

A person wearing a blue beanie and a grey hoodie is holding a purple sign that says "STUDENTS FOR LIFE OF AMERICA AND I REJECT Abortion". They are standing in front of the US Capitol building in Washington, D.C. The scene is overlaid with a semi-transparent purple filter.

STUDENTS FOR LIFE OF AMERICA'S

Lobby Day Guide

Table of Contents

How to Use This Guide	Page 3
Resources	Page 4-5
Talking Points	Page 6
Handout to Leave with Legislator	Page 7-8
Preparing for Your Lobby Day	Page 9-10
Lobby Day	Page 11-12
After the Lobby Day	Page 13

How to Use This Guide

We are so excited that your group has agreed to organize a lobby day. We have developed this guide to make the planning process a lot easier on you! Please be sure to read through each page of the guide, as it will give you everything you need to know.

REMEMBER: It is important to delegate different tasks of your lobby day to your group members. Find their strengths and give them the opportunity to participate. Members want to have a part in the group by being able to help and use their talents!

Lobby days are a fantastic way to make a presence as the Pro-Life Generation and show your state the Pro-Life Generation stands for LIFE!

Resources

For your lobby day, there are some important resources that you will need to bring with you. To prepare for the event, also request Students for Life's *Public Policy Training* from your Regional Coordinator.

Students for Life Resources:

If you are a student, request free resources from your Regional Coordinator. You can also order resources here: <https://sflashop.org/>.

- Topic cards related to legislation (Typically: Planned Parenthood or Fetal Pain)
- Pro-Life Generation T-Shirts
- Request Students for Life's *Public Policy Training* from your Regional Coordinator
- Quorum pages
 - SFLA offers Quorum as a resource for students to start online call, email, or petition campaigns. Check out this Quorum campaign as a sample: <https://studentsforlife.quorum.us/campaign/26886/>.
- Discuss your plans with your Regional Coordinator. Not sure who that is? Email [your state]@studentsforlife.org.
 - A local SFLA Regional Coordinator can help you by providing you with all the resources, trainings, and ongoing comprehensive support you need so that you can be successful. If you don't know who your Regional Coordinator is, go to: <https://www.studentsforlife.org/rc/>, to find him or her.
- Students for Life Action Team
 - Rachel Summa, the Government Affairs Coordinator, can help you research legislation and legislators. Email her at rsumma@studentsforlife.org.

Other Materials:

- Thank you cards
- Talking points
 - Sample talking points can be found on page 6 of this guide.

- Handouts to leave with legislators
 - Sample handouts can be found on pages 7-8 of this guide.
- Lunch or lunch money
- Students for Life Action business cards
- Petition signatures
- Notebook and pen to write down ideas from the meetings

How to Write Talking Points

You will need to write talking points to bring with you when you are meeting with your legislators. Write short and concise talking points that help make your case for or against the legislation.

Steps:

1. Contact your Regional Coordinator for help writing talking points.
 - If you don't know who your Regional Coordinator is, go to: <https://www.studentsforlife.org/rc/> to find him or her.
2. Research the legislation that you are lobbying for or against.
3. Your talking points should include:
 - Reasons for support or opposition of the legislation. Does this bill support Planned Parenthood or the abortion industry? Does this bill help us to abolish abortion?
 - What do you want the legislator to do (support, oppose, co-sponsor, vote for)?
 - Ask why the legislator has the position they have on the legislation.
4. Print multiple copies of your talking points, one for each person who will be coming, and a few extras for others who may have forgotten. Bring them with you to your lobby day.
5. Before the lobby day, practice saying your talking points so that you aren't reading them off the paper when you are speaking with your legislator.

How to Create a Handout

Giving the legislator or staffer a one-page handout that explains your position is a good way to remind them about your stance or request. Print out a few handouts for each legislator whom you plan to meet with.

Contact your Regional Coordinator for help creating a handout. If you don't know who your Regional Coordinator is, go to: <https://www.studentsforlife.org/rc/> to find him or her.

Information to include in your handout:

- Explain your position.
 - EXAMPLE: Planned Parenthood facilities are bad for our state and should be defunded.

Planned Parenthood has poor health and safety standards: Planned Parenthood of Greater Orlando was cited for violating state laws. They failed to ensure a safe and clean environment for their patients by having expired and mislabeled medications. They stored medications and urine/blood samples in the same refrigerator. This is not sanitary! Other Planned Parenthood facilities have been cited for reusing syringes, failing to properly sterilize equipment, and not reporting possible sexual abuse of minors.

Planned Parenthood is about abortion; they are not a healthcare organization.

According to their latest annual report, Planned Parenthood committed [345,672](#) abortions in 2018-2019.

According to the Heritage Foundation, “520,710 breast exams and pap tests, down from 570,444 in the previous year’s report.

566,186 cancer screenings and prevention procedures, down from 614,361.

213,042 well-woman exams, down from 216,722.

2,556,413 provisions of birth control information and services, down from 2,620,867.”

Women and families have plenty of other low-cost resources available. For example, there are at least # free clinics in the state, federally qualified health centers where people can get a range of free or low-cost medical services, including dental care, vision care, pediatric care, and women’s care.

- Cite all your sources!

- List your contact information.
 - Group name
 - Group email
 - Phone number

Preparing for your Lobby Day

Preparation is key to a successful lobby day. Follow these steps to get ready to lobby!

Steps:

1. Contact your Regional Coordinator for help researching the legislation and legislators you will be meeting with. If you don't know who your Regional Coordinator is, go to: <https://www.studentsforlife.org/rc/> to find him or her.
2. Contact your local Right to Life chapter or state affiliate to discuss their position and what steps they have taken. *Your Regional Coordinator will most likely already have a working relationship with them and can help with this as well.*
3. Research the legislators and/or staffers you will be meeting and find out their position on life issues.
 - Create one-page bios of these legislators, with their photo. This will help everyone have an understanding of the background of the legislator. Include the staffers' names, as well.
4. Email or call the legislators to set up a meeting.
 - Ask for the meeting room and time.
 - Ask the office in the days leading up to the meeting who from their staff will be in the meeting and if the legislator will be joining you. Provide the office with a list of meeting participants from your group.
 - If they do not respond, or if they decline the meeting, you are still able to show up and knock on their door to talk with a staffer.
5. Prepare a list of legislation that you want to discuss.
 - Include: bill number, number of co-sponsors, whether or not the legislator is a co-sponsor, and status of the legislation.

6. Create a one-page handout to leave with the legislator's office that explains your position and has your contact information. A sample handout can be found on pages 7-8.
7. Create a list of talking points about the legislation to use while you are talking with your legislator. Information about talking points can be found on page 6.
8. Map out your day.
 - Schedule your appointments so that they are in the same area at the same time. Allow time for walking between appointments and appointments that might run over time. Don't forget to make time for meals and bathroom breaks!
9. Prepare your volunteers.
 - Lobby days only need a few people to be successful, but a large group can get more attention and have a great visual impact showing how many people truly care enough to go to a representative's office in person.
 - Not everyone has to share, but for those who are, make sure it is clear who is speaking and what points each person is covering. It is not as effective if everyone repeats the same information.
 - Schedule an SFLA *Public Policy Training* with all volunteers.

Lobby Day

Today's the day! Get ready to show your legislators that The Pro-Life Generation votes. Look through these steps before you start the day to make sure you are prepared!

Steps:

1. Arrive at the legislator's office at least five minutes before the meeting is scheduled to start. You will need to make time for security checkpoints, traffic, weather issues, etc. If the office did not respond, you can still walk up to their office and knock or walk in to ask to speak with someone. In that case, you may end up speaking with a staffer, but they usually take notes and present them later to your legislator.
2. When you arrive, introduce yourself and your group. Tell them who you will be meeting with and the time of your meeting.
 - Be sure to silence all cell phones and put them away during the meeting.
3. When the meeting starts:
 - Give them your handout.
 - Thank the legislator or staffer for meeting with you.
 - Discuss your talking points. Be honest and tell them how you feel about life-saving legislation, pro-life values, and why the bill you are lobbying for is so important. Presenting statistics and facts can be important to demonstrate your careful research, but you should also connect personally with your legislator. They represent the people, so if you have a personal connection or a friend with experience related to the bill, share a concise story to show how this impacts the community.
 - Be winsome. Your voice will stand out and be remembered if you're not "one of the many" presenting negative or condescending

comments. Use words that can bridge gaps with representatives who are typically pro-choice, and make sure to thank representatives who have voted pro-life in the past.

- Leave time for the legislator or staffer to interject with questions or observations.
- Respond to questions. If you do not have an answer, it is fine to let them know that you do not have an answer, but that you will get back to them after the meeting with a response.
- Let them know that you will stay in touch with their office, that you follow them on social media, and that you are interested in attending public meetings they may have in the future.
- Ask to be added to their email lists for upcoming events and newsletters.
- Write down any questions that require a follow-up from you.
- Thank the legislator and staff for their time.
- Take lots of pictures! Ask if the representative will pose for a picture with the group and a Students for Life sign.

After the Lobby Day

Following up after the lobby day is important! It shows the legislator that you really care about the legislation that you talked to them about.

Steps:

1. Draft and send a thank you card or email. For Federal offices, thank you notes should be sent as emails because of security delays.
 - In your letter, remind the legislator or staffer of the issue you talked with them about and tell them that you look forward to remaining in contact with them. If the meeting was about an upcoming vote or co-sponsorship of a bill, follow up with them to see if your recommendation was followed.
2. Social Media
 - Send pictures and videos to your Regional Coordinator so that Students for Life can highlight your lobby day!
 - Post pictures to your social media accounts.
 - If the legislators use social media, you can post to their social media accounts, thanking them for the meeting, or share the pictures you took while meeting with them.
 - Be sure to reference your meeting on social media in a positive or proactive manner.
3. Thank your volunteers!
 - Be sure to thank your group members and other organizations that came to your lobby day.