

Building Your Grassroots



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Grassroots: the most basic form of organization, starting in the dirt and building up towards a common goal

- Gain knowledge and general understanding of how to build a grassroots network
- Learn why grassroots organizing is impactful to your campaign
- Understanding your power as a coalition through grassroots

Grassroots Building and Lobbying

- Grassroots- like minded people coming together around an issue to discuss how to create change
- Lobbying- making a direct ask of an elected official



- What is your goal?
- Who is your target- who can give you what you want?
- Who do you know that has influence over your target?
- Who do you have at your table?
- Who do you know?
- Who cares enough about the issue to do something?

Coalitions thrive when there is a strong grassroots network

Where do you find grassroots volunteers?

- Word of mouth- making the one on one ask
- Find organization who have a connection to the issue or a like minded issue
- Be present at community events
- Remember the power of a hallway conversation or a conversation on the bleachers of the local sports event
- Online- social media

Watering the grassroots and preparing them for growth

- Make it easy to engage
- Communicate clearly and often
- Online forms
- Group emails
- Website/landing page
- Brand recognition
- Easy to share and talk about the issue
- Bullet points



Understanding the power of grassroots

Your voice is powerful... use it!

- Social Media
- Print Media
- Community Events
- Photo opportunities
- Educational opportunities
- Speaking engagements
- Letters to the editor
- Opinion Editorials
- Print materials – t-shirts, buttons, stickers, posters

Winning with Grassroots

- What is your goal?
- Who can give you what you want?
- Who has influence over the decision maker (s) that can give you what you want?

Grassroots volunteers have collective power!