



# The Busy Woman's Guide to Lobbying

A Concerned Women For America Resource



This digital guidebook was written and produced by  
Concerned Women for America (CWA).

CWA is the nation's largest public policy women's organization, with  
a rich 35-year history of helping our members across the country bring  
Biblical principles into all levels of public policy.

This digital guidebook is one way we are fulfilling this mission.

To learn more about CWA and our important work on Capitol Hill and  
in your state and community, please visit [www.cwfa.org](http://www.cwfa.org).



Concerned Women for America  
1015 Fifteenth St. N.W., Suite 1100  
Washington, D.C. 20005  
202-488-7000  
800-458-8797  
[www.cwfa.org](http://www.cwfa.org)

# Table of Contents

Making Your Voice Heard	4
How to Communicate with Your Legislators	6
How to Alert Local Media	8
How to Take a Stand	10
Your Unique Role as a Christ-follower	12

“For if you remain completely silent at this time, relief and deliverance will arise for the Jews from another place, but you and your father's house will perish. Yet who knows whether you have come to the kingdom for such a time as this?”

Esther 4:14 (NKJV)

# Making Your Voice Heard

Throughout history, who has God used to revolutionize the world? What do they have in common?

God used a Jewish orphan named Esther to save her nation from genocide.

He worked through Daniel — a Jewish captive in a foreign land — to advise a king.

Moses' assistant, Joshua, was chosen to lead the nation of Israel to the Promised Land.

A shepherd boy named David became a king after God's own heart.

Each one was a regular woman or man whom God placed in a strategic position "for such a time as this."

And God works in the same way today — through willing people, just like you.

So, how can you seize your God-given opportunity to spark a change in your nation?

Pray for God's guidance on behalf of this country you love.

Take action by lobbying — from your laptop, cell phone, or tablet.

## Lobby (v.) —

to promote or secure the passage of legislation by influencing public officials.

In Washington, D.C., many special interest groups have full-time lobbyists. They are paid to present their group's views on key issues and legislation to senators and representatives.

But the most influential lobbyists are citizens like you. Your elected officials want to hear from their own constituents.

And making your voice heard on important issues that impact women and families like abortion, marriage, pornography, religious liberty, the national debt, our nation's economy, education, and more has never been easier. All it takes is an email ... a text message ... a phone call.

Concerned Women for America (CWA) is here to help ...

# How to ... Communicate with Your Legislators

Your communication with your legislators is significant. Many of them believe opinions you express in a letter or email are shared by at least 1,000 other people who didn't take the time to share their views.

With that in mind, here are a few tips to remember:

## **Be Informed.**

Before you can express an opinion to your elected official, you need to have the information to form an opinion. That means citing facts, quoting experts, and linking to news articles to help you prove your point.

NOTE: Make sure the sources you choose are credible. Blogs and emails can be misleading — or even blatantly false. You can be confident in citing articles and posts on the CWA website, which have been thoroughly researched for reliability.

## **Be Specific.**

Clearly state the issue that concerns you and, if possible, include the bill number and/or title.

## **Be Polite.**

You should be firm, but courteous. Anger and sarcasm will not win any points with your reader.

## **Be Original.**

Sending a personal letter or email you've written yourself will be most effective.

### **Request an Answer.**

Ask how your legislators plan to vote or what their views are on certain issues. You'll be surprised how quickly you get a letter back.

### **Be Brief.**

Focus your message on one topic, and try to keep the communication short and sweet.

### **Say “Thanks.”**

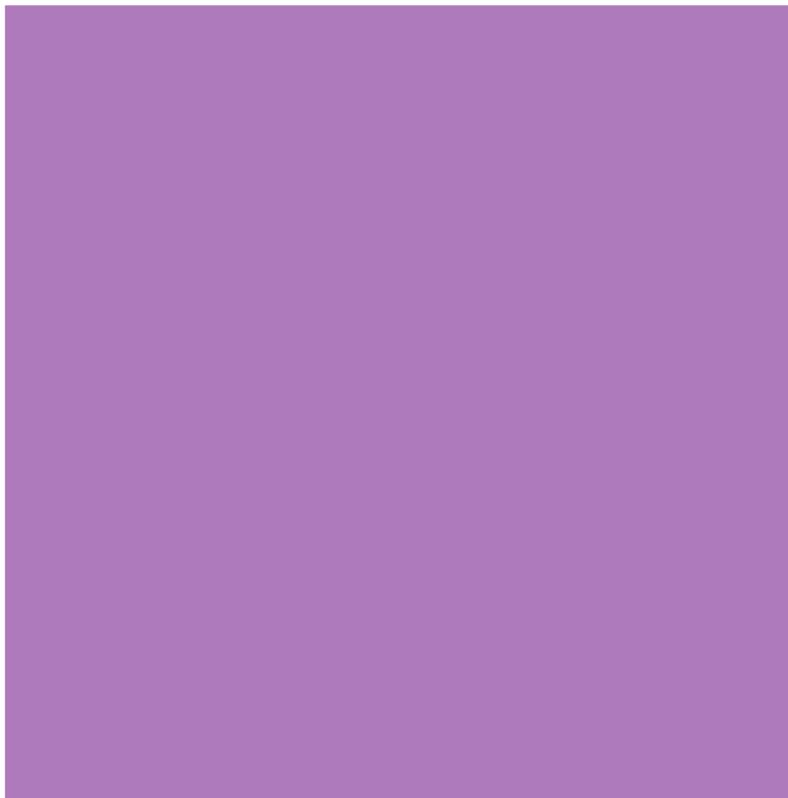
Most people only communicate with legislators when they disagree. It's important to encourage them when you appreciate their stance, too.

### **Don't Preach.**

If you're communicating about legislation, keep your focus on the law. Presenting the Gospel should be done in a separate message.

### **Time Your Letter.**

Legislators are bombarded with communications right before a vote. To make sure your message gets attention, start the discussion as soon as you learn about the issue. Then, follow up before the vote.



# How To ... Alert Local Media

You can have a lasting impact on your community — and even your nation — as you make your case in local and national publications.

## **Follow the Submission Guidelines.**

Most publications will not print letters longer than 250 words. Keep in mind that the editor may cut some of your letter for space, so state your point as briefly as possible. Double-check your work for typos and spelling.

NOTE: For more specific guidelines, check the publication's website for the types of posts or letters they're interested in publishing.

## **Avoid Hysteria and Name Calling.**

Wait to write your letter or blog post when you're calm and thinking clearly. Otherwise, you may be embarrassed when you see it in print, and, more importantly, people will discount your opinion.

## **Keep It Simple.**

Focus on one topic or issue at a time. Be as brief and direct as possible. Check your facts before you use them, and include short quotes to support your viewpoint.

NOTE: Editors are more likely to print letters that respond to or refer to articles in their publication.

## **Identify Yourself.**

Anonymous letters rarely get published. Most editors like you to include your name and phone number (and sometimes an address) so that they can contact you and verify authorship.

## **Write While It's Hot.**

Your letter or post will have the greatest impact if you write it within one or two days of the issue gaining attention.

# How To ... Take a Stand

You can make a difference as a “laptop lobbyist” — expressing Biblical views on the issues important to you and your family, right from home.

As you seize this God-given opportunity, remember that CWA is here to help. When you visit our Action Center, you'll be able to receive E-Alerts, sign petitions, and find other valuable resources to help you.

[include banner graphic for CWA Action Center]

## **Mail a letter**

Find the names and addresses for your elected officials, learn how to address members of Congress, discover tips for writing your letter, and more.

## **Send an email**

We also provide valuable resources, like templates for drafting an email to your representative, maps to find who represents your area, and regularly updated information on key congressional votes so that your email is well-informed.

## **Join our community**

Receive up-to-the-minute updates and other valuable information when you like our Facebook page, [Facebook.com/ConcernedWomenforAmerica](https://www.facebook.com/ConcernedWomenforAmerica), and follow us on Twitter @CWforA.

## Get involved

You can find contact information for your state or local chapter on the CWA website. Plus, take advantage of some of the important volunteer and leadership opportunities to make an even greater impact.

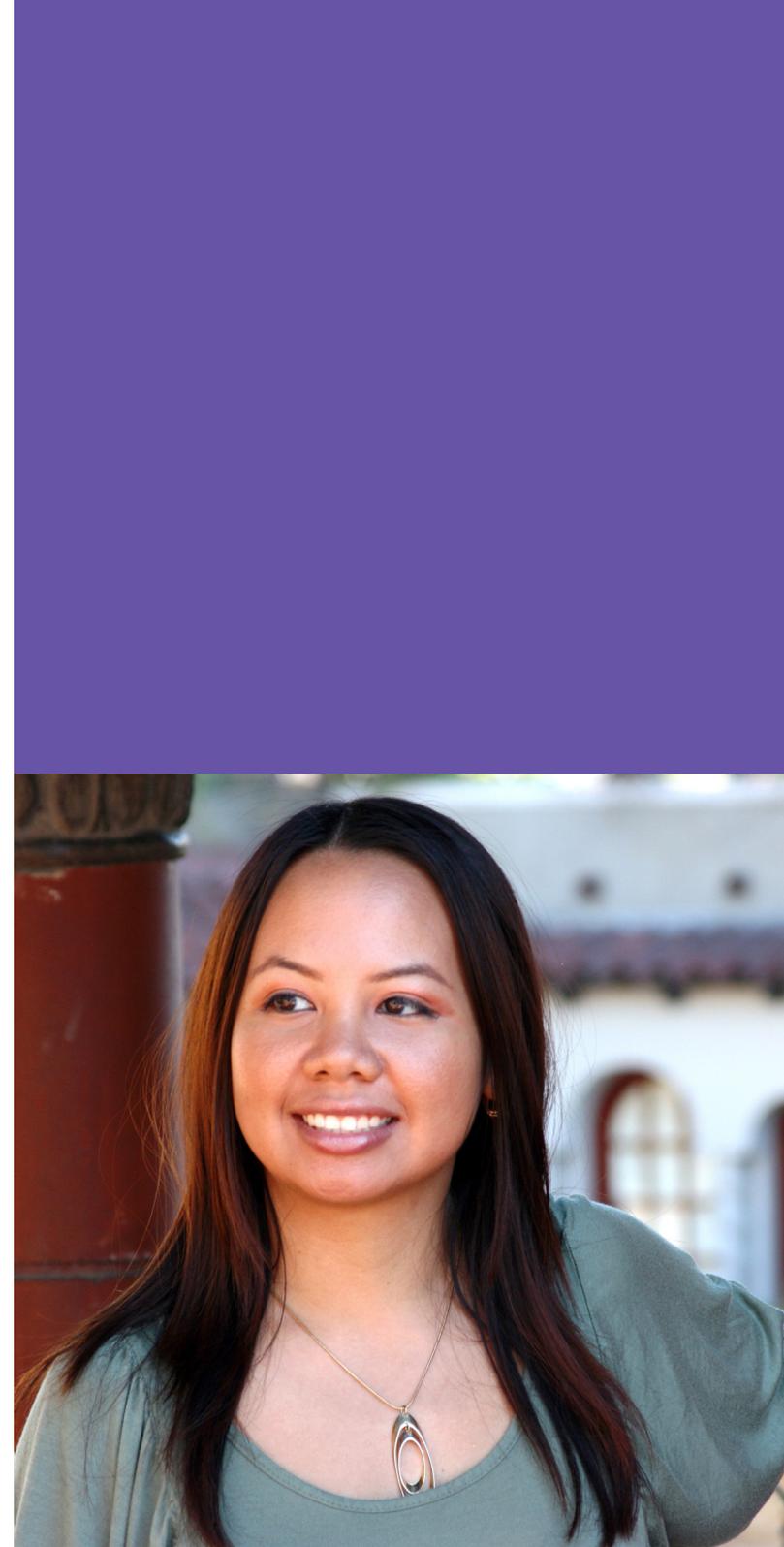
## Join Project 535

Through this effective program, we train people to work directly with their elected officials in Congress — joining in lobbying projects and distributing information to legislators before key votes. Visit [www.cwfa.org/capitol-live/project-535/](http://www.cwfa.org/capitol-live/project-535/) for more information.

You can also make a difference by partnering with CWA in our valuable work on Capitol Hill and in states across the nation. With your generous donation, you empower us to stand for Biblical values important to you and your family.

## Donate Now

*Thank you for making an impact  
“for such a time as this.”*



# Your Unique Role as a Christ-follower

Pray for CWA's Leaders. Ask God to provide wisdom to those in authority at CWA.

(Proverbs 2:1-15)

***Pray For Elected Officials.***

Set time aside each day to lift up federal, state, and local leaders.

***Read God's Word.*** The Bible should inform your stance on moral issues that arise in public policy.

***Educate Yourself.*** Keep up-to-date on current events and moral issues in your community, state, and nation. You can find accurate, well-researched information on our website, [www.cwfa.org](http://www.cwfa.org).

***Get Involved.*** Prayerfully consider the great opportunities to make an impact on the issues you hold dear — for faith, family, and freedom — through CWA, listed at our Action Center.



“Therefore I exhort first of all that supplications, prayers, intercessions, and giving of thanks be made for all men, for kings and all who are in authority, that we may lead a quiet and peaceable life in all godliness and reverence.”

**1 Timothy 2:1-2 (NKJV)**

“If My people who are called by My name will humble themselves, and pray and seek My face, and turn from their wicked ways, then I will hear from heaven, and will forgive their sin and heal their land.”

**2 Chronicles 7:14 (NKJV)**



Concerned Women for America  
1015 Fifteenth St. N.W., Suite 1100  
Washington, D.C. 20005  
202-488-7000  
800-458-8797  
[www.cwfa.org](http://www.cwfa.org)