



# Lobbying For Nonprofit Organizations

## What is Lobbying?

**Direct lobbying** is communicating with a member or employee of a legislative body or any other government official – elected or appointed – who participates in the formulation of legislation **when the principle purpose of your communication is to influence legislation.**

The communication must have two additional elements to be considered direct lobbying:

- refer to a specific piece of legislation (or budget request)
- express a view in support or opposition to the legislation

**Grassroots lobbying** is an attempt to influence legislation through efforts to influence public opinion. Such lobbying must not only refer to specific legislation and reflect a view on that legislation, but also must directly encourage the recipient of the communication to take action with respect to the specific legislation.

**Note:** The definition of **legislation does not** include actions by executive, judicial, or administrative bodies. (e.g., writing to Department of Public Welfare to oppose new Title XX regulations is not lobbying).

## Things to Remember When Lobbying

- 1) Every public official is an individual and can't be lumped into one common identity.
- 2) Public officials sometimes grow weary of seeing lobbyists everywhere they go.
- 3) Some public officials can be swayed by good arguments.
- 4) Public officials don't like to be threatened.
- 5) It is possible to "overkill."
- 6) Public officials who are not particularly conversant on a given subject need good material to defend their vote.
- 7) Lobbyists who contribute money generally have more clout than those who do not.
- 8) A public official's mother and mother's friends may have more clout than anybody else.

– Submitted by Pennsylvania Coalition  
Against Domestic Violence