



helping non-profits thrive

Charity Parliamentary Monitor
November 2008

MPs give charities their lobbying advice

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Lobbying MPs

Imagine that you work for a charity and have a few thousand pounds to spend on lobbying MPs, which of the following would you spend it on? Please pick the top two.

A stand at a party conference

Running a fringe meeting at a party conference

Hiring a public affairs agency

A regular news bulletin

Encouraging public to lobby their MP

Other (please state)

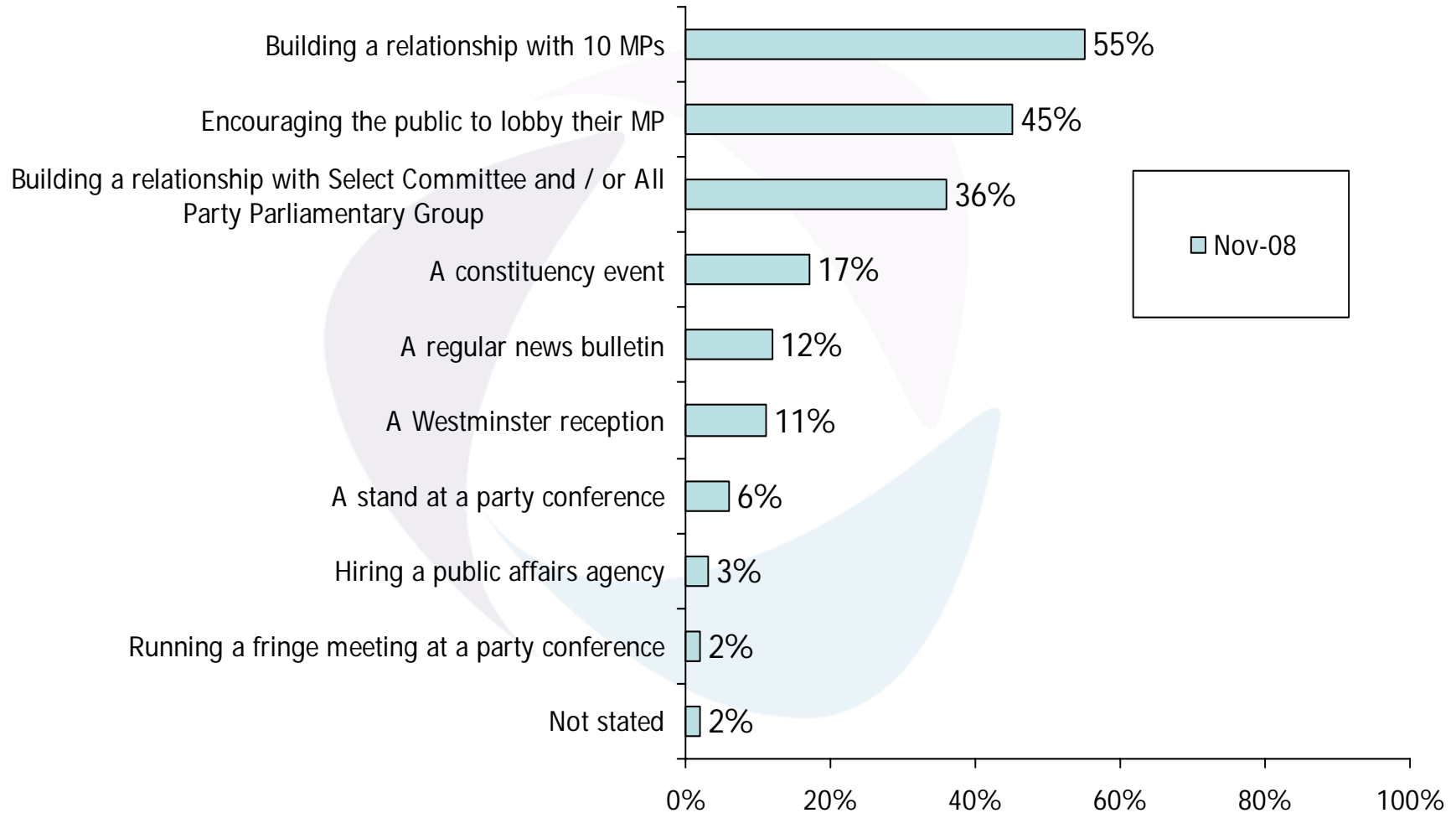
Building a relationship with 10 MPs

A Westminster reception

A constituency event

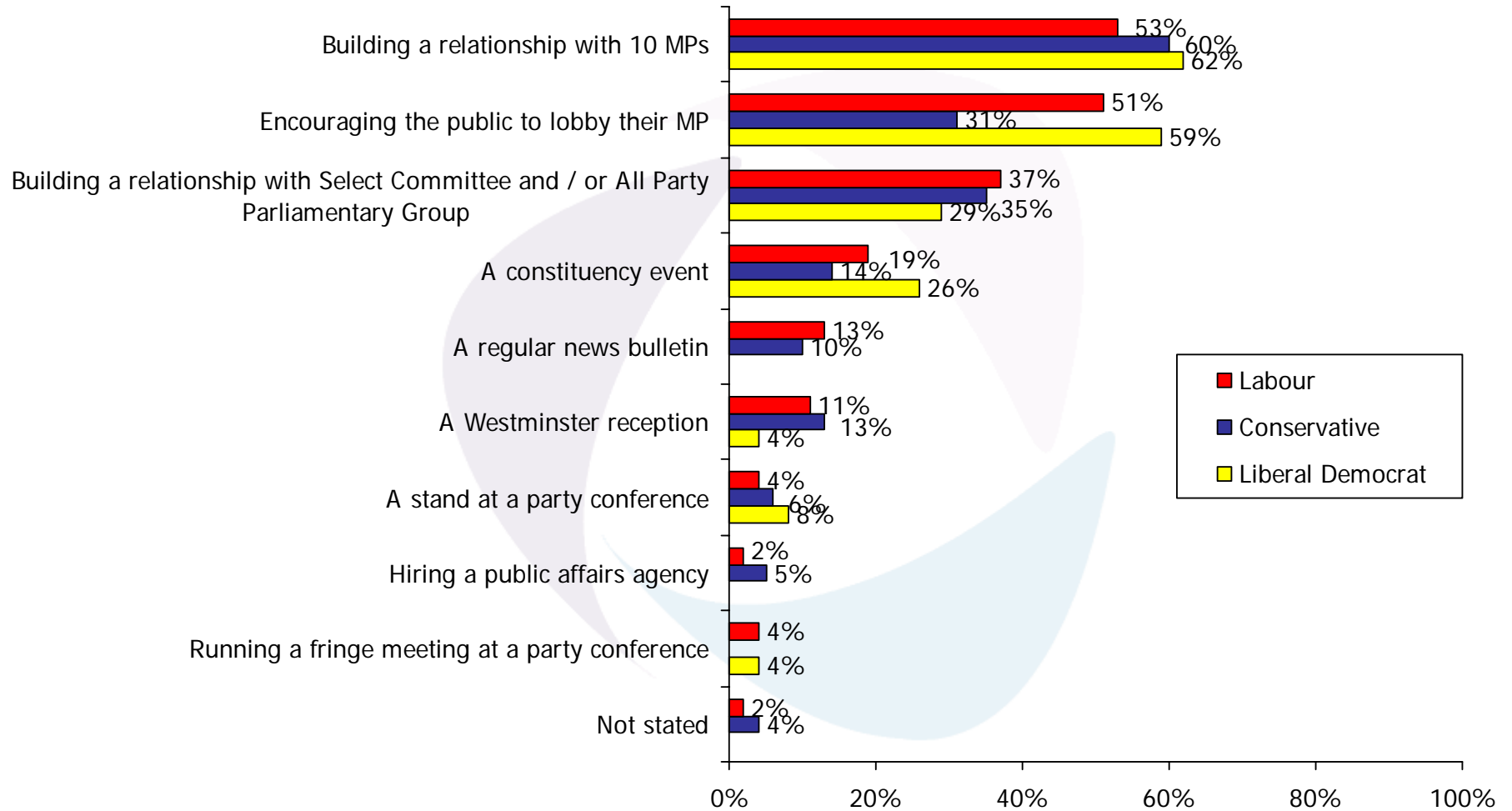
Building a relationship with Select Committee and/or All Party Parliamentary Group

Choice of spending budget for lobbying MPs



Base: 160 MPs, Nov 08
Source: CPM, nfpSynergy

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Tips on campaigning at Westminster [March 2008]

Please provide your comments about how the lobbying work done by charities at Westminster compares with the lobbying done by companies; including any relevant examples of good or bad practice.

- 1) Trust you start from a good position since **MPs are sympathetic to your cause** – They are more open to meeting charities than companies, hearing about your campaigns and supporting your work.
- 2) **Highlight your constituency work** and local focus – A campaign with a constituency angle is more likely to win an MP's ear and support.
- 3) **Develop strong relationships with key MPs** – MPs say face-to-face meetings, regular briefings and follow-ups are effective ways of gaining their attention; and that charities trump companies in this area.
- 4) Offer the **right kind of information in the right kind of forum** – MPs value the focused research briefings many charities provide; and appreciate meetings with media opportunities.

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5) **Don't bore** – MPs dislike generic campaigning; large, unfocused parliamentary receptions; mass postcard mailings; and a general lack of understanding of MPs and their work.

6) **Don't waste resources** – Avoid mass mailings and parliamentary receptions that lack a specific campaign objective, plus any other ineffective campaigning tactics that could be wasting donors' money.

7) **Learn from companies (where possible)** – Companies are often more selective; and better at targeting specific relevant MPs, than charities.



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