

GETTING TO YES IN A NO TOWN



NOTES

THE TARGET

The 5 Degrees of Legislators

THE PRE-REQUISITE

Vote

Know the Rules

INTERNAL ADVOCACY

Know your Legislator

Know their Staff

Make sure they Know You

Regular Meetings / Communications

Visibility at Hearings / Committee Meetings

Visibility at Events

Added to your Regular Mailing List

Always a Thank You

EXTERNAL ADVOCACY

- Develop Media Visibility
- Develop Media Relationships
- Constituent Lobbying Visits / Events
- Letter Writing Campaigns
to the Legislator
to the Media
- e-Mail, Phone & FAX Campaigns
- the New Internet Strategies
- Develop Coalition Support
- Give Awards / Photo Opps

DON'Ts

- Don't Threaten
- Don't Lie
- Don't Be Inflexible
- Don't Use Insider Terminology or Acronyms
- Don't Blow off Staffers
- Don't Leave Legislators on a Limb
- Don't Forget to Say Thank You

The logo for DMOU, featuring the letters 'DMOU' in a stylized, outlined font with a slight shadow effect.

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