

What is Advocacy?

Integrity is Essential

Whether you are a professional lobbyist or someone who is simply planning to advocate for an issue to which you are committed, there are certain traits that are essential to functioning successfully in the legislative environment. Without these traits, any other techniques you may have perfected or expertise you may have developed will be quite worthless. First and foremost, *BE TRUTHFUL*. You do not want to jeopardize your credibility in any way. Therefore, do not be tempted – even slightly – to embellish the information you present to legislators or to exaggerate your “facts” in testimony. The legislative process is sustained by trust, and part of that trust involves truthfulness.

WE GET THE MESSAGE: LIES ARE OUT

A veteran legislator said he had been lied to by lobbyists only twice in the 20 years he had been in the legislature. He said he remembered vividly the dates and circumstances surrounding these lies and, even though they had taken place many years ago, he had made it a point never to speak to either lobbyist ever again.