

The Fundamentals of Grassroots Advocacy

Heather Stauffer, CML legislative advocacy manager
Denise White, CML engagement and communications

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Get Ready to Advocate

- Define *Grassroots Advocacy*
- Grasp its value
- Partner with CML
- Dive into tactics
- Strategize for 2024



What is Grassroots Advocacy?

- **Ground up approach**
- **Powerful tool for mayors to influence public policy**
- **Loudspeaker to amplify your voice at the state level**



What is Traditional Advocacy?

- **Two distinct approaches that work best together**
- **Grassroots leverages the collective voice**
- **Traditional advocacy involves direct lobbying**



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Taming the Beasts

What are the challenges?



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Taming the Beasts

What are the challenges?

- Limited influence and resources
- Geographic distance
- Competing priorities
- Limited state understanding of local issues
- Bureaucratic hurdles and administrative delays
- Limited capacity
- Educating constituents



CML is Your Partner

- Analyze and research policy
- Produce policy briefs
- Collect data
- Track and monitor legislation
- Network and build coalitions
- Mobilize efforts
- Train on grassroots advocacy
- Advocate and lobby directly



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From Town Hall to Statehouse

- **Make contact**
- **Build a relationship**
- **Become aware of legislation**
- **Be well-informed on the issues**
- **Act quickly**
- **Communicate often**
- **Work with groups**
- **Always say thank you**
- **Remember the ABCs**
- **Use your collective voice**



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A Winning Combination

- Together, efforts maximize effectiveness
- Grassroots amplifies the voice of the people
- Grassroots demonstrates broad base support or opposition
- Traditional efforts provide targeted expertise



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2024 Session Preview

- **Housing**
- **Taxation**
(Sales and Use, Property)
- **Accessibility**



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Grassroots Advocacy is a Superpower!



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