Chan Lau

**Chapter 9 Vocab**

**Direct Mail**

A mailing from an interest group focused at a specialized audience whose purpose is both to raise money and mobilize supporters

**Environmental Movement**

Conservation and green politics is a diverse scientific, social, and political movement for addressing environmental issues

**Feminist Movement**

A series of campaigns for reforms on issues such as reproductive rights, domestic violence, maternity leave, equal pay, women's suffrage, sexual harassment, and sexual violence, all of which fall under the label of feminism.

**Grassroots Lobbying**

Lobbying with the intention of reaching the legislature and making a difference in the decision-making process

**Institutional Interests**

Individuals or organizations representing other organizations

**Interest Groups**

An organization of people with shared policy goals entering the policy process at several points to try to achieve those goals

**Lobbyist**

A person whose job is to persuade politicians to support or reject special interests or causes

**Membership Interests**

These groups depend on Americans joining their cause through membership dues and other donations.

**Political Action Committees**

A type of organization that campaigns for or against candidates, ballot initiatives or legislation

**Social Movement**

They are large informal groupings of individuals or organizations which focus on specific political or social issues

**Unions**

A number of persons, states, etc., joined or associated together for some common purpose