

LOBBYING + ADVOCACY

GET READY TO MEET YOUR MEMBER OF PARLIAMENT!



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Advocacy

“the act of pleading
or arguing something such as a
cause, idea, or policy”



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Lobbying

“a particular form of advocacy usually focused on decision-makers within formal political systems”



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Stage 1: Developing your strategy

- Select an issue from Amnesty Canada Activism Guide or Take Action section of the website
- Download report summaries, speaking notes (if available) and other campaign background and resource materials
- Be clear on what you want your MP to do – make it simple for them!



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Stage 1: Developing your strategy

- Is there legislation before Parliament?
- If not, will your MP raise the issue from the floor or propose a Private Member's Bill?
- Can your MP write a letter to Cabinet or go public with the issue you are bringing to them?



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Stage 2: Preparing for your meeting

- Learn what you can about your MP's position on this or similar issues. Are they likely to oppose our position?
- Do they have any social justice interests or past history around supporting human rights?
- How are Canada's human rights obligations impacted or upheld by the proposed legislation?



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Stage 2: Preparing for your meeting

- Consider putting together a small team to meet with your Member of Parliament
- One person to take the lead, one person for back-up, one person to take notes
- If possible, include someone with direct experience of the issue and/or expertise that aligns with Amnesty's position



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Stage 3: Meeting your MP

- *A* is for accuracy, *B* is for keeping it brief, *C* is for maintaining courtesy -- and be on time!
- Start the meeting with introductions and confirm how much time you have
- Thank your MP for something in their history that indicates support for human rights



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Stage 3: Meeting your MP

- Briefly describe the issue and why it is important to you and others in the community – and why it should be an urgent matter for Parliament
- Ask your MP for their view on the issue
- Tell them you are taking notes
- Be ready to answer questions and offer to follow-up



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Stage 3: Meeting your MP

- Keep the conversation focused on the issue
- Make sure you get a clear response from your MP and clarify anything that is ambiguous
- Wrap up the meeting with your key points and what you understand what they may have promised to do
- Thank your MP and their staff for their time



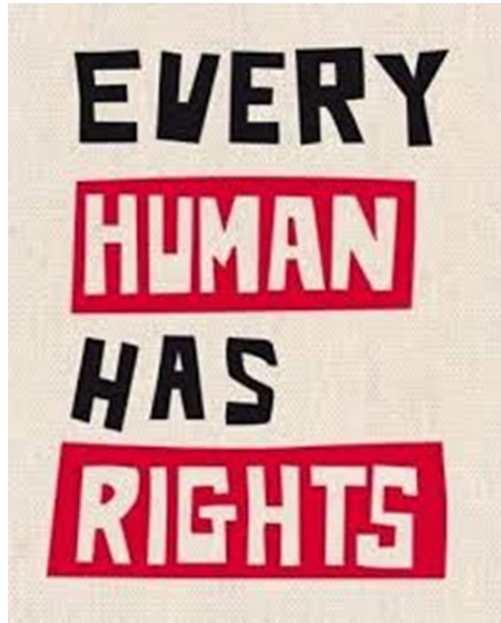
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Stage 4: After your meeting

- If it was a “team” effort, debrief as soon as possible
- Send your MP a thank you note that includes a summary of the key points you raised and any action they promised to take
- Build the relationship – keep your MP posted, perhaps invite them to attend your next public event



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Every day decisions are made at every level of government that have an impact of human rights – let's make sure those decisions promote and protect human rights in Canada and beyond our borders!

