

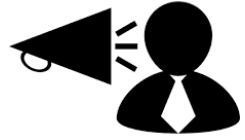
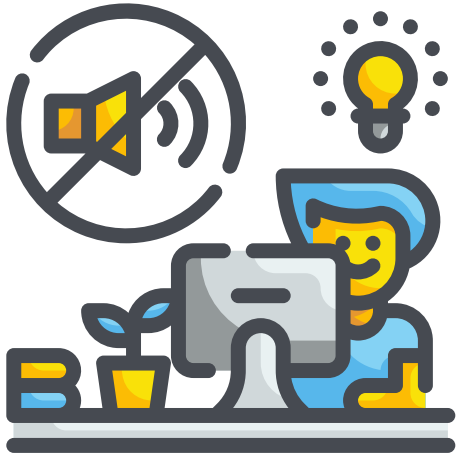


AMERICAN ACADEMY OF FAMILY PHYSICIANS

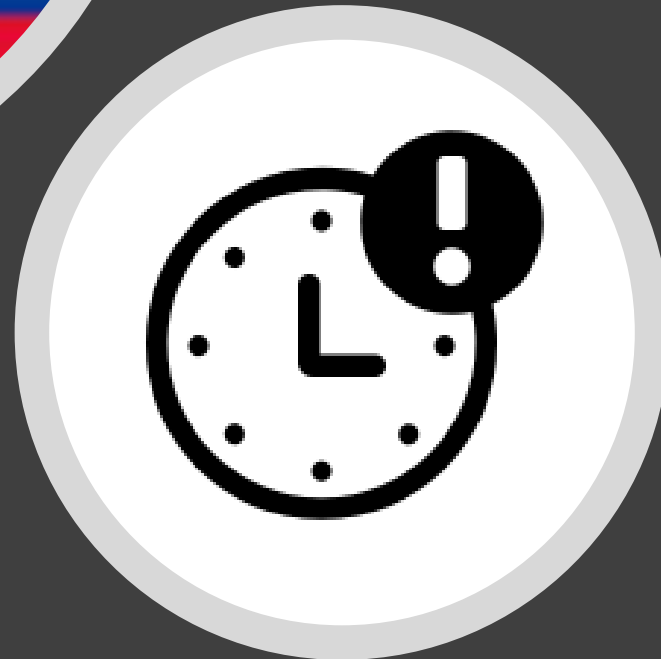
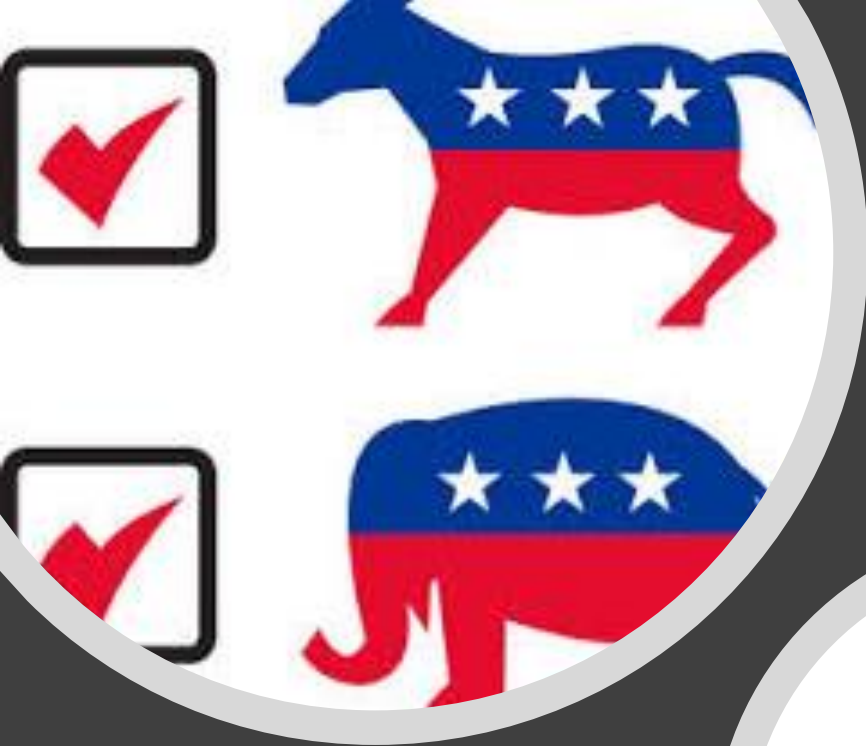
STRONG MEDICINE FOR AMERICA

Do's and Don'ts of Lobbying

- ✓ Eliminate background distractions
- ✓ Prepare a checklist of talking points
- ✓ If you don't know the answer, it is OK to follow up
- ✓ Be professional, courteous, direct, clear, concise, factual, credible and specific
- ✓ Stay positive, be a good listener
- ✓ When presenting an argument, try to take a local angle and use both facts and anecdotes
- ✓ Thank the MOC and/or staff for meeting with you
- ✓ Treat MOC and their staff as friends and intelligent persons
- ✓ Leave time for questions



Do's and Don'ts of Lobbying



- ✗ Don't be late
- ✗ Don't speak in acronyms
- ✗ Don't exaggerate, lie, or provide false or misleading information
- ✗ Don't become distracted and talk about unrelated events
- ✗ Don't interrupt
- ✗ Don't become defensive or confrontational
- ✗ Don't complain about your elected officials
- ✗ Don't make partisan comments
- ✗ Don't talk about campaign contributions or fundraising activity