



Lobbying and Advocacy: Winning Strategies, Resources, Recommendations, Ethics and Ongoing Compliance for Lobbyists and Washington Advocates: The Best of Everything Lobbying and Washington Advocacy

By Deanna Gelak

TheCapitol.Net, Inc. Hardcover. Book Condition: New. Hardcover. 516 pages. Dimensions: 10.2in. x 7.3in. x 1.4in. Lobbying and Advocacy is the comprehensive guide for lobbyists and Washington advocates. Top strategies for winning as an effective lobbyist or Washington advocate. Practical resources and methods for maintaining compliance and staying abreast of ethical and legal requirements. Practical tips, research based methods, and step-by-step guides for communicating with policymakers in every venue most effectively, including telephone calls, emails, Congressional meetings, testifying before Congress, building coalitions, and working with the press. Extensive list of Lobbying and Advocacy Resources. Table of Contents Preface Ch. 1 The True Nature of Lobbying Ch. 2 Legal and Ethical Considerations Ch. 3 Position Drivers: Forces That Shape Legislation Ch. 4 Understanding Governmental Institutions and Processes Ch. 5 Know Your Issue (Well Enough for the Toughest Questions) Ch. 6 Build the Right Plan Ch. 7 Develop, Never Devalue, Grassroots Ch. 8 Communicate Effectively with Policymakers: Personal Meetings, Letters, Phone Calls, and Electronic Communications Ch. 9 Multiply Your Influence: Coalitions and Partners Ch. 10 Media Engagement and Testimony: Perfect Your Public Presence Ch. 11 Managing and Maintaining a High Performance Governmental Affairs Program Appendices App. 1. Checklist of Basic Lobbying Techniques and Strategies...



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