

Climate Fast Municipal Budget Training, January 2021

Lobbying workshop for Toronto councillors, MPP or MPs

Fundamental to any successful visit is to engage in a dialogue with our representatives. You are not so much “selling” something, as seeking out to inform, listen, and come to an agreement to improve the budget’s effectiveness at mitigating and adapting to climate change.

Preparation as an individual or group: What do you know about the MP or councillor—his or her stands on climate change or other issues? What can you expect from this person given their record? What are your asks/main points? What do you hope to come away with? Designate a note-taker or record the meeting. If the latter, ask permission.

Agenda

Determine a **facilitator and speakers designated to cover your main points.**

Thank the interviewee for meeting with you about your city budget concerns. You look forward to sharing your concerns and hearing their position and ideas. Establish how much time you have, so it can be managed efficiently. Give a brief verbal agenda: We will introduce ourselves, two (or three) of us will present our concerns. Then it will be your turn.

Introductions/tour de table: each person takes from 10 seconds to a minute, depending on time. If longer time allowed, why you are personally concerned

“Ask/s” with respect to the budget: either the facilitator or two or three designated speakers goes through your points.

Ask an open question inviting your interviewee to respond. (facilitator or Last speaker)

Free flow of Q and A moderated by the facilitator. At this point, you have to play things by ear. The MPP will have questions, and there will be some discussion. The trick here is to avoid an argumentative tone if at all possible. It should always be “I hear you, and we feel that this is an issue that has to be dealt with....”

Final summation and ask: In the last few minutes of the meeting, try to get a solid position statement from the interviewee. “If you are asked about ___ or it comes to a vote, what will your position be?” If your interviewee is on board, ask what actions they recommend your group take to further the success of your shared views.

Thank the interviewee. Take a photo (eg screenshot) if all willing. This can be useful with social media.

* The facilitator or speakers might at this time or earlier mention any relevant/current political opportunity, and, if an MP or MPP, taking into account the party that the MP or MPP belongs to.

Post interview: Debrief and make points for your follow-up email or letter.