

Principles of Effective Lobbying

- Have a clear aim and ask
 - Identify and know your target audience
 - Be organised and well prepared
 - Be committed
- Be prepared to persevere

- Lobby in pairs or threes.
- Leave material behind (with contact details)
 - Be professional
 - Be creative
 - Enlist others

Creating Momentum

Awareness



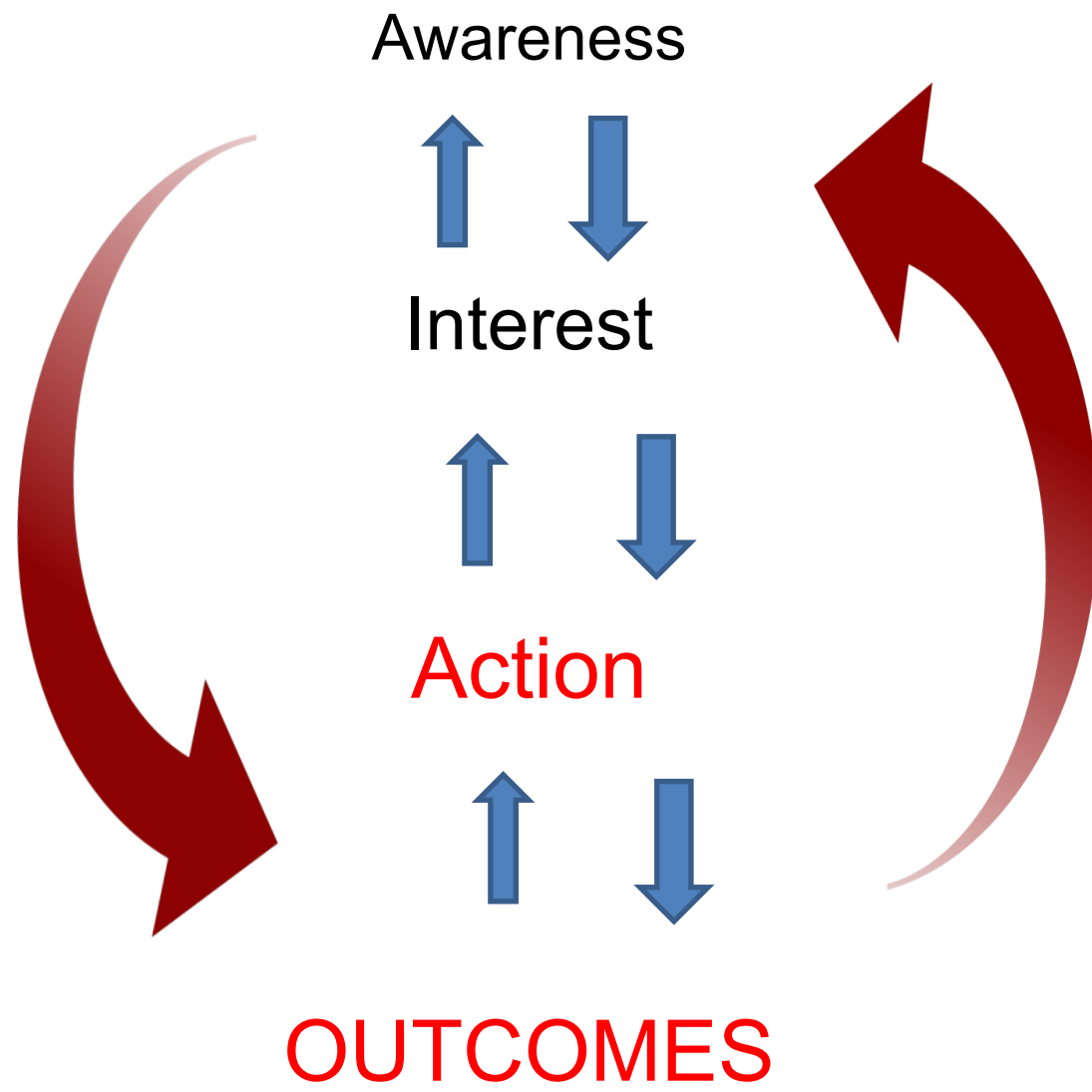
Interest



Action



OUTCOMES



Have confidence

You can effect change