

# 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"

August 28, 2020

The Honorable Steve Bradford  
California State Senate  
State Capitol, Room 2059  
Sacramento, CA 95814

**SUBJECT: INCOME TAX: SALES AND USE TAX: CREDIT: SMALL BUSINESS SUPPORT – AS AMENDED AUGUST 27, 2020**

Dear Senator Bradford:

The California Chamber of Commerce is pleased to **SUPPORT** your **SB 1447 (Bradford)** since it will facilitate and assist with California's economic recovery. Businesses of all sizes are reeling from the catastrophic impacts of COVID-19 and California is experiencing unemployment levels similar to those seen during the Great Depression. **SB 1447** begins to address these pervasive issues and provides employers impacted by the pandemic with an avenue to begin the economic recovery process.

Specifically, **SB 1447** would create the Small Business Hiring Credit Fund in the State Treasury for the sole purpose of applying the credits. The fund would be capped at \$100,000,000 and would allocate tax credits to employers who employed 100 or fewer employees as of December 19, 2019 and lost at least 50% of their typical revenue between April 1 and June 30, 2020.

**SB 1447** would establish a baseline for a company's headcount between April 1 and June 30, 2020. Businesses would then be eligible for a tax credit of \$1,000 for each employee hired above that baseline between July 1 and November 30, 2020 that could be used to offset state taxes owed through 2026.

**SB 1447** encourages job growth since and also strengthens one of California's true competitive advantages – our skilled workforce

For these reasons, we are pleased to **SUPPORT** your **SB 1447**.

Sincerely,

Preston Young  
Policy Advocate

Cc: Legislative Affairs, Office of the Governor

PY:idl

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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.

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.

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

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# Agenda for California Recovery

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