

# How to Write an Effective Lobbying Letter

Address lobbying correspondence to the author of the bill with copies to members of the committee hearing the bill and to your local legislator.

Indicate immediately which bill you're addressing by its bill number (AB\_\_ if it originates in the Assembly, SB\_\_ if it originates in the Senate), by an identifying phrase and whether you support or oppose the bill. This will help legislative staff in routing your letter.

Be sure to make clear for whom you're speaking.

Be sure to be clear about what action you want the legislator to take.

If you have a personal relationship with the legislator, take a moment to write a quick, handwritten note to draw his or her attention to your letter.

Be sure to send a copy of your letter to the Governor. Also please send a copy to the CalChamber staff members assigned to the bill so they can include information on your support or opposition in their committee testimony.

Use your business letterhead when communicating your position on a bill.



"UPDATED"

April 29, 2019

The Honorable Mike Morrell  
California State Senate  
State Capitol Room 3056  
Sacramento, CA 95814

**SUBJECT: SB 601 (MORRELL) STATE AGENCIES: LICENSES: FEE WAIVER SUPPORT/JOB CREATOR - AMENDED MARCH 28, 2019**

Dear Senator Morrell:

The California Chamber of Commerce writes in **SUPPORT** of your **SB 601 (Morrell)**, as a **JOB CREATOR**, which would provide flexible discretion to state agencies to help businesses and individuals affected by disasters with state licensing costs, helping businesses and communities get back to work after California's recent disasters.

In recent years, California has seen several of the most damaging and costly natural disasters in history. Among these were the Tubbs Fire, the Southern California mud and debris flows, and the Camp Fire. These disasters have decimated the lives of untold citizens and affected an estimated 381,784 businesses. Both individuals and businesses are struggling to recover and replace important documents and possessions, including licensing documents.

In rebuilding their homes and businesses, citizens require professional licenses from our state in order to work. **SB 601's** provisions will help California's citizens and business replace the licenses they need to get back to business. Moreover, **SB 601** is a **JOB CREATOR** because, as businesses receive their licenses and get back to work, they will be able to bring employees back to work, creating employment in the affected communities.

For these reasons and others, the California Chamber of Commerce **SUPPORTS** your **SB 601** as a common-sense **JOB CREATOR** to help California's citizens and businesses get back on their feet.

Sincerely,

Robert Moutrie  
Policy Advocate  
California Chamber of Commerce

cc: Che Salinas, Office of the Governor

RM:ldl

1215 K Street, Suite 1400  
Sacramento, CA 95814  
916 444 6670  
www.calchamber.com

Keep your letter short. A succinct, one-page letter will have more impact than a longer one. If you have documentation of the bill's impact on your business, enclose it, but keep the letter short.

In many committees, staff members file correspondence according to the date of the bill's next hearing. If you know the date, be sure to include it. Including such information will help ensure your letter is read in time to have an impact.

Get to the point of your letter quickly: your support for or opposition to the bill.

Provide concrete, credible information on the impact of proposed legislation on your business.

Elected officials prefer to hear from persons in authority rather than just from staff members. A letter will have more impact if the business owner or person in a management position signs the letter.

Later...If the legislator does what you ask, be sure to send a thank you letter.

Use boldface type, underlining or italics sparingly to emphasize important points.

Act promptly. Too many good lobbying letters arrive after a vote already has been taken.

**Impact California**  
Make a difference by using easy-to-edit sample letters and links to more information about bills and legislators at [www.impact-california.com](http://www.impact-california.com).

# California Promise: Opportunity for All

## 2020 Business Issues and Legislative Guide

See the entire CalChamber 2020 Business Issues and Legislative Guide at  
[www.calchamber.com/businessissues](http://www.calchamber.com/businessissues)  
Free PDF or epub available to download.

Special Thanks to the Sponsors  
Of the 2020 Business Issues and Legislative Guide

### Gold



### Silver



CSAA Insurance Group,  
a AAA Insurer



### Bronze



**Suburban  
Water Systems**  
A SouthWest Water Company

