



## **Effective Lobbying**

As agriculture has played a central role in Irish economic life for so long, and as such has been interwoven into Irish identity, it is not surprising that animal agriculture has an unquestioned position in Irish life. Lobbyists who want to promote the interests of animal agriculture are pushing an open door within the government system with near cross political party consensus.

We can no longer allow this industry and this consensus to go unchallenged and be the only voice that civic society hears. To make sure the interests of the people, the planet and the animals are heard, we must organize mass lobbying efforts to get the message across to our elected officials and government. We have the power of the people, and armed with the right material and the right preparation, we can have a massive impact.

### **Nature Rising Mass Lobbying Plan**

We want to arm every single Irish person with the tools they need to lobby Government effectively in order to collectively change the policies that allow Governments to spend billions of dollars funding animal agriculture; an industry that is killing people, destroying the planet, and exploiting animals.

Profit should not be the driving force of policy. The interests of humans, the planet and animals need to be represented. This is where you come in!

### **Tips, Strategy & Best Practices**

#### **1.) Find your TD and MEP using this link:**

<https://www.whoismytd.com/>

<http://www.europarl.europa.eu/meps/en/search/advanced?name=&groupCode=&countryCode=IE&constituency=&bodyType=ALL>

- Google your TD's or MEP's name and their official website should come up. Use this website and the information it contains to build an information sheet about their likes, interests and passions. Additional research is also recommended to get to know your representatives better in terms of their

background, profession, past work experience, parliamentary Bills they have introduced or supported, etc.

- Collect relevant information (in particular if their work, background or experience appears to relate to our cause, i.e. government handouts to animal ag industry which affects the environment, our health, and farmed animals).
- Personal information: family, companion animals, special interests, volunteerism, to help make a personal connection with them.
- Establish whether they are a member of the political party in power, or the opposition.

## 2.) Assemble a Lobby Team (gather as many supporters to join you in your meeting, preferably from your constituency. The more people who attend the stronger the message to the TD or MEP that this is an important issue.)

- Ensure your team fully supports and understands the [Nature Rising Movement](#).
- Does anyone on your team have past experience speaking to government representatives? (Bonus!)
- Will your team represent our movement professionally?

## 3.) Prepare to Lobby with your TD or MEP

- Use [our report](#) as a guide to ensure a consistent message, integrity of data/research and Nature Rising's "asks" of TDs or MEPs. This will also help in branding our movement.
- Have a team meeting (in person or by conference meeting) and review all material, talking points, etc. so everyone is on the same page.
- Create your own notes with key points you want to make.
- Divide up roles (presenter, timekeeper, note taker) if going with a team - **\*Ensure to appoint someone to take a picture of the group with your TD or MEP\***.
- Anticipate counterarguments the TD or MEP could have based on their parliamentary role e.g. are they an appointed Minister or party critic?
- Make clear points about what would be the cost of inaction.

## 4.) During the Meeting

- Ensure professionalism.
- Phone off and put away.
- Clean and well put together outfit/appearance.
- Speak respectfully. Remain calm and mindful of tone of voice.
- Start with thanking them for taking the time to speak with you.
- Introduce yourselves. **NOTE:** Constituent should lead, stating your name and that you are a member of **Nature Rising**, and then introduce individual team members.
- Explain why you are there. Be clear and concise. Keep the TD or MEP on track with the discussion, not allowing them to change the subject.
- Never leave the meeting without asking if they support our requests or not, and why. Ask if they are willing to take a public stance on the issue e.g. advocate for the movement, share briefing with colleagues, etc.
- Make clear the consequences of inaction (climate, environment, increased health care costs, millions of farmed animals' lives).

- Thank them again. Tell them you will stay in touch and leave them with a copy of your presentation/notes and contact information.

### **5.) After Meeting**

- Send a thank you note (email, or letter mailed or dropped off to office).
- Keep in touch.
- Continue sending TD or MEP updates (relevant articles, news reports, studies, etc.)
- Invite TD or MEP to events.

### **Follow Politicians on Social Media**

Following municipal, provincial and federal politicians on social media is a great way to easily stay up to date on issues, get your voice heard, put pressure on government and educate other citizens on the issues you are speaking about. Comment on their posts, ask questions, be firm but respectful.

Some important figures to follow:

- Local Member of Parliament (TD)
- Local Member of the European Parliament (MEP)
- Minister of Agriculture, Food and the Marine
- Minister of Communications, Climate Action and Environment
- Minister for Health
- Minister for Rural and Community Development

### **Meeting Presentation:**

- Bring copies of your presentation with you to meeting as well as any copies of relevant scientific studies, articles, etc.
- Use for talking points throughout meeting.
- Leave a copy of your presentation and articles with elected official.

### **Future Plans: Growing the Political Movement**

One of our goals at Nature Rising is to grow this momentum into a Non-Partisan Political Activism Movement. We cannot do it alone. We want to equip and empower individuals to be politically active in their local communities and provinces.

Our vision is to have branches of Nature Rising Political Action groups in every province and eventually in every county, working together on a provincial and National level to end animal agriculture subsidies and creating and supporting plant based transition programs for farmers and producers.

If you are interested in setting up a Nature Rising lobbying chapter in your area please message us on [Facebook](#) or email us at [info@naturerising.ie](mailto:info@naturerising.ie).