

Understanding the Federal Legislative & Budget Process



March 8, 2015



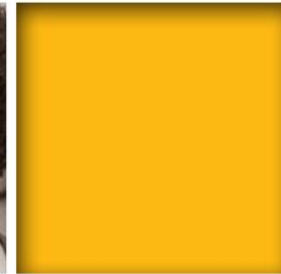
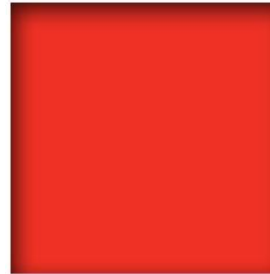
Presenters:

Lori McClung, President

Cassie Gaffney, Policy Associate

naeyc[®]

RESEARCH  POLICY  PRACTICE





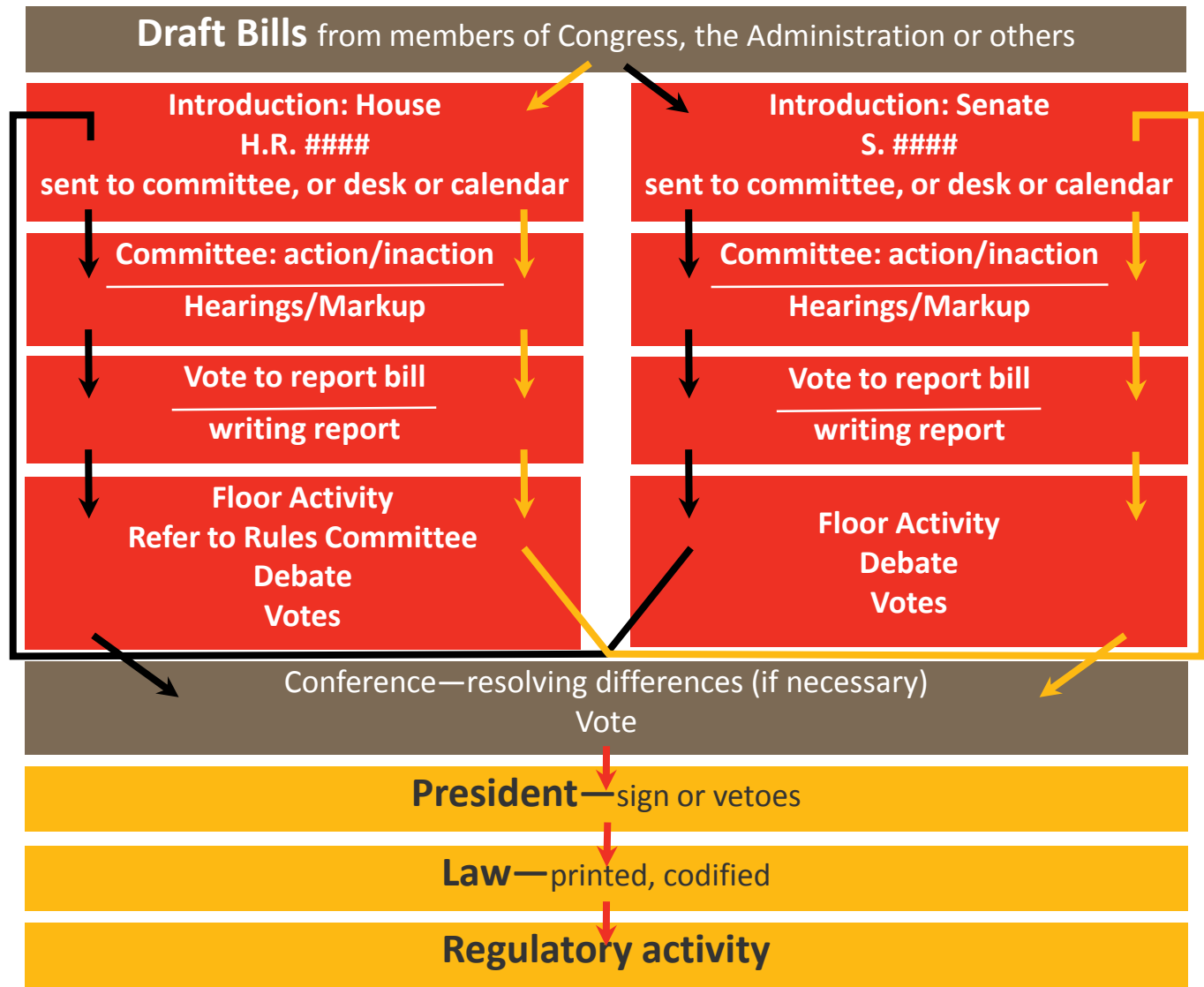
Overview

- Traditional Federal Budget Process
- Actual Budget Process
- The Federal Legislative Process
- Key Federal Committees Impacting Early Childhood Education and Care
- Real World Implications





Federal Legislative Process



Copyright ©1996, CIS
Source: LexisNexis






How The Federal Budget Process is Supposed to Work



The President's Budget Request
Congressional Budget Resolutions
Congressional Appropriations





How The Federal Budget Process Actually Works

- Continuing Resolutions/Stopgap Legislation
- Federal Shutdowns
- Emergency Spending and Deficit Legislation



naeyc[®]



Key Federal Committees Impacting Early Childhood Education and Care

Senate

- Health, Education, Labor, and Pensions (HELP)
- Appropriations

House

- Education and the Workforce
- Appropriations





Real World Implications

Authorization vs. Appropriation

Sequestration

Discretionary Spending Caps



naeyc[®]



Questions?



naeyc[®]



RESEARCH  POLICY  PRACTICE



Effective Lobbying and Engaging Policymakers



naeyc[®]



Overview

- Rules for Lobbying
- Identifying Priority Policymakers
- 5 Steps to Effective Policymaker Engagement
- Preparing for Policymaker Meetings
- Common Policymaker Meeting Challenges
- Tips to Conducting Meetings with Staff
- Best Practices for Engaging Offices
- General Protocols to Keep in Mind



naeyc[®]



Lobbying

- **Direct lobbying** is when an organization attempts to influence specific legislation by stating its position to a legislator (or other government employees who participate in the formulation of legislation) through its staff or members.
- **Grassroots lobbying** is when an organization urges the general public to take action on specific legislation. Key elements of grassroots lobbying may include:
 - Referring to specific legislation;
 - Reflecting or stating a point of view on the legislation's merits; and
 - Encouraging the general public to contact legislators.





Not Lobbying

Not all meetings with policymakers or discussions about specific legislation count as lobbying. It depends on what you are saying and to whom you are speaking.



naeyc[®]



The Dos and Don'ts of Nonprofit Lobbying

Activities	Permitted	Not Permitted
Encourage members and non-members to write letters	X	
Meet with/speak with policymakers about legislation	X	
Testify at public hearings	X	
Provide research, analysis and commentary	X	
Publicly endorse or oppose specific legislation	X	
Invite a policymaker to visit	X	
Raise funds for candidates		X
Publicly support or oppose candidates		X
Use federal funds to lobby (some exceptions apply)		X
Use private "non-earmarked" funds to lobby	X	





Identifying Priority Policymakers

- **U.S. House**

- Members representing your region/state
- Education and the Workforce
- Appropriations Committee

- **U.S. Senate**

- Members representing your region/state
- Appropriations Committee
- Health, Education, Labor, and Pensions Committee

- **Federal Agencies**

- U.S. Department of Health and Human Services
 - Administration for Children and Families
- U.S. Department of Education
 - Office of Elementary and Secondary Education





5 Steps to Ensuring Effective Policymaker Engagement

Step 1: Relationships Matter

- Don't wait until you schedule a meeting to begin relationship development efforts.
- Once you have identified key policymakers based on your organizational priorities begin outreach to their offices so that they become familiar with your organization.





5 Steps to Ensuring Effective Policymaker Engagement

Step 2: Schedule Meetings & Get Prepared

- Schedule meetings in D.C. or in the policymaker's home district
- Identify who will attend
- Prepare a one-page document to share
- Prepare talking points
- Research basic information about the policymaker





5 Steps to Ensuring Effective Policymaker Engagement

Step 3: Deliver Your Message

- You're the expert
- Policymakers have limited background information about your topic and organization
- Be prepared to meet with staff
- Be Succinct. Neutralize Opposition. Say Thank You.





5 Steps to Ensuring Effective Policymaker Engagement

Step 4: Continuing the Conversation

- Provide requested information or materials
- Send a personal thank you note

Step 5: Engage Regularly

- Provide information, updates, and feedback to the policymaker's office regularly to strengthen your position as an expert and resource





Preparing for Policymaker Meetings

- Determine who will be attending the meeting
- Identify the role of each participant
 - Primary Spokesperson
 - Priority Messenger
 - Storyteller
- Develop talking points for each role
- Practice!





Conducting Policymaker Meetings

Suggested Meeting Structure:

1. Introductions
2. Summary of your organization and why you requested the meeting
3. Review your priorities, the need, and your request
4. Engage the policymaker related to their priorities
5. Tell a story that connects your priorities, the policymaker's priorities/personal history, and your request
6. Offer to be a resource
7. Say thank you!





Common Meeting Challenges

- What if the policymaker doesn't seem to be interested in what I'm saying?
- What if the policymaker disagrees with my organization's mission/priorities/request?
- How to I keep the meeting on track if the policymaker is very talkative?
- What do I do if I don't know the answer to a question?





Conducting Meetings with Staff

- Staff matter!
- They are the gatekeepers to the policymaker
- Often move from one office to another over time
- Have easy access to information you may need



Best Practices for Engaging Offices

- Send emails and follow up with phone calls
- Make sure your subject line stands out
- Double check the spelling of policymaker and staff names
- Double check the name/number of legislation you reference
- Proof read!
- Be the (respectful) squeaky wheel





Protocol, Process, & Etiquette

- Tracking legislation
- Providing testimony
- Scheduling meetings, site visits, and conference calls
- Congressional vs. State processes



naeyc[®]



Questions?

naeyc[®]