



Building Your Champions


STRATEGIES FOR COMMUNITY ORGANIZING & GRASSROOTS MOBILIZATION

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Healthy Teen Network

Welcome!



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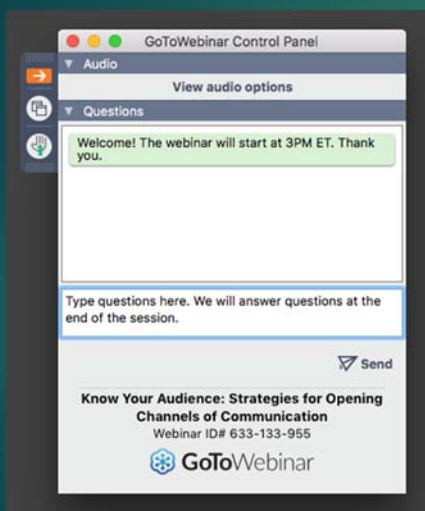
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About Today's Session

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- ▶ GoToWebinar Guide & FAQs: support.logmeininc.com/gotowebinar/join
- ▶ Questions may be submitted via the Questions panel, to be answered at the end of the webinar.
- ▶ If your audio isn't working well, you may have better luck calling in with a phone rather than using the VOIP option.



Finding Common Ground: 2017 Advocacy Project

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Project Goal:

Increase capacity to educate public policymakers on the imperative of sustaining & increasing public investment in positive sexual health education & services for young people.

This project is made possible (in part) by an independent grant from Merck.

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ISSUE BRIEF

FINDING COMMON GROUND
AN OVERVIEW ON KEY CONSERVATIVE PRINCIPLES
TO SUPPORT SHARED GOALS FOR ADOLESCENT
SEXUAL & REPRODUCTIVE HEALTH



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New Resource: Issue Brief

Available on our website

Today's Presenters: Steinhauser Strategies

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▶ Randan Steinhauser



▶ Brendan Steinhauser

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Goals for Today:

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- ▶ Discuss the importance of grassroots organizing and mobilization
- ▶ Identify tactics for engaging your supporters
- ▶ Share ideas for grassroots activism at the local and state level

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What is “grassroots”?

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- Who do elected officials listen to? Voters? Donors? Media?
- Politics and government go to those who show up
- Politicians remember the loudest, most consistent voices
- Identify local leaders who support your cause
- Grassroots can make your group or cause seem even bigger than it is (Saul Alinsky)

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Grassroots 101: Getting Started

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- Call a meeting to identify supporters
- Organize individuals into groups
- Collective action narrowly focused – don’t overwhelm them
- Build public awareness through action – simple steps
- Lawmakers and elected officials listen to voters and constituents – when they are organized
- Politicians care about getting re-elected, and want to win over as many groups and individuals as possible

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Elements of Building a Grassroots Effort

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- Effective Leadership
- Clear mission and action items
- Organized database and calendar
- Social aspects – keep it fun!
- Keep meetings concise

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Grassroots Leadership Roles

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- Once you identify community leaders who are willing to work... put them to work!
- Develop teams – communications, events, advocacy, fundraising, etc. put someone in charge of each team
- Delegate, delegate, delegate! If people show up they want to help!

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Grassroots/ Community Meetings

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- Short and action-oriented meetings
- Consistency – same time, location, length
- Have something to offer people:
 - Advocacy – “we need you to take this action.”
 - Food and drinks
 - Networking opportunities – time to connect
- Calls to action – Follow up with attendees

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Membership Management

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- Stay organized with a database
 - Excel, Mail Chimp, Constant Contact
 - Include names, phone numbers, email addresses, zip codes
 - Communicate frequently with updates and information
- Stay in touch on the phone and in person as time permits
 - Keep your grassroots activists up to speed and motivated
 - Include them in discussion about strategy and tactics
 - Utilize social media to communicate

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Social Aspects of Grassroots

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- Make it fun – ice breakers, games, prizes
- Build a team that will fight for and with one another – break into small groups to allow individuals to get to know one another
- Open meetings and events up to families – the easier you make it on people to attend, the more likely they are to show up



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Grassroots Activism Ideas

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- Build a coalition of local groups to support a common cause
- Organize a press conference on a hot topic or bill
- Create a watchdog blog to keep tabs on legislators
- Organize a "Legislative Day at the Capitol"
- Organize a town hall meeting at a local school or clinic
- Launch a letter writing campaign to newspapers and legislators

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Grassroots Activism Ideas

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- Capitol office visits
- District office visits
- Phone calls and emails to legislators
- Organize a petition drive and hand deliver the pages to them
- Protesting or rallying outside district offices
- Posting on their Facebook fan pages and tweeting at them

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Contacting Legislators

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- Schedule an appointment beforehand, if possible
- Identify yourself as a constituent, as well as an organization leader
- Ask to speak to the staff person that handles your issue
- Be concise, and stick to one main talking point
- Include the bill number, if there is one
- Use specific, personal examples
- Leave a one page document with the office
- Request a written response from legislator

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Online Grassroots Activism

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- Facebook: for recruiting supporters, informing and activating them
- Increase your numbers and your engagement
- Tag important people/influencers
- Take and post a lot of photos!
- Online petitions, polls, and surveys

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Online Grassroots Activism

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- Using Twitter to reach elite audiences like journalists, legislators, lobbyists, and nonprofit heads
- Use relevant hashtags
- Take and post photos
- Tweet at legislators and journalists
- A good way to build awareness about your cause and organization

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Final Points

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- ▶ Government goes to those who show up – so show up, be organized, and have a clear message
- ▶ Identify leaders who are willing to work
- ▶ Make it easy for supporters to join you
- ▶ Have an organized database and a calendar
- ▶ Communicate regularly with your supporters & legislators

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Q & A

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