

Fundamentals for Effective Governmental Relations Strategy

1. A majority of legislative winning occurs before talking to the first lawmaker. View lawmakers as your “customers” as customers buy to meet their needs, not yours. Getting a lawmaker's vote relies on education and issue awareness. *Tailor your advocacy to the needs of that targeted lawmaker whose vote you are trying to obtain and do as much work for lawmakers as they let you.*
2. Relevant legislators are on key committees, leadership, and are those that share a passion for your legislation. *Learn who the key members are and build relationships.* Relationships happen over time. Start developing those relationships before you need to ask for something. A searchable directory of all Members of Congress and Committees is available at www.congress.org or www.gpoaccess.gov/cdirectory/index.html.
3. Approach lawmakers to “partner” with you as education and relationship development builds partnerships. *Show each member why partnering with your profession is good for him or her politically.*
4. Lawmakers are almost wholly motivated by special interests. Coalitions exist for advantage-not love, loyalty, or debt. Seek partners who support similar initiatives. *Also, build relationships with groups that support opposing lawmakers in order to have leverage in the future on other issues and/or priorities that develop.*
5. Don't underestimate the value of building relationships with and education of key staff people. Making friends with staff is equally, if not more, important than contacts with legislators. *In most cases, staff will be in a better position to keep you informed of upcoming legislation and other issues that effect your profession.*
6. Lawmakers vote their own political agenda and/or their constituent needs. Thus, material facts alone are insufficient to get votes.
7. Bills pass usually before committees meet, thus it is crucial that *advocacy focus on early education and relationship building so that your issues are understood **prior** to introduction.* Committee votes often are just formalities and theater.
8. Legislatures operate on 3 types of rules: 1) written; 2) unwritten; 3) unwritten and unspoken. Violate any and your ability to influence lawmakers will suffer.
9. *Supporting legislators who support your position is highly recommended and encouraged.* If they are no longer in office, they can no longer help influence legislation you support. *Obtain schedules of fundraisers and attend them to build relationships or further existing ones.*
10. **The best time to communicate with legislators is when you don't need anything. Be available as an on-going resource.**

THE LEGISLATIVE PROCESS

UNITED STATES

Summarized from the U.S. Library of Congress - <http://www.loc.gov/index.html>

Each session, the United States Congress considers thousands of bills. Yet, only a small percentage of them will ever reach the top of the President's desk for final approval or veto. Along their way to the White House, bills traverse a maze of killer committees and subcommittees, debates, and amendments in both chambers of Congress.

The following is a very simple explanation of the typical process required for a bill to become a law.

Step 1: Introduction

Anybody -- you, me, the President, can write a bill; but only a member of Congress (House or Senate) can introduce the bill for consideration. The Representative or Senator who introduces the bill becomes its "Sponsor." Other legislators who support the bill or work on its preparation can ask to be listed as "Co-sponsors." Important bills usually have several Co-sponsors.

Four basic types of legislation are considered by Congress: Bills, Simple Resolutions, Joint Resolutions, and Concurrent Resolutions.

A bill or resolution has officially been introduced when it has been assigned a number (H.R. # for House Bills or S. # for Senate Bills), and printed in the Congressional Record by the Government Printing Office.

Step 2: Committee Consideration

All bills and resolutions are "referred" to one or more House or Senate committees according to their specific rules:

Standing Rules of the US Senate

Rules of the US House of Representatives

House Committees

Senate Committees

Step 3: Committee Action

The committee considers the bill in detail. For example, the powerful House Ways and Means Committee and Senate Appropriations Committee consider a bill's potential impact on the Federal Budget. "Can we afford this thing?"

If the committee approves the bill, it moves on in the legislative process. Committees reject bills simply by not acting on them. Bills that fail to get committee action are said to have "died in committee." Many do.

Step 4: Subcommittee Review

The committee sends some bills to a subcommittee for further study and public hearings. Just about anyone can present testimony at these hearings. Government officials, industry experts, the

public, anyone with an interest in the bill can give testimony either in person or in writing. Notice of these hearings, as well as instructions for presenting testimony is officially published in the Federal Register.

Step 5: Mark Up

If the subcommittee decides to report (recommend) a bill back to the full committee for approval, they may first make changes and amendments to it. This process is called "Mark Up." If the subcommittee votes not to report a bill to the full committee, the bill dies right there.

Step 6: Committee Action -- Reporting a Bill

The full committee now reviews the deliberations and recommendations of the subcommittee. The committee may now conduct further review, hold more public hearings, or simply vote on the report from the subcommittee. If the bill is to go forward, the full committee prepares and votes on its final recommendations to the House or Senate. Once a bill has successfully passed this stage it is said to have been "ordered reported" or simply "reported."

Step 7: Publication of Committee Report

Once a bill has been reported (See Step 6) a report about the bill is written and published. The report will include the purpose of the bill, its impact on existing laws, budgetary considerations, and any new taxes or tax increases that will be required by the bill. The report also typically contains transcripts from public hearings on the bill, as well as the opinions of the committee for and against the proposed bill.

Step 8: Floor Action -- Legislative Calendar

The bill will now be placed on the legislative calendar of the House or Senate and scheduled (in chronological order) for "floor action" or debate before the full membership. The House has several legislative calendars. The Speaker of the House and House Majority Leader decide the order in which reported bills will be debated. The Senate, having only 100 members and considering fewer bills, has only one legislative calendar.

Step 9: Debate

Debate for and against the bill proceeds according to the rules of the House or Senate.

Step 10: Voting

Once debate has ended and any amendments to the bill have been approved, the full membership will vote for or against the bill. The vote may be a voice vote or a roll-call vote.

Step 11: Bill Referred to Other Chamber

Bill approved by one "chamber" of Congress (House or Senate) are now sent to the other chamber where they will follow pretty much the same track of committee to debate to vote. The other chamber may approve, reject, ignore, or amend the bill.

Step 12: Conference Committee

If the second chamber to consider a bill changes it significantly, a "conference committee" made up of members of both chambers will be formed. The conference committee works to reconcile differences between the Senate and House versions of the bill. If the committee cannot agree, the

bill simply dies. If the committee does agree on a compromise version of the bill, they prepare a report detailing the changes they have proposed. Both the House and Senate must approve the report of the conference committee or the bill will be sent back to them for further work

Step 13: Final Action - Enrollment

Once both the House and Senate have approved the bill in identical form, it becomes "Enrolled" and sent to the President of the United States. The President may sign the bill into law. The President can also take no action on the bill for ten days while Congress is in session and the bill will automatically become law. If the President is opposed to the bill, he can "veto" it. If he takes no action on the bill for ten days after Congress has adjourned their second session, the bill dies. This action is called a "pocket veto."

Step 14: Overriding the Veto

Congress can attempt to "override" the President's veto of a bill and force it into law, but this requires a 2/3 vote by a quorum of members in both the House and Senate.