



# LOBBYING GUIDE

*Below are some practical guidelines to prepare you for your lobbying efforts*

## **BEFORE TESTIFYING**

- Testifying via Zoom requires that you register with the Legislative Services Office (LSO) prior to the actual meeting. For complete details, visit the [Wyoming Legislature's website](#).
- Make sure you have reviewed the materials provided for the meeting at which you plan to testify.
- Prepare your talking points (even your "ask"). Keep testimony to less than five minutes.
- Practice. Be prepared to be adaptive, not replicating others' testimony or potentially facing time limitations on testimony.

## **THE BIG DAY**

- Dress appropriately; business casual at the least.
- For Zoom testimony, ensure that you are in a quiet setting, free of distractions, so that you will not be interrupted while giving testimony.
- You will need to have a separate Zoom link sent from LSO where you can watch the meeting until it is your turn. When they ask for public comment, raise your virtual hand.
- For in-person testimony, it is common practice that they will ask departments and agencies of the government to testify on the bill first, then they will open it to public comment.
- For topics that will receive substantial public comment, they may ask people to come up to the front and fill seats and then sit back in the audience once they deliver their testimony

## **DECORUM: INTRODUCTION**

- Address the Chair and members of the committee "Mr./Mrs. Chairman, members of the committee ... my name is ..."
- Briefly introduce yourself: who you are, what you do, any certifications, degrees, specialties that are relative to the subject matter that demonstrate content knowledge and or experience.
- Stay on message.
- Thank them for their time and conclude with, "I stand for questions at this time."

## **RESPONDING TO QUESTIONS**

- Begin with "Mr./Mrs. Chairman," then address the specific senator/representative who asked you the question, i.e., "Mr./Mrs. Chairman, Representative Harshman ..."
- If you don't know an answer to a question, say so and ask to follow up.
- Stay on until public comment has closed for your section in case someone wants to follow up, but make sure your mic is muted when you are not testifying.
- While in person, wait until you have been dismissed or no further questions have been asked.
- If you have been asked to provide any additional information relevant to your testimony, be sure to follow up promptly with the requested information.

## **BE SURE NOT TO...**

- ·Go off message | Become emotional | Take anything personally | ·Guess

## **QUESTIONS ABOUT THE PROCESS? NEED HELP CRAFTING YOUR TESTIMONY?**

Contact WEA Government Relations Director Tate Mullen at [tmullen@wyoea.org](mailto:tmullen@wyoea.org) or 307.286.3096.  
Additional information can be found at [A Citizen Guide to the Wyoming Legislature](#)