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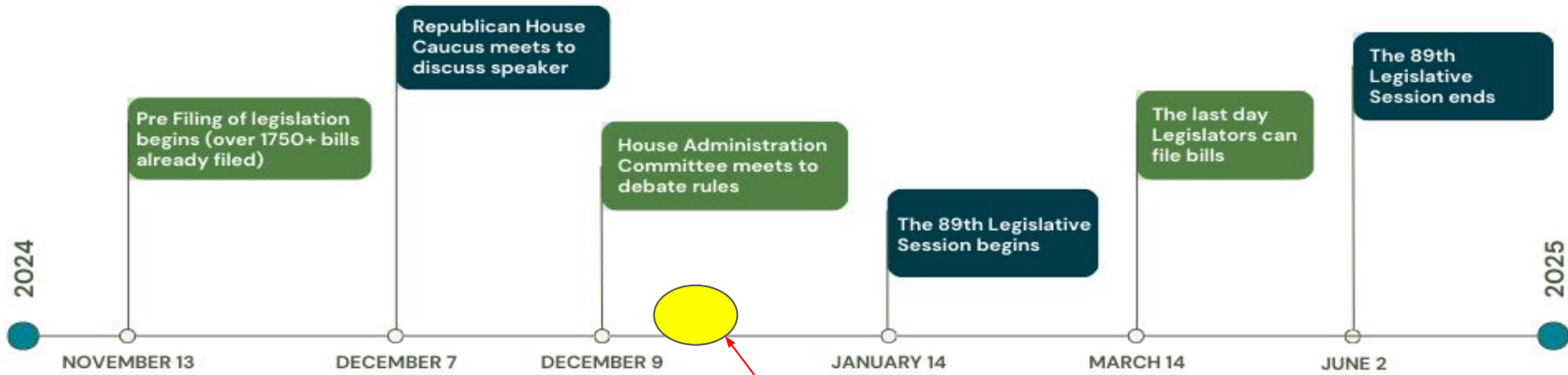
# 2025 Legislative Team Meeting

Sierra Club  
Lone Star Chapter Team

# Overview

- 1 Latest Updates, Intel, and Meeting Schedule
- 2 Why Lobby? Activities to Build Influence
- 3 New Resources
- 4 Preparing to Engage, Lobby Day

*Photo Credit: Al Braden Photography*



You are here.

The Legislature has already started



The latest  
from the  
Texas  
Capitol...

And another  
thing...



# Legislative Team Meeting Schedule

Jan 11

Lobbying 101 (prep for meetings)

Jan 18

Supporter Outreach and...

Jan 25

Targeting Committees and...

Feb 1

TBD

Does Saturday work for you? If not, let us know!





Now to get their attention..



# Why lobby?

- Some 5,400+ bills cross Texas legislators' desk each session. It is the only way to get bills known.
- Legislators think people are not watching or don't care.
- Counter the paid lobbyists: The structure is in place to make democracy work.

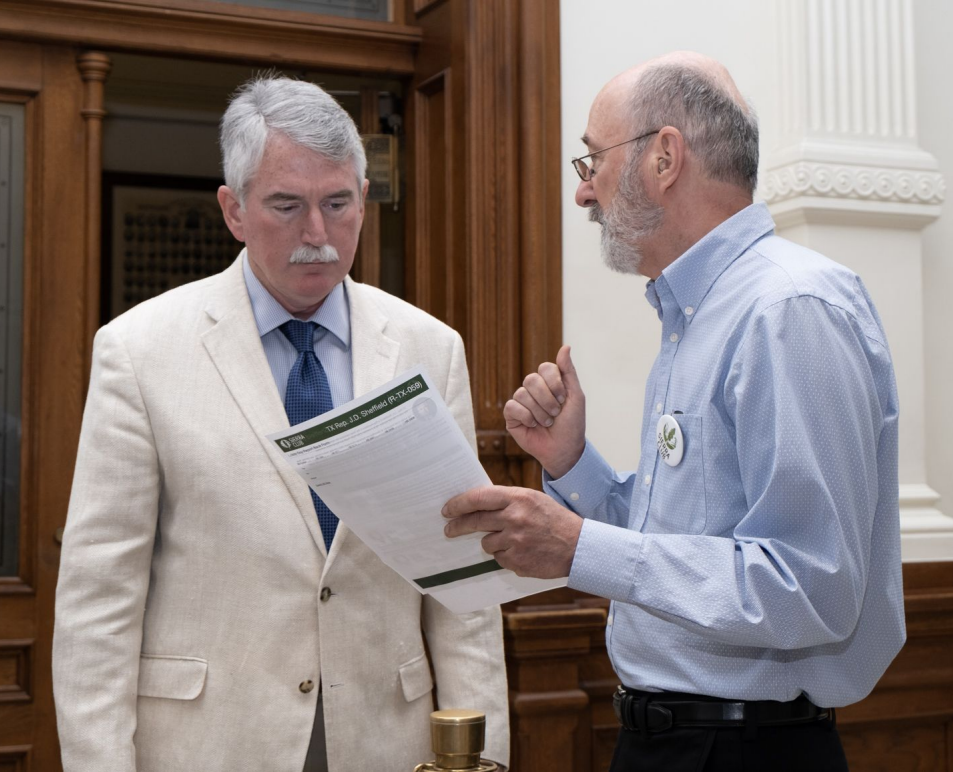




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## Goals of engaging with your legislator

- Build relationships
- Amplify Sierra Club's legislative positions
- Educate your legislator about specific bills
- Ask for a commitment



# Ways to connect

1. In-district lobby visit
2. Lobby in Austin
3. Personal letter
4. Originally composed email
5. Social media posts
6. Phone call message with admin assistant
7. Click through email

# Resources

- Legislative Action Center
- Issue Pages
- Blogs
- Contact Information
- Action Alerts
- Newsletter
- Social Media

What else?



“You don’t pass a bill  
by being right.”

*~ George Lakoff, Professor of Cognitive Science and  
Linguistics, University of California, Berkeley*

So think about messaging

What might appeal to legislator?

Choose words based on your  
audience: “Unions on board” versus  
“Jobs in your district”

Find your emotional center;  
personalize; tell your story.

Use value words.

Write this all down before visit.



“You don’t pass a bill  
by being right.”

*~ George Lakoff, Professor of Cognitive Science and  
Linguistics, University of California, Berkeley*

Continued...

Your legislators have the ability to  
find any facts they want about  
priority bills, so don’t worry about  
knowing all the information. They  
have a million ways of getting it  
already!

What legislators can’t look up is  
why YOU care

That is what you’re in these  
meetings to share

That is what resonates

Tell YOUR story

# Work on your story. Why do you care?

- Which issues in our legislative agenda (or legislative issues generally) do you care most about?
- Why do you care about them? Is there a personal connection/story about why it matters to you?
- What about the policy solutions appeals to you?
- Take 3 minutes: reflect, write a few bullet points.
- **Raise hand if want to share and report out for 1 minute**

## State Sen. Checklist

- In-district lobby visit
- Lobby in Austin
- Personal letter
- Originally composed email
- Social media posts
- Phone call message with secretary
- Click through email

## State Rep. Checklist

- In-district lobby visit
- Lobby in Austin
- Personal letter
- Originally composed email
- Social media posts
- Phone call message with secretary
- Click through email

## Homework

### December to do's

- Work on your story
- Take action alert
- Sign up for next mtg
- Research your legislators
- Ask 5 people to join next call (we can give you a list or you can ask friends/family)



# Save the Date

## Alliance for a Clean Texas

## Legislative Briefing

Jan. 30, 2025: 2-6pm

*Listen, learn, meet staff, drop lit*

# Thank you!



**SIERRA  
CLUB**

Activities/Volunteering

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Agenda/Lobby

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