



## **ADVOCACY QUESTIONNAIRE**

All lobbyists have different areas of expertise, contacts, working styles, success records, and fees. If you want to hire a good lobbyist – meaning one that’s effective for you, not just in general – you need to do some research into at least a few lobbyists, and find the one that will work well for you and your specific project(s).

This Questionnaire is your opportunity to introduce yourself and discuss the issue for which you are seeking to retain advocacy services. Please fill out this Questionnaire in detail to assure that your issue is well understood so you may get the best quality services from among AALEP members.

Once you have completely filled out the Questionnaire, save it and send it via e-mail to AALEP Secretariat ([aalep@numericable.be](mailto:aalep@numericable.be))

Once your Questionnaire has been received and reviewed AALEP will contact you to schedule an appointment to meet and on the basis of your requirements recommend his/her most appropriate member to handle your assignment.

AALEP will not intervene in negotiations. Our recommended lobbyist will discuss with you the cost of his/her services, the timeframe in which the project will be completed and the strategies that will be taken to complete the project. AALEP shall not be held liable for the acts or omissions of its members.

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| <b>CONTACT NAME</b>  |  |
| <b>BUSINESS NAME &amp; ADDRESS</b>   |  |
| <b>TELEPHONE NR.<br/>FIX<br/>MOBILE</b>  |  |
| <b>MAILING ADDRESS (IF DIFFERENT THAN ABOVE)</b>   |  |
| <b>E-MAIL ADDRESS</b>  |  |
| <b>WEBSITE</b>   |  |
| <b>INSTITUTIONS WHOSE ACTIONS YOU WILL ATTEMPT TO INFLUENCE</b>  |  |
| <b>TYPE OF BUSINESS</b><br>(Individual, Business Entity, Industry, Trade, or Professional Association)                   |  |
| <b>NAME AND ADDRESS OF EMPLOYER , DESCRIPTION OF BUSINESS ACTIVITY, OR DESCRIPTION OF INDUSTRY, TRADE, OR PROFESSION</b> |  |

| <b>SECTION</b>                 | <b>DESCRIPTION</b>  |
|--------------------------------|---|
| <b>INTRODUCTION/SUMMARY</b>    | What's the Issue About  |
| <b>PROBLEM</b>                 | What is the Problem ? Where does it exist? What are the major causes  |
| <b>STAKEHOLDERS</b>            | Who or What is affected by the Problem? How many are affected?  |
| <b>GOALS AND OBJECTIVES</b>    | What should be done about the problem and why?  |
| <b>POLICY ALTERNATIVES</b>     | What policy options might be considered for dealing with the problem?   |
| <b>EVALUATIVE CRITERIA</b>     | What criteria are most suitable for the problem and the alternatives ? What is the cost of action?  |
| <b>EVALUATION ALTERNATIVES</b> | What alternatives are better than others for producing the desired outcomes? What kind of analysis might help to distinguish better or worse policy alternatives? Is evidence available? From where and how can evidence be produced? |
| <b>RECOMMENDATION</b>          | Which policy option is the most desirable given the circumstances ? What other factors should be considered?  |