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!