



YES!
Your Land Trust Can Lobby

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March 25, 2023

Wesleyan University

2023 Connecticut Land Conservation Conference

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CAN MY LAND TRUST LOBBY?



Yes!

And you should!

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ADVOCATING FOR THE LAND YOU LOVE



Conservation Conversations
Photo Courtesy of C. Shepard

- Annual Conservation Priorities
- Community Investment Act OSWA & Other State Funding
- Tax Incentives
- Natural Climate Solutions
- Public Lands Protection
- Watershed Land Protection
- Farmland Preservation

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WHAT IS LOBBYING?

Any activity intended to influence legislation at any level:


- Congress
- Connecticut General Assembly
- Local legislative body
- General Public

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IRS DEFINITIONS OF LOBBYING

- Direct Lobbying: attempting to influence or asking your members to influence a legislator or staff about a specific bill or budget item.
 - Submitting testimony
 - Meeting with a legislator
- Grassroots Lobbying: encouraging the general public to contact legislators - mass mobilization!
 - Open letter or on-line petition
 - Public demonstration/rally
 - Distributing flyers



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WHAT ARE THE RULES?

Federal Rules

- Spending Limits
- 501(h) Election
- Volunteers
- Ballot Measure



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CONNECTICUT & LOCAL RULES



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Lobbying

- Your land trust takes out an ad in a newspaper urging voters to approve a local referendum
- You submit testimony on a bill on behalf of a land trust
- You speak on behalf of your land trust at a town meeting in favor of a land use regulation.

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Not Lobbying

- Your land trust submits comments on a development proposal
- Your land trust works with an agency to draft regulations or a grant proposal
- Your land trust broadly speaks about importance of land conservation, addressing climate change, protecting water without identifying specific legislation.

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No Political Endorsements

501(c)(3) organizations are NEVER ALLOWED to endorse political candidates, or otherwise engage in action which can be construed as assisting or opposing a candidate for public office.



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Why lobby?

You can make a difference!

- Have your local perspective represented
- Help pass good policy
- Show the power and expertise in your community
- **No experience necessary**



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Congressional staff who think the following strategies have a lot of influence on a legislator who is undecided on an issue



Congressional Management Foundation, 2010 Perceptions of Citizen Advocacy on Capitol Hill

Find out more: www.fcml.org/congress_communication

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“Your State Reps. & State Senators want to hear from you!”



Massachusetts State Representative Joan Meschino (Cohasset, Hingham, Hull)

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Talking to Your Legislator

In your communication:

- Identify yourself with name, where you live, and any organizational affiliations. Tell them you are a constituent.
- Share your local experience. How has your neighborhood been impacted by climate change?
- What would you like to be improved? What issues would you like your legislator to work on?
- Thank them for their work or any recent wins.



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Talking with Your Legislator

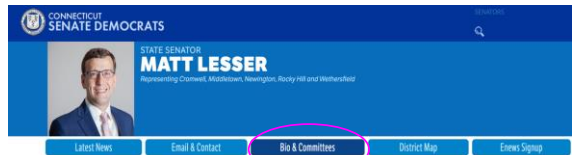
You often meet with legislative staff, rather than the legislators themselves.



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Get to Know Your Legislator



Senator Lesser's Photos & Press Kit

[Download Photos](#)

About Senator Lesser

Dignity Majority Leader

Chair: Human Services

Vice Chair: Housing

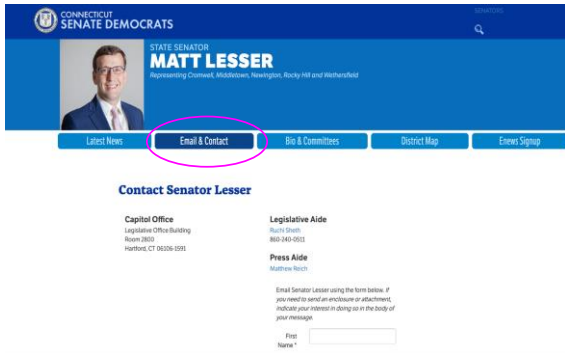
Member: Appropriations, Judiciary, Labor & Public Employees

Senator Matthew Lesser represents the ninth district, serving the citizens of Cromwell, Middletown, Newington, Rocky Hill and Westfield.

As Deputy Majority Leader he is the Chair of the Insurance and Real Estate Committee and Vice-chair of the Human Services committee.

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Get to Know Your Legislator



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What is your legislator thinking?

"How do I move my agenda through the legislative process?"

- Do I have information to share with colleagues?
- Where is the bill in the process?
- Is there district support?
- Is there support among leadership?
- Who opposes the bill?



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Talking with Your Legislator: During the Meeting

- Define your ask: *"Please co-sponsor HB.1557 & SB.142."*
- Know the issue.
- If you don't know the answer: "Let me get back to you on that."
- Bring local perspective!



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Talking with Your Legislator - After the Meeting

- Send email thanking them for their time.
- Include contact information, additional info, and fact sheets.



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CONNECTICUT LAND CONSERVATION COUNCIL

Thank you! Questions? Comments?

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#LoveYourCTLandTrust



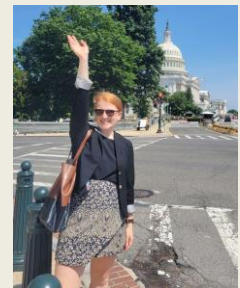
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Thank you for speaking up for the environment!

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