

Power from the Ground Up: Grassroots Advocacy for Public Health Causes



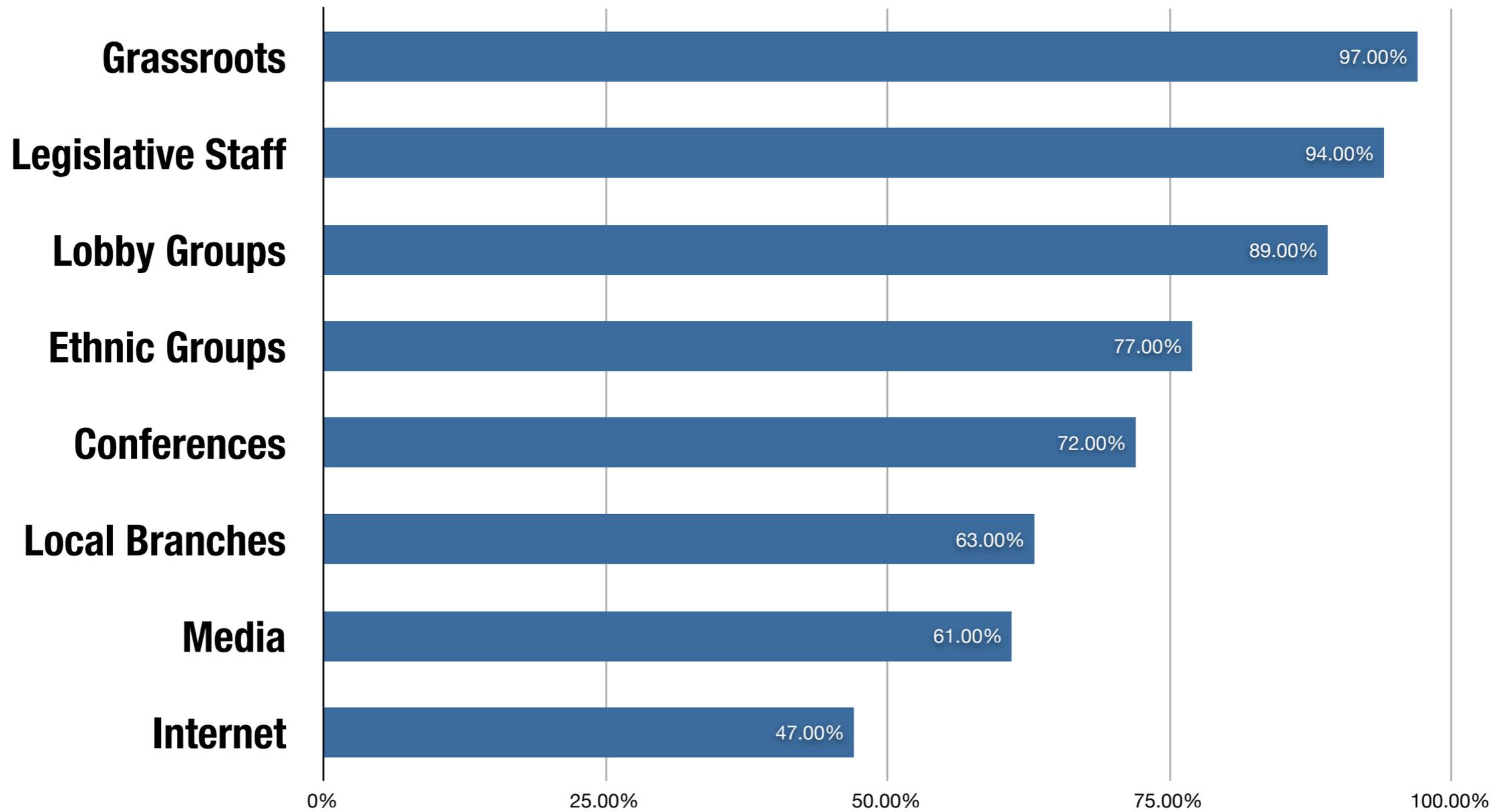
1: Engagement in public policy advocacy is viewed as a mission-critical strategy by an increasing number of health funders who recognize that public policy change has the potential to yield wide-scale, sustainable improvements in population health.

2: The single best way to engage the public with your organization is to give them a chance to be part of something meaningful.

3: Grassroots is a game changer.

4: You can do it.

Relative Importance of Sources of Information For State Legislators (Rated Somewhat or Very Important)

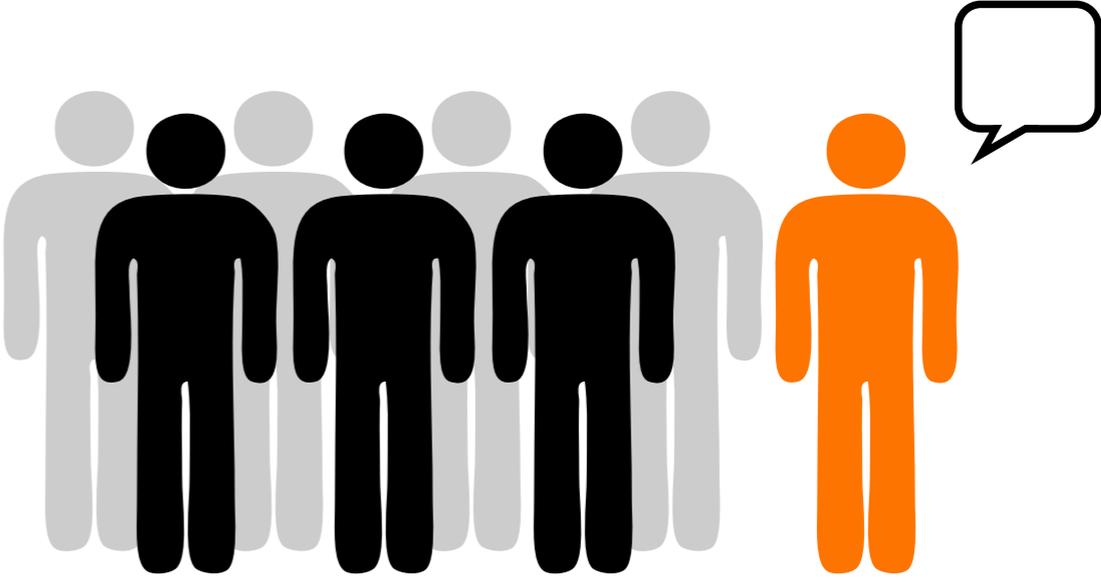
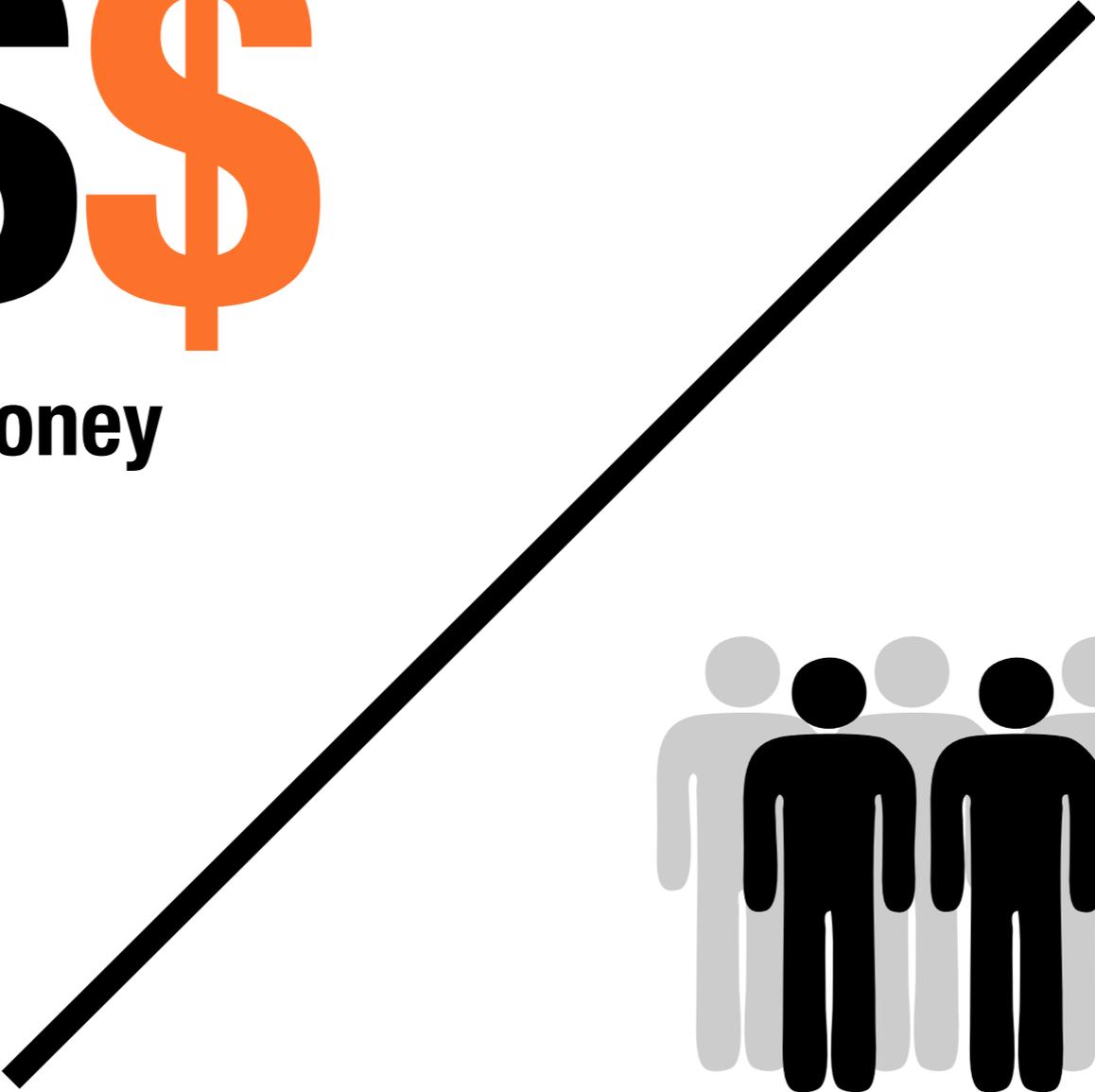


**Power is the ability
to create change.**

Two Kinds of Power



Organized Money



Organized People

**Grassroots is
organizing people
to create the power
necessary to create
change.**

The Campaign:

A Series of Coordinated Actions to Create Change

1

GOALS

2

GROUNDING IN ORGANIZATIONAL REALITY

3

CLEAR PICTURE OF PLAYERS INVOLVED

4

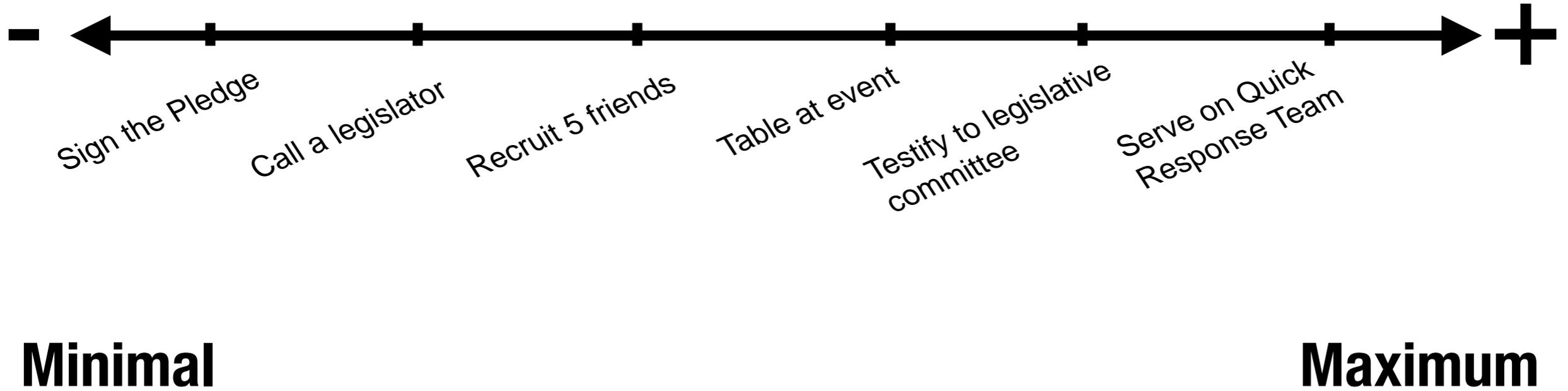
WELL DEFINED TARGETS

5

TACTICS

**A Campaign is a strategic plan that is
grounded in organizational reality
that attempts to achieve a
well defined goal
by organizing your base
to employ tactics
that will compel
the target
to create the change you need.**

Develop a Spectrum of “Asks”



Battling the “Bystander Effect”

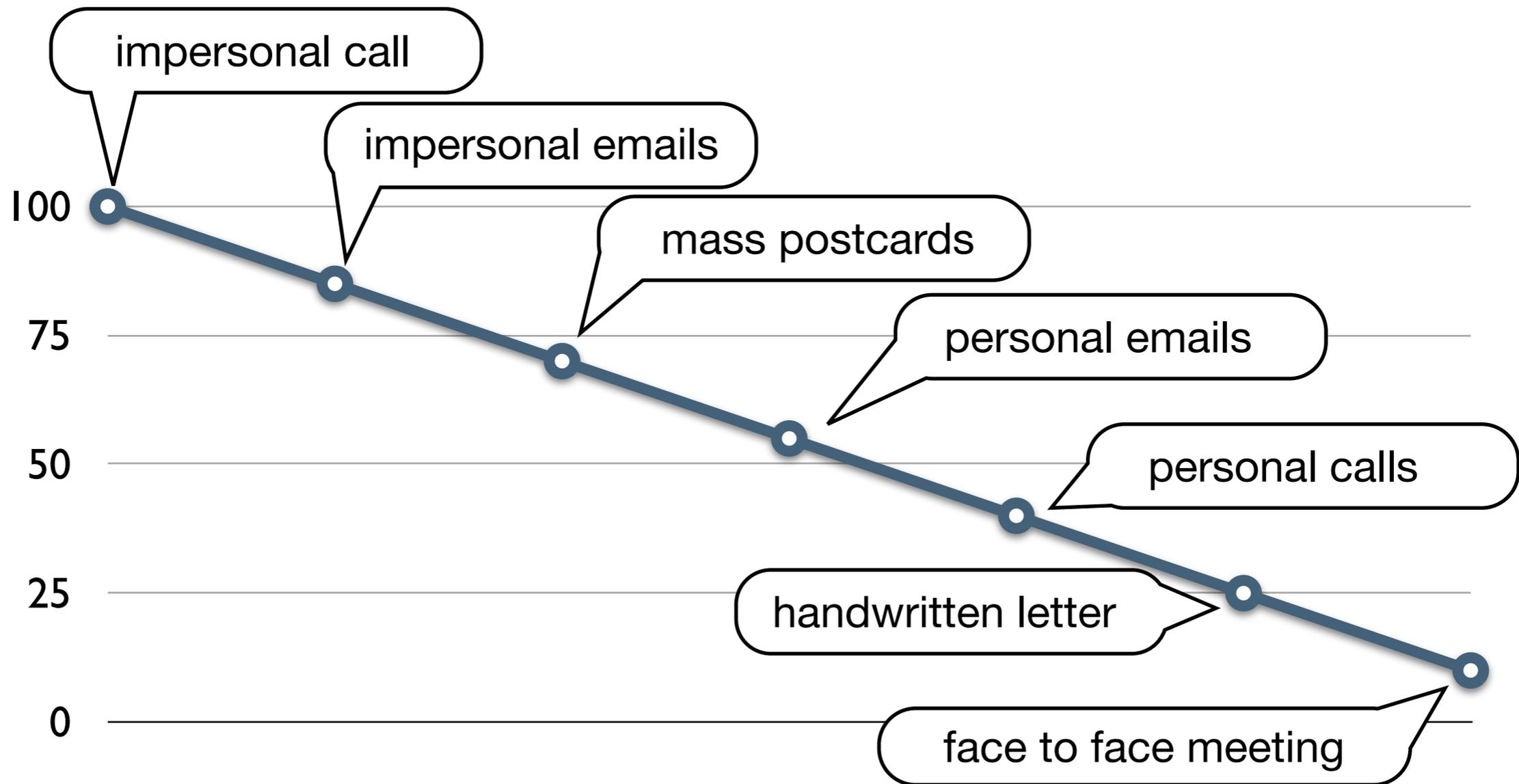
2009 the typical email action alert had a 17% “Open rate” and only a 2.8% “click through” rate.

EMAIL CLICK-THROUGH RATES

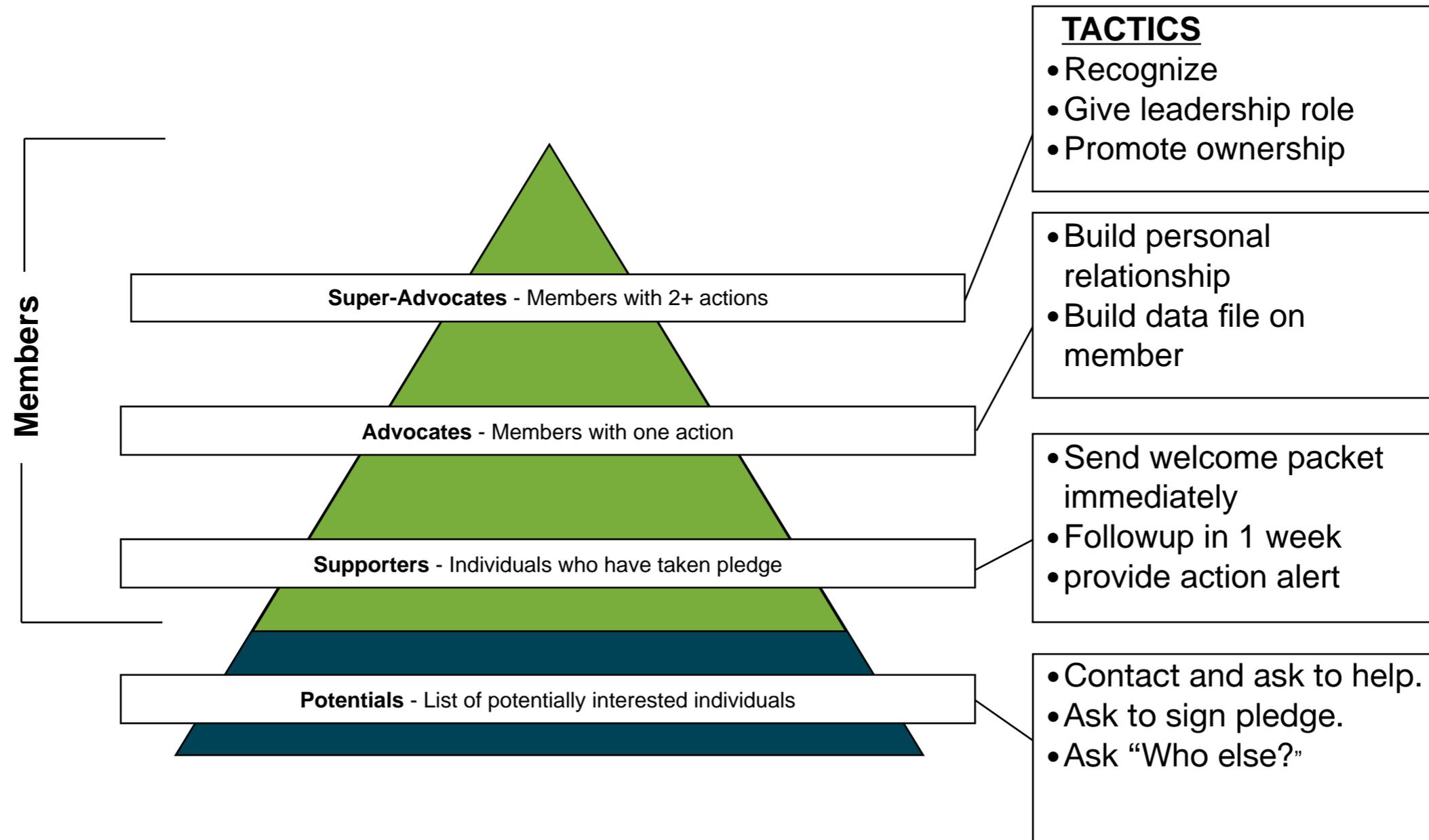


Meaning that if you sent an email action alert to a network of 2000 advocates, 340 will read it. 56 will take action.
(Or in the case of a health related cause, 20.)

Keep Communication Personal to Maximize Impact



Sample Advocate Tier Structure

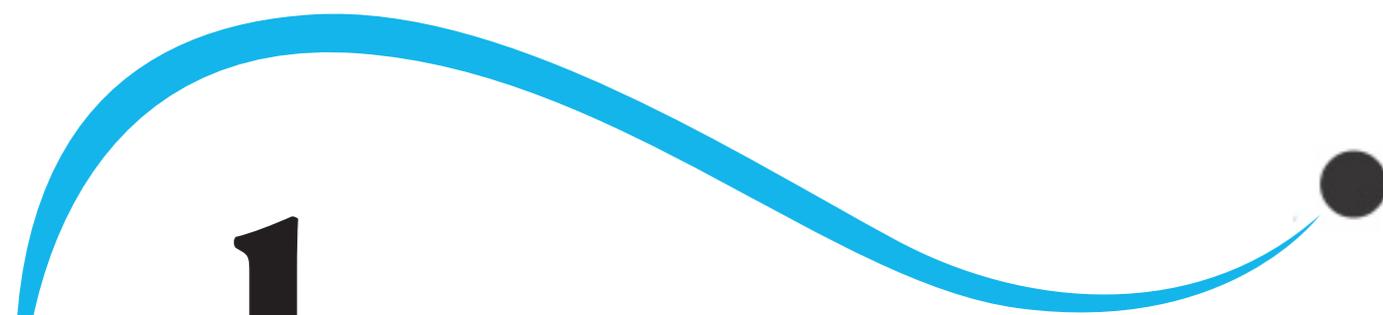


ORGANIZE



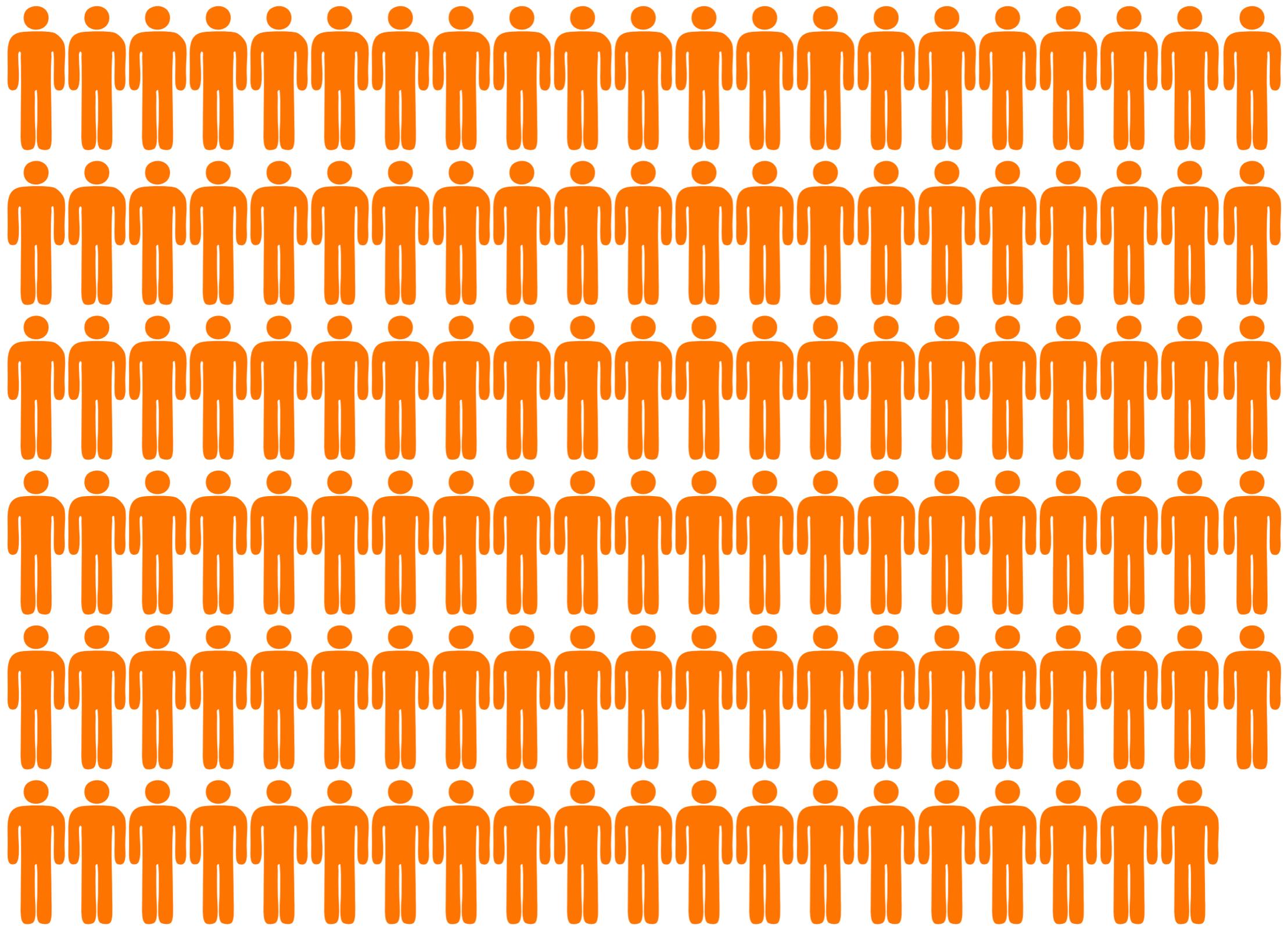
RECOGNIZE

MOBILIZE

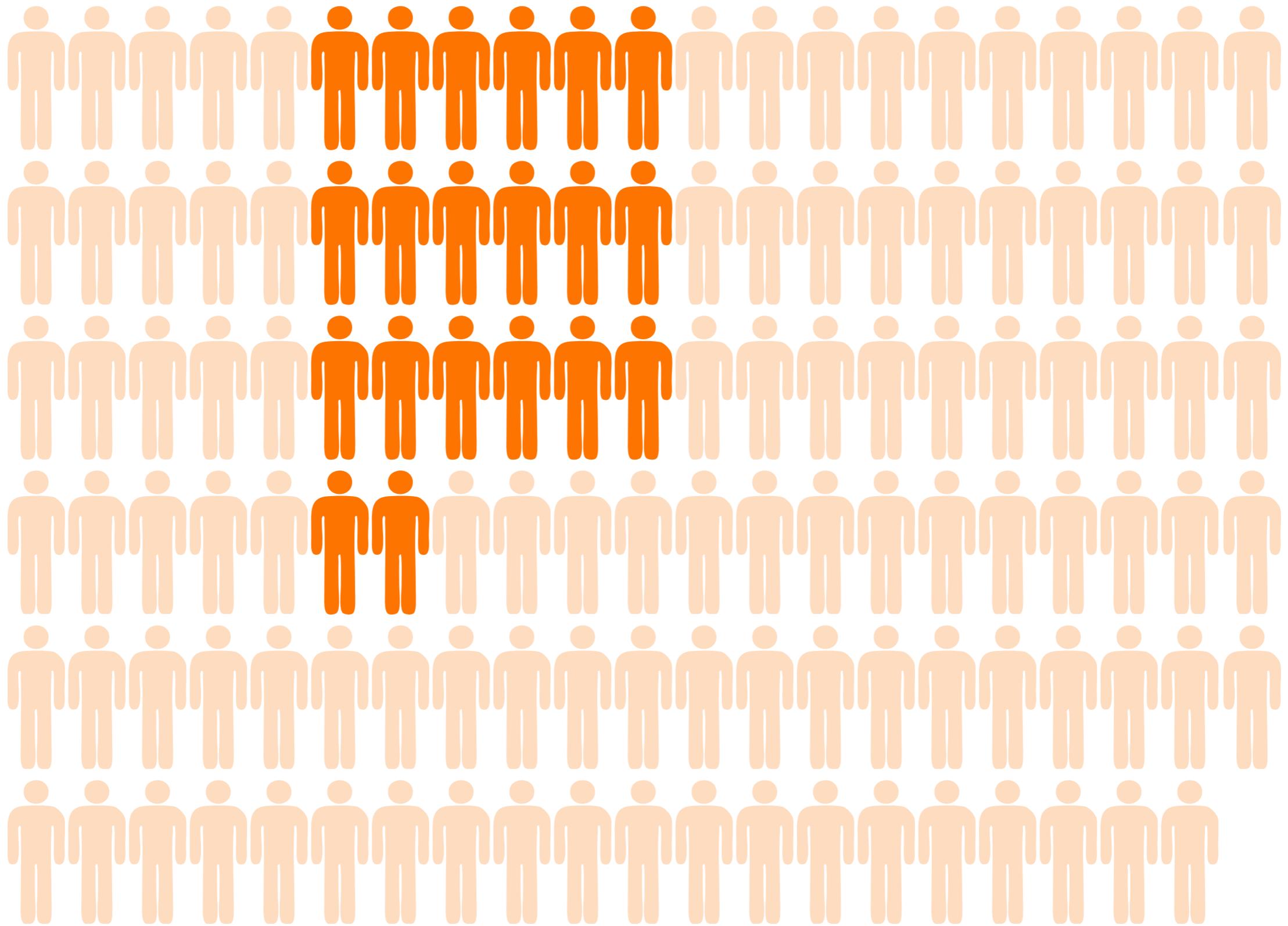


clean air KANSAS

SMOKE FREE. EVERYONE HAS THE RIGHT TO BREATHE CLEAN AIR.







Gail Manley - Hoisington

“My name is Gail Manley. I live at Hoisington, Kansas. I’ve been a widower now for about six years. I smoked early on in my life, until approximately twenty years ago. My wife had never smoked, but she lived with me, with a person that did. When she died she had emphysema and some lung damage. It wasn’t known until after her death. That’s one of the reasons why I support your legislation to banning second-hand smoke.”

Cindy Keller - Ellis

“I’m Cindy Keller and I am against second-hand smoke because it literally killed my mother. My dad was a smoker and she was not, but she was with him and rode with him a lot, worked with him and eventually that is what killed her. So definitely I am against second-hand smoke.”

David Rohla - Clay Center

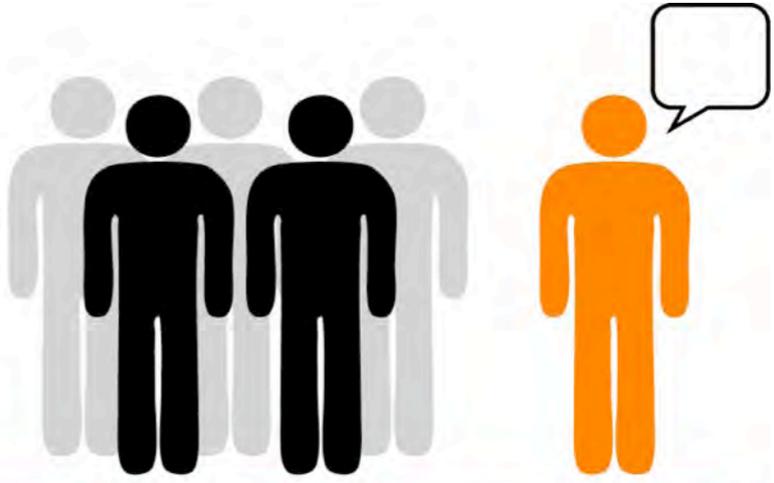
“This is David Rohla. I had a dad that died from smoke and cancer. I had a mother that died from getting second-hand smoke from it. I had a brother that died from second- hand smoke and cancer, and I think that’s enough.”

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