



Tips & Tricks: Planning Local Activities to Enhance Your Grassroots Program

You CAN Make A Difference

The most effective activist is **YOU!** Elected officials want to and expect to hear from active and informed constituents. After all, as a voter in the district, your viewpoint is important to them. This is the power of grassroots!

Tips for Planning Local Activities to Enhance Your Grassroots Program:

- ✓ Encourage employee participation in the public policy process
- ✓ Spread the word
- ✓ Lead by example
- ✓ Make it fun

Encourage Employee Participation in the Public Policy Process:

- ✓ Educate employees on the issues that are critical to their lives and livelihood
- ✓ Hold “Brown Bag” lunch information sessions on company priorities
- ✓ Conduct Plant Tours, District Meetings and Company-sponsored events – these are a great opportunity to educate decision-makers and gain their support while exposing employees to their elected officials
- ✓ Encourage employee attendance at local government meetings
- ✓ Conduct voter registration drives
- ✓ Be consistent in communicating with employees -- don't wait until you need them
- ✓ Report on the impact made by employee participation, i.e., x number of letters were written and the vote was in favor of our position.

Spread the Word:

- ✓ Use existing company-wide and site-specific communications tools and venues, and make these visible and available for employees
- ✓ Highlight legislative developments and upcoming advocacy activities in company newsletters, on web pages and workplace bulletin boards, and in break rooms and cafeterias

- ✓ Organize issue-specific company town hall meeting with written Issue Briefings which relate employee impact and interest
- ✓ Be creative when coordinating events, i.e., invite a local official to attend the company picnic
- ✓ Notify employees when Action Alerts are posted and encourage them to write letters and make phone calls

Lead By Example:

- ✓ Include senior leadership and other respected employees in conveying messages
- ✓ Make sure respected company personnel are visible and participating at grassroots events and activities
- ✓ Thank employees for their interest and involvement

Make it Fun!

- ✓ Use some friendly competition to encourage participation by conducting games, quizzes or raffles and awarding prizes
- ✓ Food attracts people – Donuts, pizza and popcorn are hard to resist!

Make Your Voice Heard!