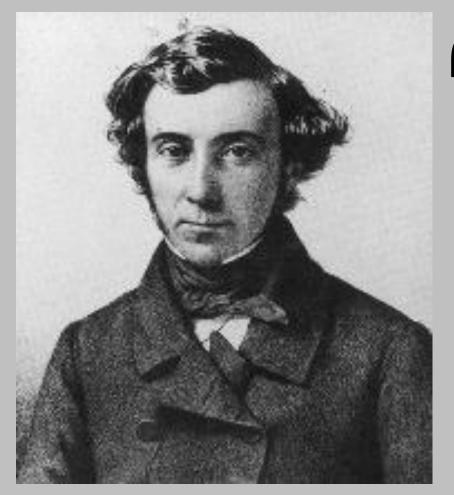


"man is by nature a political animal" - Aristotle POLITICAL INTEREST **GROUPS** 



# "Americans are always forming associations..."

## ALEXIS DE TOQUEVILLE, DEMOCRACY IN AMERICA







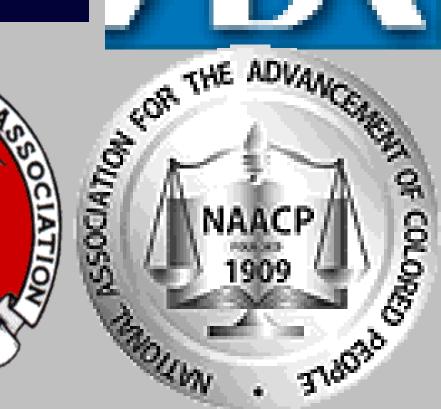






#### Jöhn Birch Society









#### JöhnBirch Society

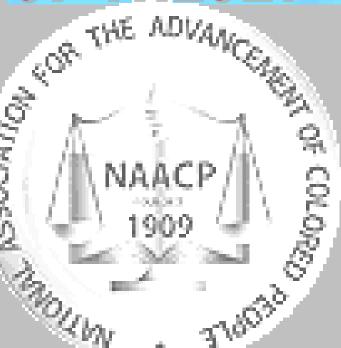
### EVER HEARD OF ANY OF THESE?

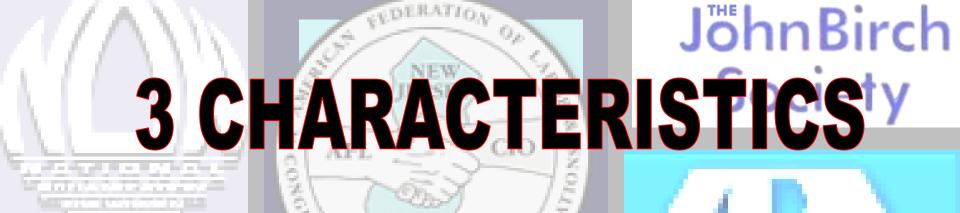
is the Standard











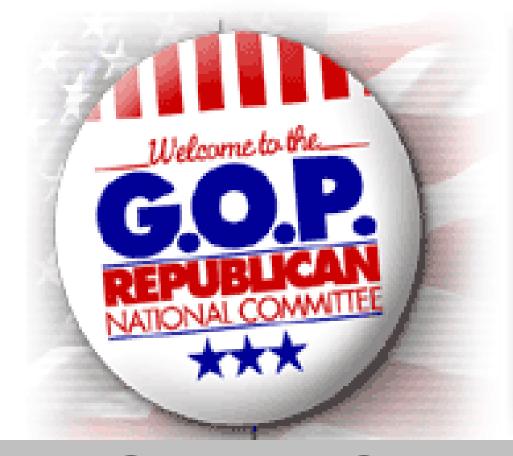
- SHARED INTERESTS AND GOALS
- ORGANIZED STRUCTURE ADV
- -WANT TO INFLUENCE POLICY

National Association of Manufacturers

INCORPORATED

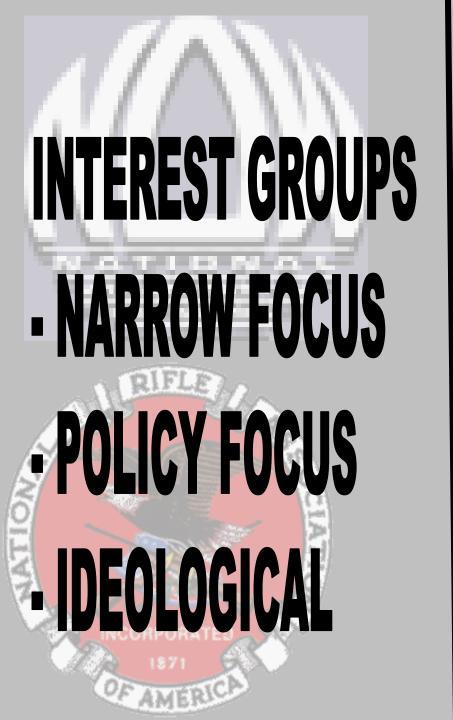
Bourn.

376032





# POLITICAL PARTIES ARE NOT INTEREST GROUPS!





#### SIMILARITES

- SELF-INTERESTED
- FACTIONS (REMEMBER FEDERALIST 10?)
- SUPPLEMENT & USE EACH OTHER
- RAISE AWARENESS, RECRUIT, \$\$\$, &EDUCATE
  - FORM OF PARTICIPATION





#### **ECONOMIC- BUSINESS**





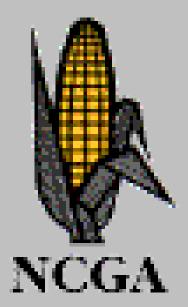
#### **ECONOMIC-LABOR**

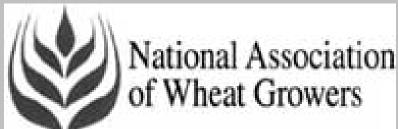


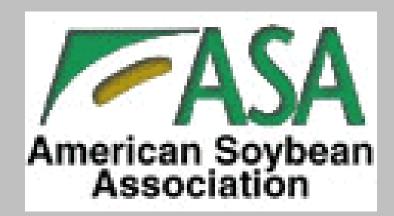


#### **ECONOMIC-AGRICULTURE**











# PROFESSIONAL/TRADE GROUPS SCREEN ACTORS GUILD

#### American Medical Association

Physicians dedicated to the health of America



## PUBLIC INTEREST GROUPS









THE LEAGUE OF WOMEN VOTERS

#### SINGLE-ISSUE GROUPS







Brady Center



Leading the Fight for a Safer America



and I Vote.

#### IDEOLOGICAL GROUPS



CAUCUS

THE

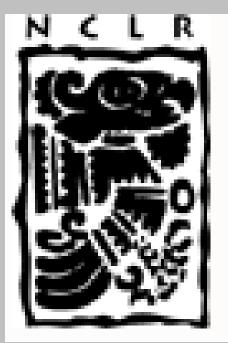
#### PEOPLE FOR THE AMERICAN WAY

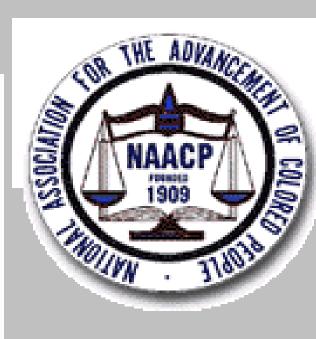
Your Voice Against Intolerance

#### CIVIL RIGHTS GROUPS











The national organization of and for people with mental retardation and related developmental disabilities and their families

#### RELIGIOUS GROUPS



United States Conference of Catholic Bishops

UNITED STATES CONFERENCE OF CATHOLIC BISHOPS







#### National Council of Churches

36 communions of faith joining hands and voices to express the love of Christ

#### GOVERNMENT GROUPS

#### National Association of Counties

**Counties Care for America** 



#### NASBE

Associate \* \* \*

\* \* \* MEMBER

#### CLPHA

Council of Large Public Housing Authorities

#### ENVIRONMENTAL

#### GREENPEACE





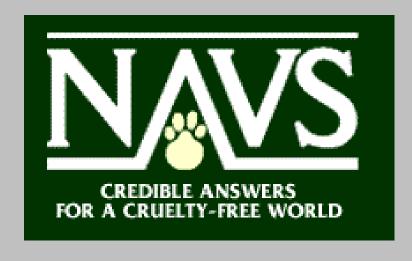




#### COMMUNITY

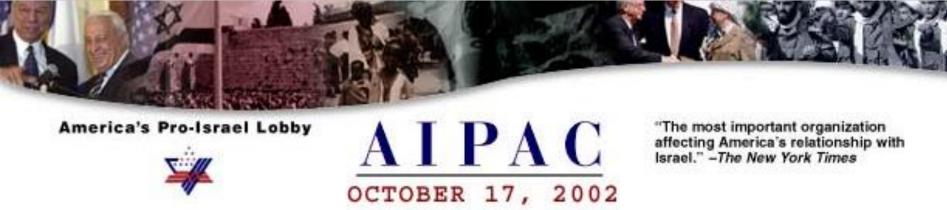








#### INTERNATIONAL AFFAIRS



HUMAN RIGHTS WATCH

#### **ACCURACY IN MEDIA**

#### WHY DO PEOPLE JOIN?

- SOLIDARY INCENTIVES
- MATERIAL INCENTIVES
- PURPOSIVE INCENTIVES
- THE NEXT 3 SLIDES WILL EXPLAIN THESE INCENTIVES

## WHY DO PEOPLE JOIN THE NATIONAL AUDUBON SOCIETY?



### TO BE WITH OTHERS LIKE THEMSELVES

## WHAT DO SENIORS GET WHEN THEY JOIN AARP?

#### Member Services and Discounts



Start saving money and enjoying life with AARP!

<u>Join Today</u> for only \$12.50!



## WHY DO PEOPLE JOIN ANTI-ABORTION GROUPS?

Operation Save America unashamedly takes up the cause of preborn children in the name of Jesus Christ. We employ only biblical principles. The Bible is our foundation; the Cross of Christ is our strategy; the repentance of the Church of Jesus Christ is our ultimate goal. As the Church changes its heart toward unborn children, God Himself will hear from heaven, forgive our sin, and bring healing to our land. We believe that Jesus Christ is the only answer to the abortion holocaust. It is upon our active repentance in the streets of our cities that the Gospel is visibly lived out. We become to the church, to our city, and to our nation living parables which rightly represent God's heart toward His helpless children.

There are no cheap political solutions to the holocaust presently ravaging our nation. Like slavery before it, abortion is preeminently a Gospel issue. The Cross of Christ is the only solution.

#### WAYS GROUPS SHAPE POLICY

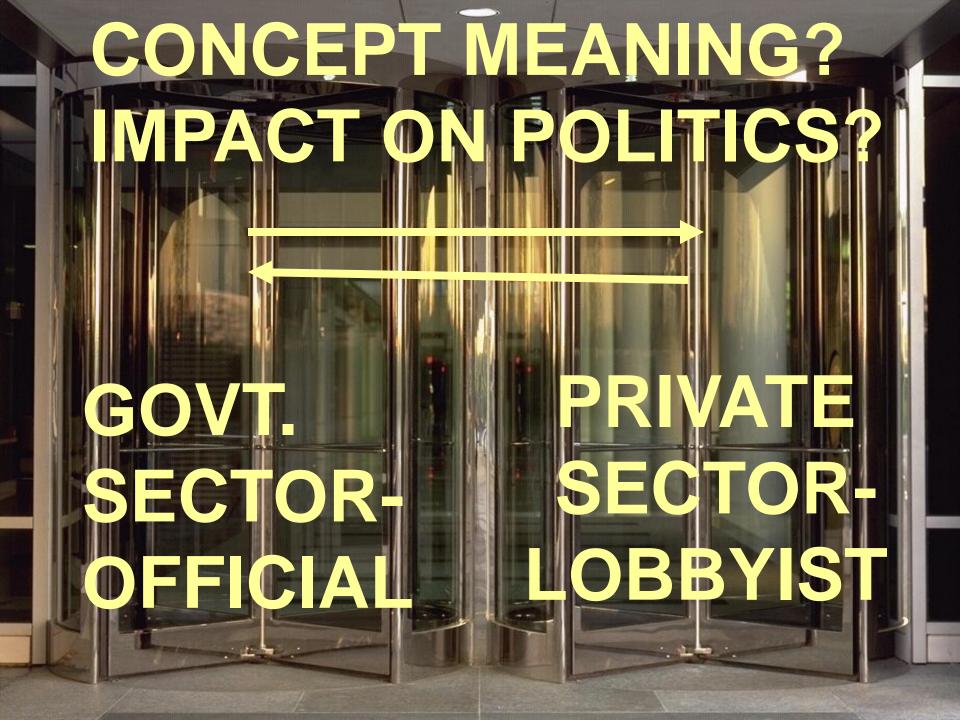
- LOBBYING-APPROACHING GOVT. PERSONALLY
- ELECTIONEERING- \$\$\$ & CAMPAIGN SUPPORT TO CANDIDATES

## WAYS GROUPS SHAPE POLICY (CONT.)

- LITIGATION- IF LEGISLATION FAILS "MAKE AN END RUN TO THE COURTS"
- GOING PUBLIC- APPEAL TO PUBLIC OPINION TO HELP THE CAUSE

#### **LOBBYING**

- GROUPS EMPLOY LOBBYISTS TO "BUTTONHOLE" OFFICIALS ON POLICY ISSUES
- "REVOLVING DOOR CONCEPT"



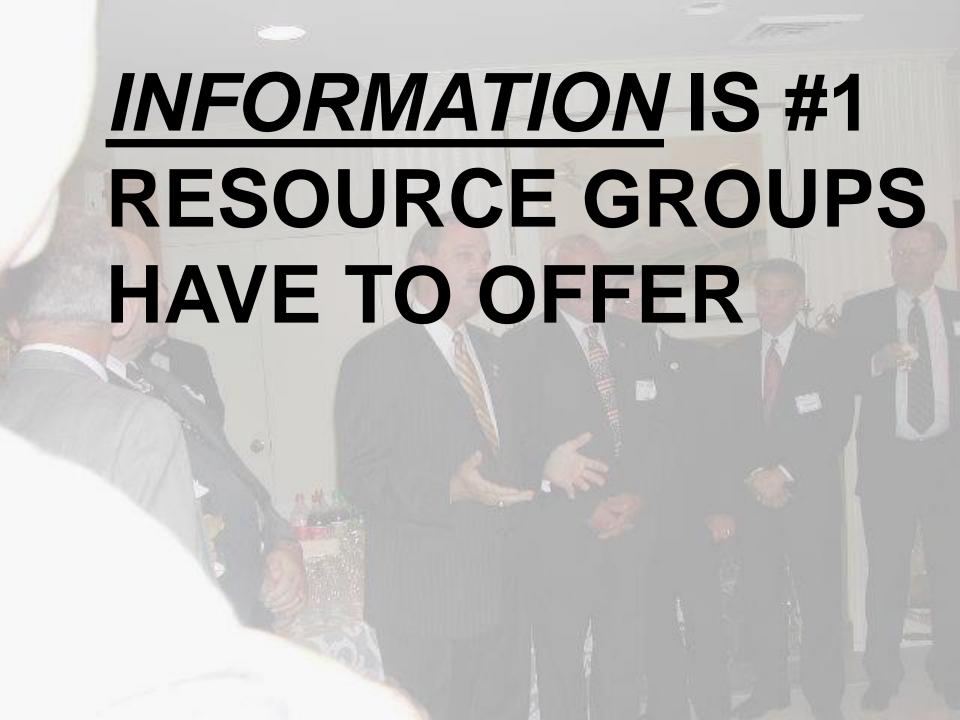


**BETWEEN 1993 AND 2000** 

#### LOBBYING (CONT.)

- GROUPS MAINTAIN OFFICES NEAR THE NATION'S CAPITAL
- SOME COMMON LOBBYING ACTIVIES ARE







#### SOCIAL EVENTS & AWARDS





#### DRAFTING LEGISLATION



## LOBBYISTS HELP A CONGRESSMAN BY...

- INFORMATION
- POLITICAL STRATEGY
- CAMPAIGN STRATEGY
- SOURCE OF IDEAS & INNOVATIONS

#### ELECTIONEERING

- •GROUPS FORM PACS
  WHO CONTRIBUTE \$\$\$
- -608 IN 1974-3,835 IN 2001
- PACS GIVE HEAVILY TO INCUMBENTS-WHY?

## LABOR PAC Contributions to Federal Candidates 2001-2002 (so far)

TOTAL AMT.	\$38,348,617
DEMOCRAT	\$33,988,139
REPUBLICAN	\$4,226,378
# OF PACs	205

### Pro-Life PAC Contributions To Candidates, 2001-2002

TOTAL AMT.	\$162,065
DEMOCRAT	\$1,650
REPUBLICAN	\$160,415
# OF PACs	15

### Education PAC \$\$\$ to Candidates, 2001-2002

TOTAL AMT.	\$147,651
DEMOCRAT	\$74,901
REPUBLICAN	\$72,750
# OF PACs	9





#### ELECTIONEERING-ENDORSING CANDIDATES

GROUP MEMBERS WILL USUALLY VOTE FOR WHO THE GROUP LEADERS SAY WHY?



#### GO TO COURT IF LEGIS-LATIVE PROCESS FAILS, OR IS TOO SLOW

- FILE LAW SUITS
- •FILE AMICUS CURIAE
- -SPONSOR "TEST" CASES

# WHAT IS PROBABLY THE MOST FAMOUS INTEREST GROUP VICTORY IN COURT?



HE ARGUED
THE CASE IN
1954 BEFORE
THE SUP. CT.

#### GOING PUBLIC

- GROUPS WORK ON THEIR IMAGE (PR)
- APPEAL TO PUBLIC OPINION- RUN ADS, POLL, PHONE, MAINTAIN A WEB SITE

## 10ea Member Benefits Legislative Action Center

On these pages, you can contact your legislators about pending legislation, sign up to become a cyber-lobbyist, read updates on education-related legislation, and get the latest information about key legislative topics. Click here to enter the Legislative Action Center.



#### **Texas**

= Endorsed
Candidate

#### U.S. SENATE

(R) JOHN CORNYN
(D) RON KIRK

"In order to make claims, political groups will seek access to the key points of decision within the institutions of government" -David B. Truman in The Governmental Process

#### TRUMAN SAYS <u>SUCCESS</u> DEPENDS ON GROUP'S:

- STRATEGIC POSITION IN SOCIETY
- •INTERNAL FEATURES
- CONNECTIONS ALREADY EXISTING IN GOVERNMENT

#### STRATEGIC POSITION

- PERCEPTION OF GROUP BY PUBLIC?
- TACTICS OF GROUP IN "THE RULES OF GAME"?
- GROUP USEFUL FOR INFO & KNOWLEDGE?
- ANY MEMBERS OF GROUP IN POLITICS?

## WHICH GROUP IS PERCEIVED AS MORE POPULAR? WHY?





## WHICH TACTIC IS MORE ACCEPTABLE?

 State Legislative **Protocol Tips On** Telephoning Your Representatives- OR



#### WHICH TACTIC IS MORE ACCEPT-ABLE?

## TACTICS THESE GROUPS EMPLOY? GOOD/BAD?

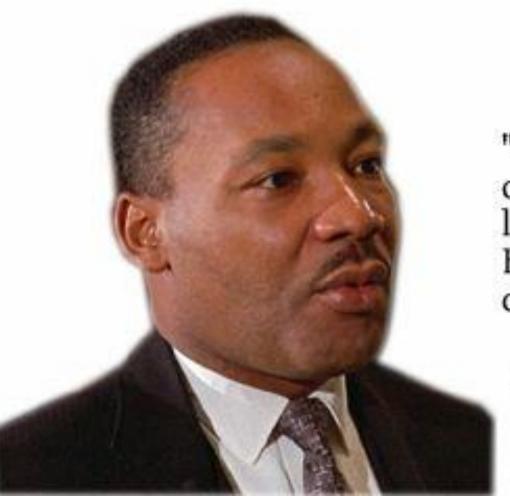
GRENPEACE



#### INTERNAL FEATURES

- GOALS APPROPRIATE & PRACTICAL?
- ORGANIZED TO BRING ABOUT CHANGE?
- RESOURCES (PEOPLE & \$\$\$)?
- LEADERS (SKILLFUL, POPULAR)?

#### WHY SO SUCCESSFUL?



"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that."

- Dr. Martin Luther King Jr.



WHY UNSUCCESSFUL?

## WHAT <u>FEATURES</u> MAKES THESE GROUPS SUCCESSFUL?





#### CONNECTIONS

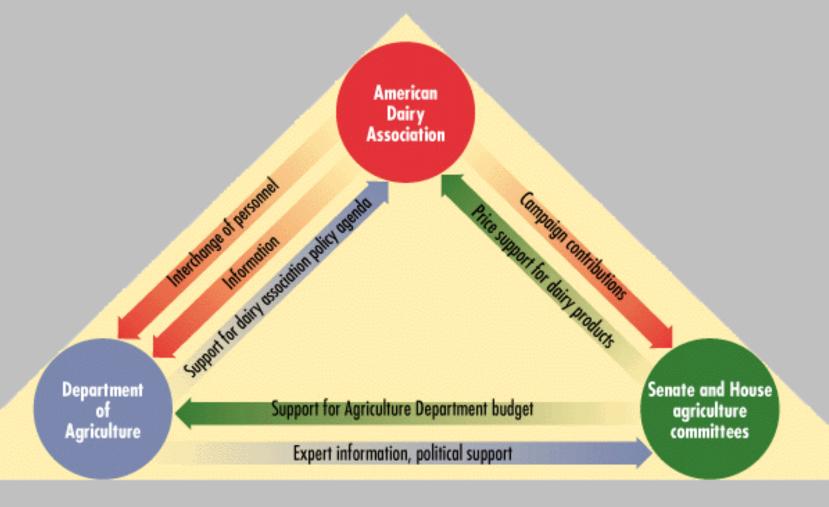
- WHO'S IN CONGRESS? W.HOUSE? AGENCIES?
- LEGAL DEPARTMENT?
- · STATE/LOCAL ACCESS?
- SUBGOVERNMENTS
  ALREADY IN PLACE?

## WHICH HAS BETTER CONNECTIONS? WHY?





### "IRON TRIANGLE" OR "SUB-GOVERNMENTS"



## GROUPS-GOODEOR, DEMOCRACY?

- -ANOTHER WAY TO
- PARTICIPATE &
- INFLUENCE POLICY
- -KEEPS AN EYE ON GOYT.
- ACCOUNTABILITY

### GROUPS-BADP Birch

- TOOMANY-HYPERPLURALISM &
- GRIDLOCK
- -UNFAIR ADVANTAGE ADVA
- BECAUSE OF \$\$\$,
- REPRESENTATION TO
- THOSE WHO CAN PAY