



## **LEGISLATIVE SESSION STRATEGY**

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Mass Audubon's Beacon Hill Legislative Affairs Office serves both as a leader and a catalyst for conservation by stimulating legislative action to protect the nature of Massachusetts. Our goal is to advance scientific understanding of conservation issues through the enactment of sound conservation laws, policies, and programs.

In deciding whether to commit Mass Audubon to action, the Legislative Affairs Office will consider the following five essential guidelines:

- Clear statement of organizational interest based on mission.
- The final outcome is attainable.
- Application of resources where there is a high probability of success.
- Consideration of the risks of taking action, as well as the risks of inaction.
- The effort is worth investing the necessary political capital for whatever period of time may be required.

Once the decision to engage has been made, the Legislative Affairs Office will utilize the following five tactics:

*Information:* Use of maps, scientific studies, and research reports. Information-based lobbying also involves crafting media messages to influence press coverage of Mass Audubon's position.

*Relationships:* Formal and informal ties with legislators, agency officials, and their staff, as well as Mass Audubon staff, members, and other environmental organizations.

Relationship-based lobbying also involves using ties with other non-conservation lobbyists at the State House to gain understanding of 'big picture' dynamics.

*Coalitions:* The nature of the issue should determine the partners of a coalition. Coalitions should be formed to achieve specific results, and may be disengaged upon successful completion of identified goal.

*Citizen Involvement:* Use of Action Alerts through the Mass Audubon Action Network to mobilize grassroots support for Mass Audubon's position at critical moments.

*Adaptation:* Open and careful consideration of all possible options. Tapping of Mass Audubon's unique strengths and capabilities to differentiate from other organizations. Adapt to changing circumstances and take advantage of opportunities.