# The Fundamentals of Grassroots Advocacy

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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





# **Taming the Beasts**

What are the challenges?

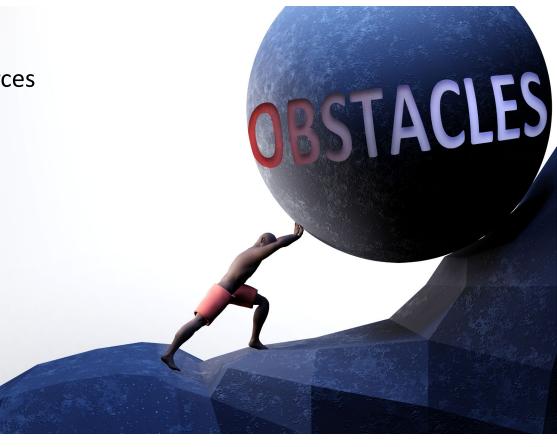




### **Taming the Beasts**

#### 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





#### 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





# **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





#### **2024 Session Preview**

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





# Grassroots Advocacy is a Superpower!



