

PLANNING THE LOBBY

- ten planning stages for the potential lobbyist to follow

Know your topic and what you want to say about it	Collect sufficient up to date information on the topic and identify what is special about you and the message which you want to deliver.
Decide who you need to get to	Specify your target group, and break it into its component parts and levels of authority.
Analyse	Work out what their sources of information and current beliefs are on that topic.
Know the opposition	Research how rival interests working on the same topic manage to get their message over to that target group.
Narrow your options	Prioritise the potential ways of getting over to the target in terms of potential impact.
Select appropriate options	Identify how compatible your message is with those ways of getting the message to the target, remembering what resources are available to you and how your cause is perceived publicly.
The marketing mix	Combine your strengths, your message and your access to the information sources and your selected lobby option. Prioritise as you go.
Do it...	★
Reflect on it	Evaluate what you did; revisit the marketing mix. If things went poorly, work your way back through the process until you understand why that happened.
Record and archive	Maintain records of contact made and copies of material produced.