



Integrating Grassroots Volunteers Into a Campaign Plan

There are many different ways that grassroots volunteers can be integrated into a campaign plan. Looking at the six Power Prism® areas, some examples of specific activities that could be undertaken with grassroots people-power, i.e. utilizing volunteers as leaders, are as follows.

Research and Data Collection

- Armed with community assessment tools, collect relevant local data to establish opportunities to improve health, safety, the environment, or whatever the issue at hand.
- Conduct research about their elected officials and target decision-makers through search engines like Google, state websites, campaign websites, media coverage, etc., to learn as much as they can about those individuals' priorities, what motivates them, who donates money to them, and who and what exist within their spheres of influence.

Coalition Development and Maintenance

- Participate in and/or “staff” local or statewide coalitions on behalf of the campaign.
- Serve as Grassroots Chairs on local and regional events, initiatives, or coalitions, working to recruit new partners and stakeholders for the campaign.

Fundraising and Development

- Host or help organize fundraising house parties.
- Recruit individual and/or organizational donors through their relationships and contacts to financially support the campaign.
- Reach out to the donors of decision-maker targets with whom the volunteer has relationships or connections.



Grassroots and Grasstops/Key Contacts

- Advance the campaign’s agenda through social networking such as Facebook, Twitter, or blogs in which they are active.
- Serve as District Captains to assist with grassroots recruitment, interviewing, screening, training, mentoring, and mobilizing advocates.
- Recruit real person stories from their community.
- Conduct outreach to community-based organizations, churches, employers, and more to speak about the campaign and recruit new advocates.

Media Advocacy

- Serve as a media spokesperson on behalf of the organization and the campaign.
- Coordinate a letter to the editor campaign.

Decision Maker Advocacy

- Participate in lobby days, legislative visits, and communications with lawmakers to advocate for the campaign’s policy goals.
- Serve as District Captains to organize legislative visits and communications from others in the district.