



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Lobbyist Overview – The Art of Persuasion

As a participant in the Lobbyist Program, you will have the opportunity to persuade Senators and Representatives to pass or defeat legislation that serves your client's interests.

During your journey as a lobbyist, you will have the chance to become a better speaker and as an added benefit, you may even find out a little more about what is going on in the world around you.

Your job as a lobbyist revolves around discussing bills and influencing the passage or failure in either the House of Representatives or the Senate. By the time you're done, you will know how to conduct research on a client, work as a team with your fellow lobbyists and legislators, write and speak persuasively and be able to identify the pros and cons of various issues.

A lobbyist must grasp both the written and unwritten rules of legislative procedure in order to follow and to influence legislation. They must know the chances a bill has of being passed in order to determine which bill takes priority, especially focusing on the new Governor's Agenda (provided at PreCon). At different stages of the process, the lobbyist should be in contact with the bill's author(s). Each is a potential ally or can provide a special vantage point

Lobbyists use their power and influence to mold and guide individual bills and ensure that they are passed or defeated in accordance with their client's interests. They do this by providing information, testimony and research materials that will influence legislators to support their position. They are incredibly important to the legislative process as the information they provide often helps shape votes.

As a Lobbyist, your calendar for the year will look like this:

- Register online for the YMCA NC Youth Legislature as a "Lobbyist"
- Attend, the Pre-Conference event either November 10, 17, or 18 depending upon where you are located. You will receive an actual bill assignments, team assignments, Position Paper writing training and most importantly public speaking training. Upon receiving these details, you are expected to write and turn in speeches or fact sheets about the bills assigned to you by January 9, 2019.
- As a lobbyist you will also be required to create propaganda (in the form of flyers, poster, petitions, etc.) to sway legislators opinions outside of chambers.
- Attend the YMCA NC Youth Legislature from February 14th-17th, 2019. While there, you will lobby to legislators and present in committees.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Presenting Your Position

The lobbyist's speech is his/her's most important tool in persuading the chamber to vote for or against a bill. The speech should be short (no longer than 5 minutes and long enough to get your point across), but research for it should be plentiful. **Too much is far better than too little. Research is critical and necessary.** The speech should include facts, statistics and studies to support the argument, but don't make it a list of these. That will bore the audience and not work. Lobbyists should be passionate in their writing and their speaking, as the more confident they sound the more persuasive they are. Personal anecdotes, real life examples and so-called "sob stories" work as well, but should not be used alone. Lobbyists should also represent an organization or agency in their speech. They should give a brief explanation on the agency's views/ purpose relevant to the bill. They can choose a real agency or make up their own.

Once your speeches are written, your task is to convince legislators that certain bills should be passed or defeated in accordance with the best interest of your agency. You will do this by using your power and influence to persuade others to your position. This is where the real fun begins!

You will use two types of communication during the YMCA NC Youth Legislature Session – Verbal and Written. Verbal testimony will be used in committee, speaking with legislators individually and meeting with the Youth Governor. Some types of written testimony that you will use are fact sheets, flyers and posters.

Be sure to prepare extensively before giving a speech in committees. **It is much better to have too much information that not enough information.** It's now time to put pen to paper and write your speech. Remember, you want to write an excellent speech to convince committee members of your position on the bill. Be sure to include facts, statistics and personal testimony to make strengthen your argument.

Practice, practice and practice some more. Use your local delegation members as mock committee members to practice your speeches. Try your best to address any underlying ideas in your original speech as opposed to leaving loose ends in your position. You will have 5 minutes max in committees to speak on your chosen pro or con stance on the bill. Make sure to write a quality speech and do not utilize the entire 5 minutes if you do not need it. You can have multiple speakers for a bill from your team.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Position Speech Outline

Thank you Sir/Madam Chair,

I would like to yield the remainder of my time to the author's closing summation.

(This allows the author more time to speak on his bill, which is valuable when he needs to refute arguments-- this really helps them out.)

I am speaking in favor / opposition of this bill (You must state your position before you speak, even though the speeches will be most likely called up by position).

- The first couple of lines of the speech should state your name and the agency you are representing, and a brief explanation of the mission/ views of the agency, which should give the audience some context as to why you have taken the position on the bill that you have chosen.
- Then, launch into your argument. You can start with either an anecdote or statistics, but remember to keep it engaging. A list of statistics right off the bat is going to bore the audience. Keep it to one or two per argument point. Pick points you can expand on and can use to prove you are right beyond doubt.
 - Another good idea is to acknowledge a commonly accepted point opposing yours. Bring up the main argument against your position and refute it. Research is key here as well as everywhere else.
 - Your speech should have at least 2 to 3 good arguments that are fleshed out. Three or more is best, but for some bills that are simple and do not have as much information and/or content to debate, two is fine.
 - If you like to think in paragraphs, the shortest your speech should be is three paragraphs: a very brief introduction of your agency (use as much time as you can to make arguments), then two or more arguments. If you have only two, expand on them more than you would with more arguments. Make the most of what you have.
- In your final paragraph briefly summarize your argument, and tie it all together with a nice closing sentence or two. Then either yield time to the floor or to the author's closing summation. If you did not reserve the right before your speech, you cannot yield to the author.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Example argument paragraph from a speech last year:

This bill seeks strictly limit the use of unmarked patrol vehicles to “special undercover or confidential investigative purpose[s].” If only marked patrol cars are used on our highways and roads, traffic offenders will be able to spot them and slow down or cease illegal activity while passing said patrol car, only to resume once the car is out of view. The use of an unmarked patrol car would ensure or greatly increase that the offender would be caught and properly dealt with, as they would not be able to identify the officer’s car. This is highly beneficial for all parties involved as it discourages citizens from breaking the law, and when they do, it provides a source of revenue for the state. In 2013, the North Carolina highway patrol issued 1,435 ticket for usage of cellphones while driving alone, and another 1,307 were issued between the beginning of 2014 and October 20 of the same year. Each ticket was a minimum of \$100. Thats at the very least \$275000 in revenue for the state in a 22 month period. More than three quarters of these tickets were written by undercover cops, thus proving how effective they are.

Lobbyist Parli-Pro

After lobbyist speeches in committees, the chair will open the floor for technical-debatable questions, and the lobbyist sits down. If you have done your research, you will be ready. Here is a summary of what to say while testifying in committee:

Chair: "Is there a lobbyist present for this bill?"

Chair: "The Chair now recognizes the Lobbyist for Senate/House/Forum bill # _____ for their 5 minute position statement"

Lobbyist: "Thank you, Mister/Madam Chair. I am speaking (for/against) passage of this bill on behalf of the (agency name)..."

Chair: "Thank you Lobbyist"

Lobbyist Reporting System

At the end of each day (except Thursday), there will be a meeting in which lobbyist will report what they have accomplished to the Secretary of State. This would include anything from speaking in committees to holding rallies. Anything and everything you do should be included here. There will be a template for this handed out at conference, so don't worry about it yet.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Lobbyist Agency List

Action for Children - <http://www.ncchild.org/>
American Cancer Society - <http://www.cancer.org/>
American Civil Liberties Union - <http://www.aclu.org/>
Democracy NC - <http://www.nc-democracy.org/>
High School Athletics Association - <http://www.nchsa.org/>
Mothers Against Drunk Driving - <http://www.madd.org/>
NC Arts Council - <http://www.ncarts.org/>
NC Department of Public Instruction - <http://www.ncpublicschools.org/>
NC Family Policy Council - <http://www.nacp.org/>
NC Forestry Association - <http://www.ncforestry.org/>
NC Association of Educators - <http://www.ncae.org/>
NC Department of Public Safety - <https://www.ncdps.gov/>
NC Department of Environmental Quality - <https://deq.nc.gov/>
NC Parent/Teacher Association - <http://www.ncpta.org/>
NC Retail Merchants Association - <http://www.ncrma.org/>
NC School Boards Association - <http://www.ncsba.org/>
NC Sheriffs Association - <http://www.ncsheriffs.org/>
NC Technology Association - <http://www.ncpublicschools.org/>