

**SESSION ON LOBBYING SKILLS AND STRATEGY**  
**Thursday 10 June and Friday 11 June, 14.00-15.45, CMC Campaign Forum**

**HOW TO BUILD YOUR LOBBYING STRATEGY?**

**What are your objective(s)?**

Eg.: signature, ratification (deadline?), national plan on VA etc.

Link this/these objective(s) with general CMC strategy if possible (eg. take international conference as deadline for announcement etc.)

**Assess the national situation**

Links with government, open to dialogue with civil society? Attitude towards disarmament issues? Is this a priority or not (due to other conflicting issues)? Capacity to decide nationally, or bound to regional or other national decisions? Is your lobbying work supported by other campaigning activities (media campaign, public campaign) that could have an influence?

**Determine who your targets are**

Who is decision-maker on CM issue?

In particular, balance between MoD and MFA? Other Ministries involved (esp. for affected countries)?

Need for support from MPs, Parties??

Is that useful to have support from some other States (through their Embassies, or through other CMC national campaigns)?

In general, draw up a list of supporters/opponents/neutral people

**Set up a specific calendar of your action**

Check the international process and calendar – are there specific deadlines to build on – like EIF, MSP...?

See the national political calendar taking into account a maximum of elements (elections, examination of a law by the Parliament, public event on the issue, national holidays...), to make sure your action is timely.

Determine the different steps under this calendar – preparation of documents, requests for meeting, time for meeting or events...

**Think about activities that could be adapted to your objectives and context**

Lobbying meetings – with whom? Awareness-raising events? Technical workshops? Public events? Petitions? Media campaign?

**Evaluate the means you need to implement it**

Time? Human resources? Funds? How to get support if needed? (from other NGOs, from volunteers, from institutions...)

Try to have realistic plans...

**Determine which documents are needed to support your strategy**

In particular, a complete paper on your message to be distributed to policy-makers can be useful.

Eg.: why country X should sign the Convention (cf. example of ICBL paper on US signing the MBT)

**Be ready to assess your messages and plans**

Make changes when needed – in particular when you have answers with new information from policy-makers (or no answer at all...)

## HOW TO ORGANISE A LOBBYING MEETING?

### **Get in touch with your interlocutor**

By letter or phone

If no answer after a letter, don't hesitate to contact them by phone, to ensure they have received the meeting request and have an answer.

Use your network to reach the interlocutors if needed.

In scheduling the appointment, don't forget to describe the objective of the meeting.

Call to confirm the day before.

Be punctual!

### **Evaluate the level of information you can give to/you can get from your contact**

You have to adapt your meeting depending if the person is from an Embassy (just reporting to capital), if the person is in charge of the issue but has no decision power / if it is a decision-maker but who doesn't know well the subject etc.

### **Determine the content of your intervention**

First, determine the objective of the meeting (getting an information, change your interlocutor's position etc.)

Then determine your main message – what are you asking to your interlocutor?

Prepare your arguments (Use CMC docs)

Prepare answers to possible questions and counter-arguments. In particular, be prepared for negative reactions – and eventually to propose positive alternatives.

Mention clear and striking data and figures

Don't forget the humanitarian impact and try to show that individuals are affected (use survivors' testimonies, speak about concrete situations, invite a survivor to participate in the meeting...).

Prepare the specific questions you need answers to (like data, position on a specific point...)

### **Prepare how the meeting will be organised**

Always thank the diplomats for their time.

Prepare well your intervention, in particular make sure your presentation is not too long – you need to leave time for answers from your interlocutor and discussion!

Don't be afraid to say "I don't know" and propose to check and give the information later (good occasion to stay in contact!)

Be polite and kind even if disagreeing

It's better to be several participants in a lobbying meeting. If it is the case, designate one "leader" of the group that will make the introduction, but also give a special role for everyone (for example by topic). Don't forget to designate someone who takes note and prepare the report.

### **Types of material to send/bring to your lobbying meetings**

Visit cards!, factsheets, CMC position papers, briefing paper on your country, victims testimonies etc.

### **Do the follow-up of the meeting**

Thank for the meeting by email or letter, to acknowledge the time taken by your interlocutor to meet.

Remind the different action points decided (for you or your interlocutor)

Answer to possible questions raised during the meeting, send information or documents requested.

Don't forget to report CMC about what you've learnt!

Keep regular contacts with the persons you identified as in charge of the CM issue, or able to take decisions, or really helpful when needed