



## Top tips for your Pledge visit

Here are some tips for lobbying your local MP and gaining their support to sign the Pledge

### About your local MP

Before your meeting you can research your MP's profile and check newspapers or Hansard for records of the issues in which they have expressed an interest.

Be aware of the agenda and language currently being used by Government and other political parties. Tailor your approach and adopt a tone that is in tune with the person you are attempting to influence.

Remember that a politician's time is precious. You should ensure that time and resources designated for lobbying are used wisely.

Send through some briefing material to your MP about a week before the meeting but also take the material with you and hand it to them in the meeting. The SHARP summary is a good document to send through.

### In the meeting

Have someone take notes so you can record action points and observations or intelligence gathered that can be used for future meetings

Remember that MPs are not usually experts in the question of homelessness, and as much as possible you should aim to establish yourself as the foremost authority who can help them understand it.

As time will be tight, it won't be possible to explain every complexity around homelessness. The main focus of this meeting is to explain why the lack of social housing creates more homelessness, and why more social housing will help reduce homelessness

Be positive in your approach remembering that we seek to shape government policy rather than criticise it.

Provide facts about the rates of homelessness and rental affordability in their electorate and how building more social housing would both create safe homes and also create jobs (see key messages document and map).

Ideally tell a story about a particular client and/or bring a person who has a lived experience of homelessness with you.

Be prepared to be asked some questions so use the FAQ document provided so you can answer them confidently.

And make sure you leave time to get to the 'ask' about signing the Pledge.

## Actions

Be as clear as possible in your ask for the MP to sign on to the Pledge.

Ask to take a photo with them for the EH website and for social media.

Ask them to tweet and put on their Facebook the photo or their support for the Pledge

## At the end of the meeting

Invite your local MP to your event or arrange for them to meet your organisation's workers or clients.

Get to know the name and contact details of the MP's staffer as you will likely be following up with them.

Thank them for their time, confirm what they agreed to do, and ask them to keep you informed on progress.

Leave the electorate map, the outline of SHARP, and the Everybody's Home one pager.

## After you leave the meeting

Send the photo to Andrea [andrea@chp.org.au](mailto:andrea@chp.org.au) together with some key outcomes from the meeting.

Write something for your webpage/newsletter and post the photo on social media using #EverybodysHome and #BuildSocialHousing

In the following weeks, follow up on their commitment to social housing and the pledge.

Keep your representative informed of any developments.

And give yourself a huge congratulations. You did it!!