To hire or not to hire?

How a lobbyist can help or hurt an organization… and what you need to know.
Why Hire a Lobbyist?

- Hiring a lobbyist is an important step you, your organization or your company can take when you need to persuade an elected official, legislative body or government agency to support/oppose a given position.

- When to consider hiring a lobbyist?
  - When you need results and you’re unsure you can deliver
  - Cost effective
  - Knowledge is power
  - Relationships
  - Experience with government processes and procedures
  - Experience with marketing/PR/communications
  - Reputation
Lobbyists...

- Maintain the contacts and have the knowledge and experience to bring your issue to key decision-makers, legislative committees, state agencies and municipal government entities.
  - Lobbying isn’t just about contacting elected officials; it is about contacting the right elected official or agency department head.
  - Lobbyists can help you raise your issue’s profile…make things happen.

- Are PAID advocates…and usually work for a number of clients.
  - Your issue likely won’t be their only issue…does that matter?
What Makes for an Effective Lobbyist?

- Effective lobbyists do not need to rely on political contributions to make an effective point for your issue.
  - Remember, contributions may get you access…they never guarantee results.

- Always make sure that the lobbying firm you intend to employ believes in your issue.
  - Lobbyists shouldn’t be “just a hired gun.”

- Always question a lobbyist’s motive and ability to present your issue.

- The most effective way to deal with a lobbyist is to do your homework…check their references and reputation. Then, see if a working relationship would be a “good fit.”
Other Important Questions

- Can you afford one? Can you afford *not* to have one?
- Will my organization get adverse publicity by hiring one?
- Do I really need one? Can your issue be handled internally or as part of a coalition?
- Do you know what your opponents are doing?
- What is success?
- Is there a compromise position?