

# Lobbyist

## **Purpose:**

The COAHPERD lobbyist shall be the representative of the COAHPERD organization at the state capitol during the legislative General Assembly session. The lobbyist shall be an advocate for COAHPERD issues. The lobbyist will voice concerns, offer information, support or oppose proposed and pending legislation depending on the potential impact on the COAHPERD organization.

## **Organization:**

The lobbyist shall be contracted from September 15 through May 15 each year. Additional time spent by the lobbyist will be on a voluntary basis.

## **Responsibilities:**

1. Attend all Executive Board meetings.
2. Submit a written and verbal report at each Executive Board meeting.
3. Brain storm issues for potential legislation with COAHPERD Executive Board (if not determined by legislators)
4. Propose political strategy
5. Review pending legislation
6. Assist in developing COAHPERD's position on legislation
7. Articulate the COAHPERD mission to members of the Colorado general assembly.
8. Provide documentation supporting COAHPERD position.
9. Track legislation from committees to floor action
10. Testify and organize colleagues to testify before legislative committees
11. Find sponsors for COAHPERD proposed legislation
12. Create/continue a grassroots network connection with American Heart Association, Colorado Children's Campaign, Colorado Health Foundation, Colorado Department for Public Health, Colorado Organization for Physical Activity, Colorado Governor's Council for Physical Fitness, Healthy Eating & Active Living Coalition etc...
13. Invite legislators to the COAHPERD convention
14. Assist Executive Director at other events, including but not limited; Healthy Schools Summit
15. Assist with COAHPERD projects, workshops and convention, if requested
16. Organize e-mail contacts with grassroots network when needed for promoting COAHPERD's position to legislators.
17. Collaborate with COAHPERD partnerships to maximize advocacy efforts for each organization.
18. Coordinate a COAHPERD Lobby Day when legislation arises.
19. Perform other duties as designated by the Executive Committee.
20. Submit items for silent auction and or other fundraising efforts.
21. Submit the end of the year report at the meeting prior to convention.
22. Preside at a minimum of two sessions at the convention.
23. Actively engage in convention duties and responsibilities.

## **Action Plan:**

### **September:**

1. Register as a lobbyist with Secretary Of State Office
2. Meet with supportive organizations to work on legislative strategies
3. Call Senators/Representatives in support of last session's issues and bills and talk about this year's legislation

### **October:**

1. Meet and plan strategy with designated support groups

2. Revise COAHPERD membership list for e-mail network
3. Attend convention
4. Hand out legislative information at convention
5. Meet with AHA grassroots program director/ lobbyist

**November:**

1. Call legislators and ask for support during session
2. Provide legislative update to the Executive Board
3. Submit Journal article

**December:**

1. Prepare letter of introduction to legislators including (lobbyist name, organization and issues)
2. Conference/ e-mail grassroots network

**January through May:**

1. Attend general assembly
2. Monitor legislative bills (tracking online)
3. Meet with legislators to promote COAHPERD legislative position
4. Attend Executive Board meetings (with update and direction for future)
5. Solicit, organize and assist with testimonials when needed
6. Attend committee meetings/hearings

**June-August:**

1. Attend Executive board meeting and provide year end report
2. Brainstorm a legislative "wish list" for next year
3. Prepare a strategy for next year with allied organizations.
4. Meet with Executive Director, past President and President to evaluate lobbyist performance, revise agreement language, if needed and sign contract for next year
5. Submit the end of the year report at the meeting prior to convention.