

Lobby Day 101 Notes
Lobby Day – April 25, 2023, Albany, NY
4/11/23

- Know your material and audience that you are talking to.
- If you are going into the meeting with a few people, delegate who is the better lead speaker or has more details on the specific subjects that you are going to talk about.
- Make sure to tell them where you are from, the organization and location.
- You are there for the home building industry, not personal reasons.

When talking to leaders

- There will be people who agree with your points-give them more information to use.
- There will be people who do not agree – keep talking and give them information to change their mind.
- There will be people who are undecided-talk to them and tell them all the points so they can make a decision.
- Stay on topic, get to the topic at hand. You only have a certain amount of time.
- When talking about your topics, include a solution or a direction to improve the situation.
- Turn a negative into a positive. You are providing a starter home, a retirement home, an extravagant home, etc. for families and the economy.
- Stick to 3 topics if you can.
- Leave a brochure or something with a short description of why you were there and the why. Always leave your contact information.

Talking to a staff member vs. a legislator

- Meet with the staff person. Try to offer to go to the Legislator in a different room where they are. Try to be flexible.
- Don't underestimate the staff person, they may be able to help you effectively.

YOU ARE THE EXPERT IN THE ROOM