

Buffalo Botanical Gardens
November 8, 2016

"Lobbying in New York State"

"The operation of responsible democratic government requires the fullest opportunity be afforded to the people to petition their government...and to express freely to appropriate officials their opinions on legislation and governmental operations." New York State Lobbying Act.

Lob-by (lob'e)n. pl.-bies. 1. A group of private persons engaged in **trying** to influence legislators, especially in favor of a **special interest** – to **try** to influence legislators to pass legislation. To **try** to influence an official to take a desired action.

I. Special Interest v. General Interest

II. Degrees of Lobbying (lobbyist):

- Individual
- Groups/Associations
- Professional lobbying firm

III. What a lobbying firm does:

- Educate ("woops factor")
- Frame issues/develop the strongest argument
- Anticipate and counter opponents arguments
- Connect to other developing issues and trends
- Coalition building
- Identify the right decision maker(s)
- Devise the most effective political strategy

IV. Rules for effective lobbying

- Be seen
- Find partners (groups/coalitions)
- Limit agenda
- Leave paper (but not too much)
- Know the staff
- Offer alternatives
- Show them the political advantages
- Stay in the game