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Ten Top Tips for Lobbying

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What is lobbying?



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lobby

/ˈlɒbi/

verb

gerund or present participle: **lobbying**

seek to influence (a legislator) on an issue.

Tip 1: Politicians are people...and pet owners!



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Tip 2: You are the expert



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- Politicians work on lots of different issues so often it will be the first time they have heard much detail on your issue
- This means you are definitely the expert!
- You can offer real-life expertise, case studies or data from your organisation that they wouldn't be aware of otherwise



Tip 3: Do your research



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Think about who to lobby

- Members of national parliament / assembly, senate or regional parliament
- National / regional / local Government departments
- EU policymakers



Tip 3: Do your research



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...and scope for relevant interests. E.g. for Members of Parliament:

- Research key members of political parties
- Check Parliament website for
 - Membership of relevant committee(s)
 - Involvement in relevant debates
- Follow on social media
- Check who represents relevant constituencies
- Look out for personal interests (e.g. MPs with pets)

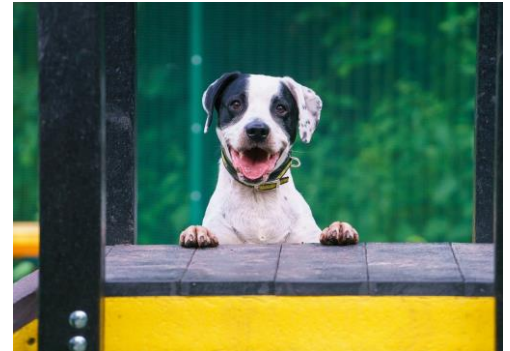
Tip 4: Keep an eye on key political developments



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Timing is important!

- Big political issues can dominate parliamentary agendas or even mean that you can't lobby at certain times. For example, if an election is called. Other issues in recent times include Brexit, the COVID pandemic, the war in Ukraine and the cost-of-living crisis.
- Also important to e.g. monitor parliamentary questions, check for proposals for new legislation and monitor parliament committee activities to make sure you don't miss opportunities.



Tip 5: Take a collaborative approach



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- Joining or forming an alliance with likeminded organisations to jointly campaign or meet with policymakers
- For example, the EU Dog & Cat Alliance is a network of over 90 dog and cat organisations coming together to lobby in the EU
- Politicians are more likely to take action if the same 'ask' is coming from more than one organisation



**EU DOG & CAT
ALLIANCE®**

Tip 6: When communicating with politicians get key points in quickly



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- Politicians are busy people and often split their time between their constituency/region and the relevant Parliament. They also work on many issues.
- When meeting with politicians, you may only get 30 mins to get your messages across so make the most of that time.
- Emails or briefings should be short and clear, with any asks clearly highlighted.

Tip 7: Plan multiple activities to keep up the pressure



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- Meetings with individual policymakers (Government, Parliament, etc.)
- Do you have a rehoming centre? Invite your constituency's MP to visit!
- Campaigns targeting policymakers (e.g. on Twitter, via post or email)
- Asking politicians to sign an open letter to Government
- Holding an event (in-person or virtual) to engage with multiple politicians



Tip 8: it doesn't have to be expensive



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- Virtual meetings are here to stay! Many politicians are happy to meet online and you can also hold virtual events.
- Most politicians are on social media and this can be a useful and cost effective way to engage with them.
- In the current climate, it is actually beneficial not to run expensive lobbying campaigns.



Tip 9: you can be creative – lobbying can be fun!



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Tip 10: ALWAYS TAKE A PHOTO!



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- Take a photo for them to share in a press release or on social media
- Elected politicians like to be able to show what they are doing in their constituency or region, or what they are doing for good causes.



Case study: Dogs Trust Puppy Smuggling Taskforce



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Campaign launch



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Puppy smuggling Taskforce

We must act now to stop Puppy Smuggling. See which MPs are supporting us by joining our Taskforce


[Share my pledge](#)



4th February 2021

Pledge from Richard Holden (North West Durham)


"I've spoken with Dogs Trust and the major veterinary associations at a national level and @FarplaceRescue locally."



4th February 2021

Pledge from Brendan Clarke-Smith MP (Bassetlaw)


"I am proud to support Dogs Trust's mission to put an end to dog face smuggling."



3rd February 2021

Pledge from Wayne David MP (Caerphilly)

Wayne made a pledge at our virtual drop in event.



3rd February 2021

Pledge from Ruth Cadbury MP (Brentford and Isleworth)

Ruth made a pledge at our virtual drop in event.

Social media



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Dogs Trust Public Affairs @DT_Pawlitical · Nov 13, 2020

The demand for #LockdownPuppies has risen and with that, the prices for dogs have significantly increased as some sellers look to exploit this demand.

Desirable dog breeds have seen the greatest price ⬆️ & are most commonly illegally imported into the UK.

Stop #PuppySmuggling

Increase in Prices of Dogs

The data reveals the average price increased by

Percentage increase	Breed	Price in June	Price in March
↑ 89%	Dachshunds	£1,838	£973
↑ 67%	Chow Chows	£1,872	£1,119
↑ 31%	English Bulldogs	£2,140	£1,637
↑ 52%	French Bulldogs	£1,905	£1,251
↑ 56%	Pugs	£1,064	£684



4

46

41



Dogs Trust Public Affairs @DT_Pawlitical · Nov 12, 2020

@DogsTrust's Puppy Pilot provides care & support for illegally imported puppies during their time in quarantine. This funding empowers the relevant agencies to seize more illegally imported puppies, knowing their fate is secure with @DogsTrust.

Stop #PuppySmuggling

1,310 puppies with an approximate total market value of over £2 million have been admitted to Dogs Trust through the Puppy Pilot between December 2015 and September 2020.



4



3



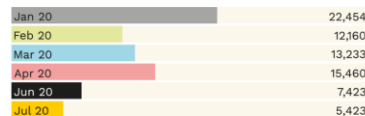
Dogs Trust Public Affairs @DT_Pawlitical · Nov 16, 2020

Despite restrictions on movements due to #COVID19 lockdowns, @DogsTrust rescued 43 dogs between March & June via its Puppy Pilot scheme.

We know illegal importers are quick to adapt tactics to avoid detection & continue illegally importing puppies.

Stop #PuppySmuggling

PETS Number of Dogs Imported During COVID 19



1



5



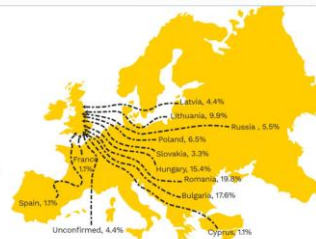
Dogs Trust Public Affairs @DT_Pawlitical · Dec 10, 2020

Our investigation found, of the ads for imported puppies, over half were from Romania, Hungary & Bulgaria. We've long been highlighting the illegal import of 🐶 from Central & Eastern Europe by unscrupulous dealers.

Now is the time for Government to act. Stop #PuppySmuggling



Share of puppies found by origin country



40



28



Dogs Trust ✓

2 d · 🌐

Between March and November, we rescued 257 puppies illegally imported into the UK, plus 16 heavily pregnant mums who have had... See more

Many puppies are being imported below the legal minimum age of 15 weeks



650



68



comments



303



shares





News

MP joins taskforce to stop 'abhorrent' puppy smuggling trade

By Cheryl Lewis
Reporter



Kingsley and Eilley MP Robbie Moore has joined a parliamentary taskforce to the puppy smuggling

12 comments

KINGSLEY and Eilley MP Robbie Moore has joined forces with a dog welfare charity to call on the Government to stop the illegal importation of puppies into the UK.

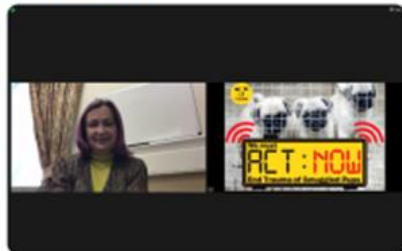
With big changes to pet travel after the Brexit transition period, Dogs Trust



Liz Saville Roberts AS/MP
@LSRPaid

Delighted to support @DogsTrust with their campaign to raise awareness of puppy smuggling and call on the UK government to bring in tougher penalties to tackle the abhorrent puppy smuggling trade.

#PuppySmuggling



5:28 PM · Dec 17, 2020 · Twitter Web App

12 Retweets · 1 Quote Tweet · 32 Likes



Dave Doogan MP
@DaveDooganMP

As a member of @CommonsEFRA committee the evidence we heard on #PuppySmuggling is gruesome & horrifying for pups but catastrophic for their mums. Delighted to support work of @DogsTrust to get this despicable illegal trade stopped. @DT_Pawlitical 🐾❤️🐾



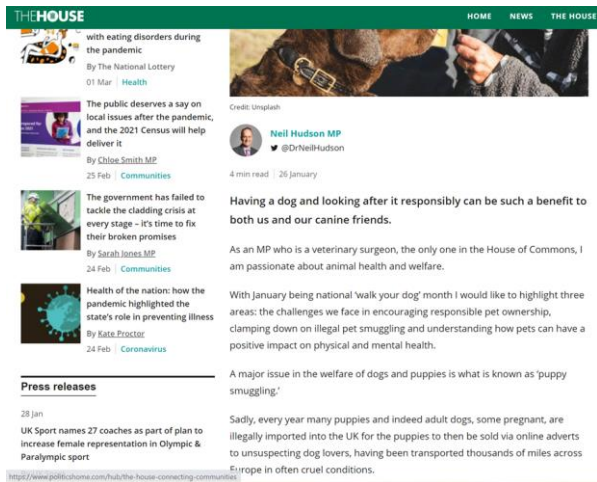
4:24 PM · Feb 4, 2021 · Twitter for Android

Success of Puppy Smuggling Taskforce



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- We continue to engage Taskforce members via regular virtual newsletters
- Over 80 MPs now members of the Taskforce
- Around 80 Parliamentary Questions tabled by Taskforce MPs, as well as blogs, social media videos etc.



You Retweeted



Andrew Gwynne MP
@GwynneMP

WATCH: At DEFRA Questions today, I raised the issue of illegal puppy smuggling where dogs are transported across Europe for sale in Britain. The @DogsTrust want this stopping and laws strengthening. I support them. Sounds like Government is moving on this too.

PUPPY SMUGGLING

DEFRA Questions - 21 January 2021





Government launches second Animal Welfare Bill to protect pets, livestock and wild animals

The new Bill will improve welfare standards through a wide range of measures

From: [Department for Environment, Food & Rural Affairs](#) and [The Rt Hon George Eustice MP](#)

Published 8 June 2021



A photo of a puppy in a field

Related content

[Action Plan for Animal Welfare](#)

[Pet theft taskforce report](#)

[Animal welfare](#)

[Beef cattle and dairy cows: on-farm welfare](#)

[Farm animals: looking after their welfare](#)

- Animal Welfare (Kept Animals) Bill to enhance protections for kept animals in Great Britain
- New powers to tackle puppy smuggling and livestock worrying also brought forward

Thank you



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