

LOBBY SELF ASSESSMENT SHEET - 7 steps to a clear plan

What is your lobby aim?

What specific information do you have on the issues involved?

To achieve the aim, what specific changes will be involved, in what and/or who?

What makes you the right person or organisation to deliver it? Do you have any allies in the fight?

Who are you up against? What kind of support do they have? How did they get it? What does this tell you?

What lobby methods have you tried? With what prior research and what success? Any models of other lobbies to work from?

What are the stages of the lobby, in order?