

Lobbying Guide



What is lobbying?

Communicating your views to public officials with the intention of influencing the decisions they make.

Who can be a lobbyist?

Anyone who is passionate enough about an issue to share their views with the public officials who represent them.



Why does lobbying matter?

The community will better reflect our values when we choose to participate within a political system that invites us to use our public voice.

How will your efforts help WNC?

As a public institution, we're able to operate because residents pay taxes and students pay tuition and fees. Sharing your experience with lawmakers ensures that future students will have an experience as meaningful as yours.

Join us. Be heard.

Suggestions on how to prepare.

Days Before the Visit

STEP 1: Think about how enrolling at the college has impacted your life. Hint: Reflect upon classes taken, assignments completed, clubs joined, friendships made, and events attended.

STEP 2: Next, on a blank sheet of paper, briefly describe the three most important experiences that you've had during your time here. Also, explain how each of them is connected to your academic and/or professional goals.

STEP 3: Lastly, practice (rehearse) sharing these experiences with one of your classmates or friends. Ideally, you would like to get your personal story down to 30 seconds. This is your elevator pitch.

Day of the Visit

DRESS: When visiting a public official's office, it's appropriate to wear more formal clothing similar to an interview or wedding.

BEHAVIOR: When introducing yourself to lawmakers, please project your voice while firmly shaking the person's hand, and maintain eye contact throughout the conversation. Make sure to remain calm and positive at all times.

Questions? Email me:
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