All interest groups have some trouble raising money, but membership organizations have more trouble than most, especially membership organizations relying on appeals to purpose—to accomplishing stated goals. As a result the Washington office of a public-interest lobbying group is likely to be small, stark, and crowded, whereas that of an institutional lobby, such as the AFL-CIO or the American Council on Education, will be rather lavish. To raise more money than members supply in dues, lobbying organizations have turned to three sources that have become important in recent years:

**FOUNDATION GRANTS**

What percentage of public-interest lobbying groups receive half (or more) of their funds from Foundation Grants?

The book quotes the Ford Foundation as being one of the large Foundations Grant granting organizations... What is the largest in the world today (nearly 3X the amount of the Ford Foundation)? *(This is not in the book).*

What are FOUNDATION GRANTS?

**GOVERNMENT GRANTS**

When did the government increase the amount of grants it gave out?

Decrease?

Does the government give the money directly to lobbying efforts?

Then, how do they grant the money?

So, how do Government grants help support the Interest Group as a whole?

Who attempted to “De-fund the Left”?

**DIRECT MAIL**

Why is DIRECT MAIL so sophisticated today versus thirty years ago?

GIVE ONE EXAMPLE OF THIS SOPHISTICATION.

WHAT PERCENTAGE OF PEOPLE MUST FINANCIALLY RESPOND TO A MAILER TO MAKE THE INTEREST GROUP FINANCIALLY SOLVENT?

NAME ONE WAY TO DO THIS.

**INTEREST GROUP ACTIVITY**

Size and wealth are no longer entirely accurate measures of an interest group’s influence—if indeed they ever were. Depending on the issue, the key to political influence may be the ability to generate a dramatic newspaper headline, mobilize a big letter-writing campaign, stage a protest demonstration, file a suit in federal court to block (or compel) some government action, or quietly supply information to key legislators. All of these things require organization, but only some of them require big or expensive organizations.
INFORMATION
WHAT IS THE MOST VALUABLE TACTIC TO A LOBBYIST? __________
WHY?? _______________________________________________________
Who gathers the specific information needed by legislators?
Despite the STEREOTYPES, what do MOST lobbyists do?
What happens if lobbyists EXAGGERATE too much?
On what issues are lobbyists the MOST powerful?
POLITICAL CUES do conservative legislators look for?
Political Cues (n) -
Issue Public (n) -
Pressure (n) -

What law laid the foundation for PACs?
P_________ A_______ C_________
How does the # of PACs insure balance?
Can Congressmen have their own PAC?
(Of the top 12 PACs, 10 are majority Democrat)

PUBLIC SUPPORT
DESCRIBE THE INSIDER STRATEGY
Give 3 Examples of GRASSROOTS LOBBYING
a.
b.
c.
Issue Public (n) -
Pressure (n) -

What is the KEY TARGET for lobbyists?

$$$ & P.A.C.s
What type of PAC is growing fastest?
How do they raise $$?

What is the average PAC donation?

What % of a candidate’s money comes from PACs? _______%
How does PAC money affect “Face-time”?

What do they mean by “Revolving Door”?
Have people been caught abusing this practice?

The REVOLVING DOOR

How does the Federal Trade Commission example show that this could be a good thing?

EXAMPLE OF TROUBLE ON THE LEFT

HOW IS THIS TROUBLE A “Lose-Lose” SITUATION???