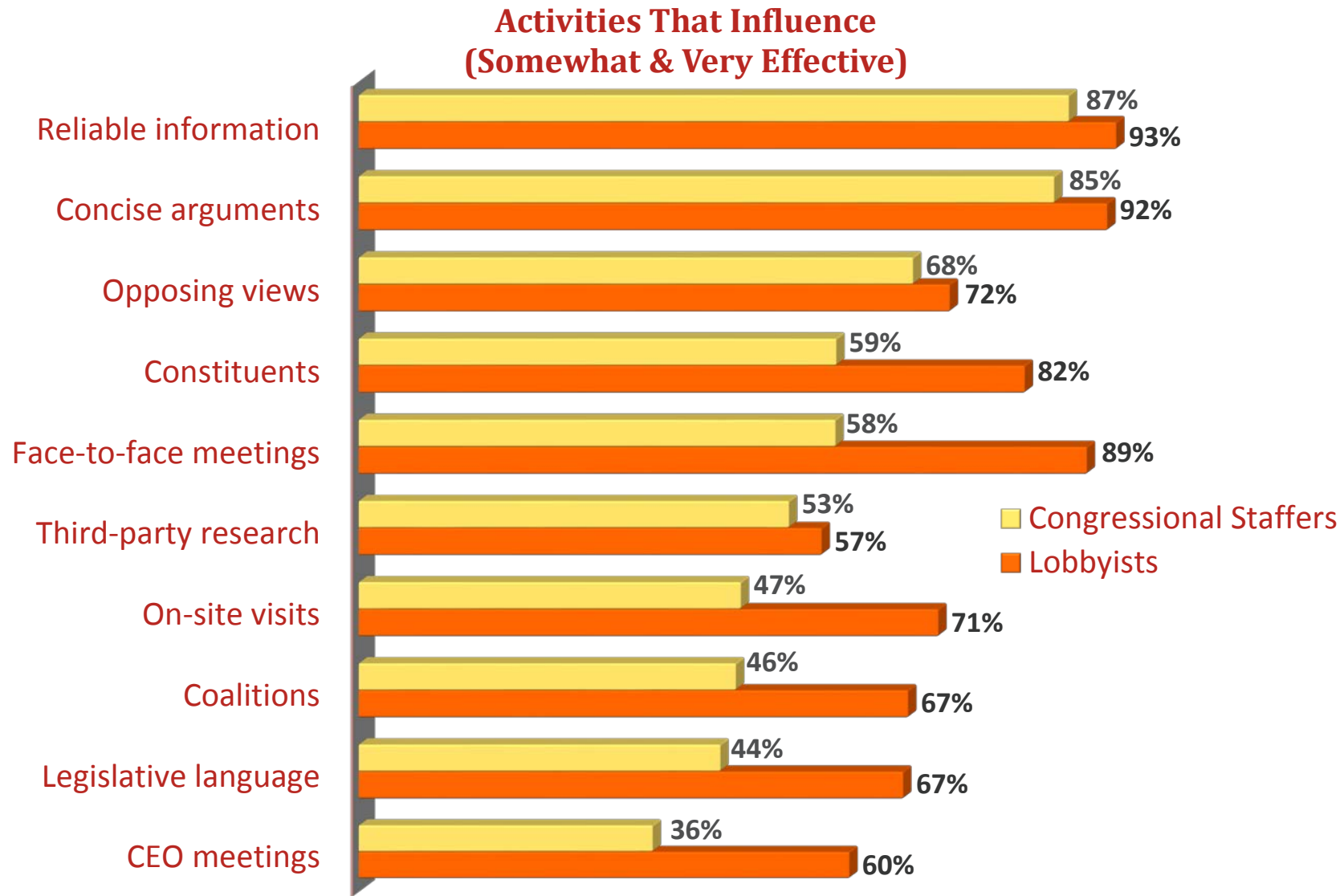
Lobbyists Most Effective Ways to Contact Staff



What is the best way for a constituent or lobbyist to contact you?

What is the most effective way to contact congressional staff?

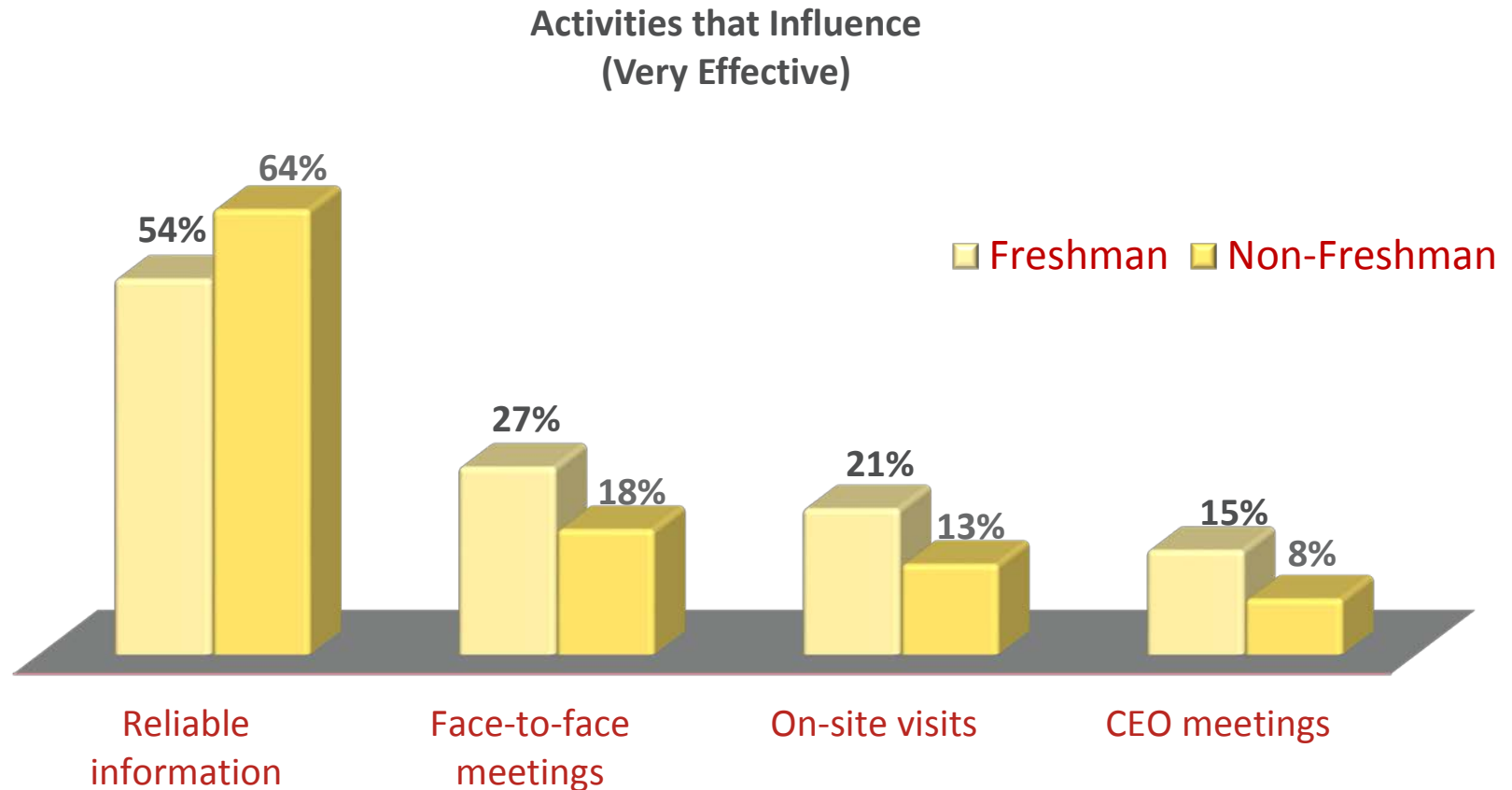
Activities that Influence



In your opinion, how effective are each of the following lobbying activities in influencing or shaping members of congress' decision-making on legislative issues?

Activities that Influence

Congressional Staff



In your opinion, how effective are each of the following lobbying activities in influencing or shaping members of congress' decision-making on legislative issues?

Email

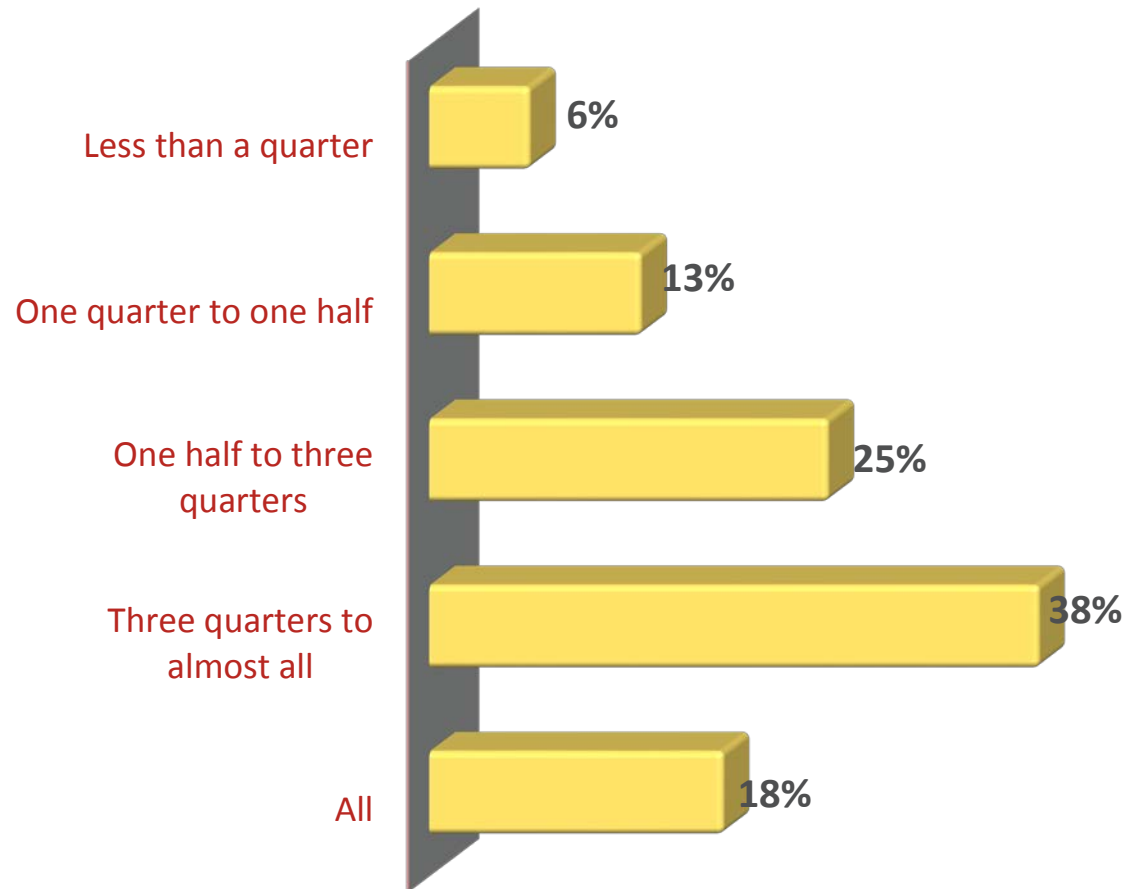
Congressional Staff

Average Number of
Emails Per Day

134

Congressional Staff

Percent of Emails Read



What is the average number of emails you receive daily?

Of all the emails you receive, what percentage of them do you actually read?

Goal #4

**Provide proven 'tips' for
meetings**

Tips for your meetings...

- ✓ Practice your focused message before you step into the office.
- ✓ Briefly introduce yourself to make the connection.
- ✓ Stay on message given limited time.
- ✓ Remember, you are the expert!
- ✓ State clearly and concisely the issue(s) you want to discuss. Stress local examples.
- ✓ Be sure to give the legislator/Administration official fact sheet(s).

Tips for your meetings...

- ✓ Be a good listener and control the conversation.
- ✓ Ask for the order – be clear on what you want the legislator/executive branch official to do.
- ✓ Get the business card with email address to follow up.
- ✓ Invite the legislator(s)/Executive branch official to visit your operation. Make it happen.
- ✓ Report back the meeting results to the association.
- ✓ Say thank you. Then follow up with a thank you note to legislator(s)/Executive branch officials and staff.

Summary of today's presentation goals

- ▶ Need to build long-term relationship
- ▶ Hill, Administration are information vacuums
- ▶ New data, illustrations and issues gets access
- ▶ Keep emails basic
- ▶ Staff are very, very, very busy
- ▶ Practice you 'pitch' before you go to your meetings

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Thank you.

For additional information, go to
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