Lobbying

01 Contact the Right Official

- Local issue → city council or mayor
- State issue → state legislators or governor
- Federal issue → U.S. House or Senate
- Always prioritize officials who represent your district.

02 Know Your Ask

- Focus on one clear request (support a bill, issue a proclamation, oppose harmful policy).
- Use FARM-provided talking points whenever possible.
- Prepare 2–3 key facts or messages.

03 Use Your Power as a Constiuent

- Say where you live and that you vote in the district.
- Personal stories are powerful — speak from the heart.
- You don't need to be an expert to be effective.

04 Keep Messages Simple

- Introduce yourself
- State the issue
- Make your request
- Thank them for their time

05 Choose Your Outreach Method

- Phone calls – most impactful
- Emails or online forms – highly effective
- In-person meetings or town halls – strong visibility
- Social media – supportive but secondary

06 Ask for a Response

- Request the official's position.
- Ask whether they will support your request.

Lobbying

06 Lead With Compassion

- Be calm, courteous, and professional.
- Avoid arguments, shaming, or graphic language.
- Assume staff may be unfamiliar with farmed animal issues.

07 Connect to Shared Values

- Public health
- Environmental protection
- Food safety
- Fiscal responsibility
- Community well-being

08 Follow Up & Report Back

- Follow up in 1–2 weeks if needed.
- Thank officials who take supportive action.
- Record outreach and share results with FARM.

09 Use FARM Materials

- Stick to approved messaging.
- Share fact sheets or links when helpful.
- Avoid overwhelming offices with attachments.