1. **You can make a difference.**
Gerry Jensen was a single mother struggling to raise her son in Toledo, Ohio, without the help of a workable child support system. She put an ad in a local newspaper to see if there were other moms who wanted to join her in working for change. Over time, they built the Association for Child Support Enforcement, or ACES, which has helped change child support laws not just in Ohio, but across the country. One person—a single mother—made a difference.

2. **People working together can make a difference.**
Families of Alzheimer’s patients working together, through the Alzheimer’s Association, convinced the government to invest resources into research for a cure. Other individuals formed Mothers Against Drunk Driving and convinced dozens of states to toughen up their drunk driving laws.

3. **People can change laws.**
It is hard to change laws and policies. But it can be done. Our history is full of stories of people and groups that fought great odds to make great changes: child labor laws, public schools, clean air and water laws, Social Security. These changes weren’t easy to achieve. Some took decades. They all took the active involvement—the lobbying—of people who felt something needed to be changed.

4. **Lobbying is an American tradition.**
The act of telling our policymakers how to write and change our laws is at the very heart of our democratic system. It is an alternative to what has occurred in many other countries: tyranny or revolution. Lobbying has helped keep America’s democracy evolving over more than two centuries.

5. **Lobbying helps find real solutions.**
Services provided directly to people in need are essential. But sometimes they are not enough. Many food pantries, for example, needed new laws to enable caterers and restaurants to donate excess food so the kitchens could feed more people. People thinking creatively and asking their elected officials for support can generate innovative solutions.
6. Lobbying is easy.
Many of us think lobbying is some mysterious rite that takes years to master. It isn’t. Lobbying is easier and more effective when many committed people work together. One person does not have to do everything or know everything.

7. Policymakers need your expertise.
You may not think you are an expert – but you are. We can make problems real to policymakers. They care about the problems. Our passion and perspectives need to be heard. Every professional lobbyist will tell you that personal stories are powerful tools for change.

8. Lobbying helps people.
Some people become concerned that lobbying detracts from their mission, but quite the opposite is true. Everything that goes into a lobbying campaign—the research, the strategy planning, the phone calls and visits—will help fulfill your goal whether it be finding a cure for cancer, beautifying the local park, or helping some other cause that helps people. You may not personally provide a direct service, but through your advocacy work, you enable thousands of others to do so.

9. Our views are important.
Increasingly, the federal government has been allowing local governments to decide how to spend federal money and make more decisions than in the past. This change gives us, as advocates for working families, more responsibility to tell local policymakers what is needed and what will work. And because more decisions are being made locally, your lobbying can have an immediate, concrete impact on people in need.

10. Lobbying advances your cause and builds public trust.
Building public trust is essential to labor unions and lobbying helps you gain it by increasing UFCW’s visibility. We miss out on an important opportunity to advance workers’ rights if we don’t think as much about relationships with local, state, and federal government.