

Contents

Acknowledgements	ix
Introduction	1
Part I – The Problem	
Powerless	26
Nobody Speaks for You	27
You're Not in the Club	41
Nobody Teaches You	46
Somebody Decides for You	52
Part II – The Solution	
The Power of Citizen Lobbying	68
What is Lobbying and Who Does It?	70
Why Lobbying?	77
What is Citizen Lobbying?	84
Why Citizen Lobbying?	89
Time for Citizen Lobbying	94
Part III – The Toolbox	
How to Be a Citizen Lobbyist	106
The 10-Step Citizen Lobbying Guide	110
1. Pick Your Battle	116
2. Do Your Homework	127

Lobbying for Change

3. Map Your Lobbying Environment	147
4. Lobbying Plan	154
5. Pick Your Allies	216
6. Who Pays?	222
7. Communication and Media Plan	226
8. Face-to-Face Meeting	254
9. Monitoring and Implementation	261
10. Stick to the (Lobbying) Rules	264
 Conclusions	 271
 End Notes	 275
Resources for Citizen Lobbyists	293
Index	315