

Grassroots Deep Dive – More Than Just an Ask

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voicesforhealthykids.org | [@voices4hk](https://twitter.com/voices4hk)



Welcome and Housekeeping



American Heart Association®



Goals and Objectives

- This session will discuss how to create grassroots champions through engagement and educational opportunities, and showcase how Voices for Healthy Kids can help boost campaigns
- Participants will learn about best practices for educating and engaging their networks



Fundamentals of Engagement

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What Is Grassroots Engagement?

- Community engagement – “the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people.” (CDC)
- Engagement efforts can:
 - **Broaden the understanding of issues your organization/coalition is addressing**
 - **Increase people's willingness to support your cause**



The Role of Grassroots in Advocacy

- Advocacy is the process of applying pressure to get what you want from the person who has the power to give it to you
- Advocacy is a commitment



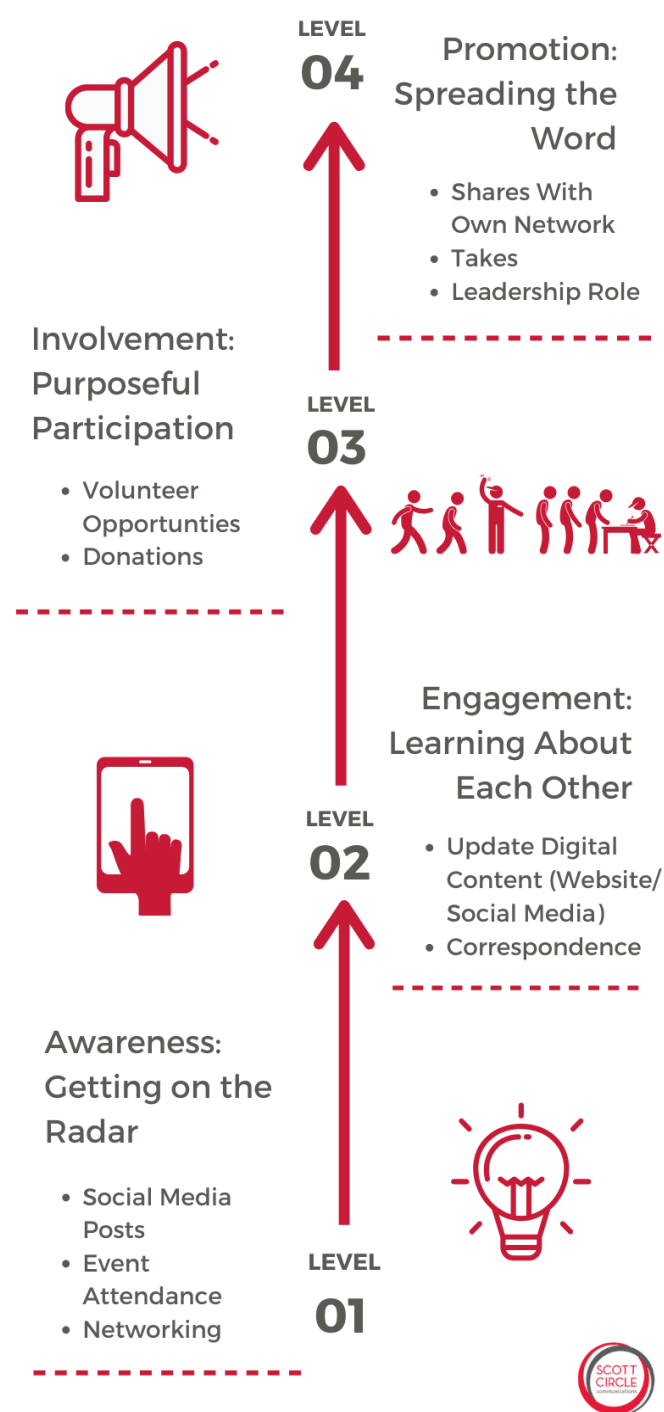
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Ladder of Engagement



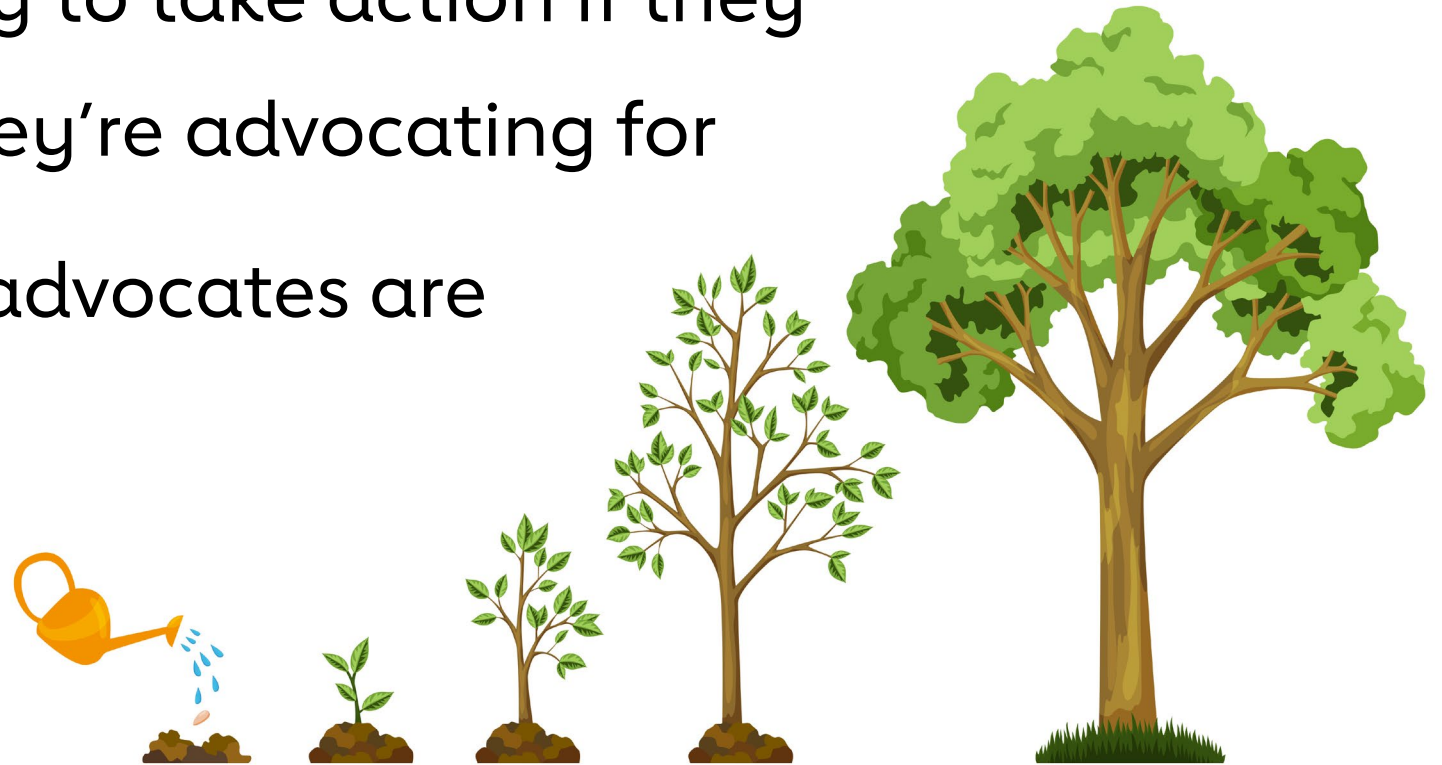


Fundamentals of Education

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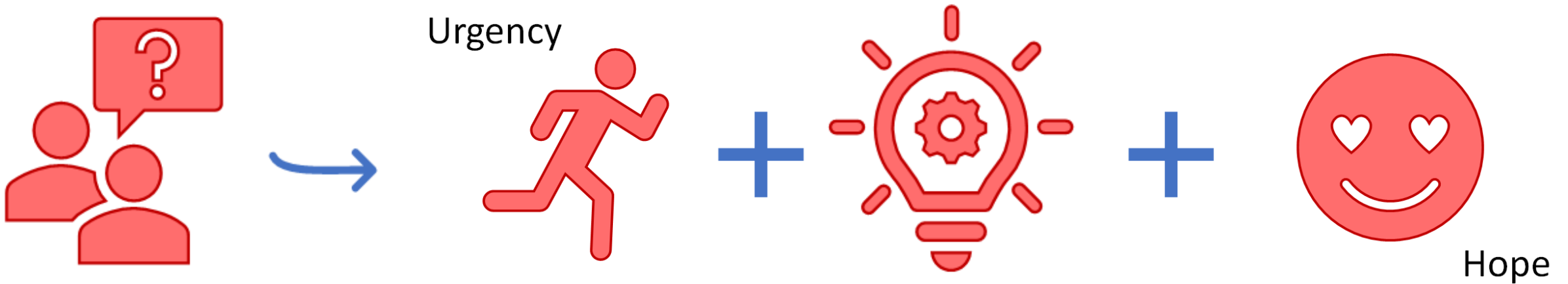
Cultivate Your Supporters Through Education

- Education = Engagement
- Advocates are more likely to take action if they understand the issues they're advocating for
- Don't assume that your advocates are experts!



Components of an Educational Message

- The problem
- The urgency
- The solution
- The hope



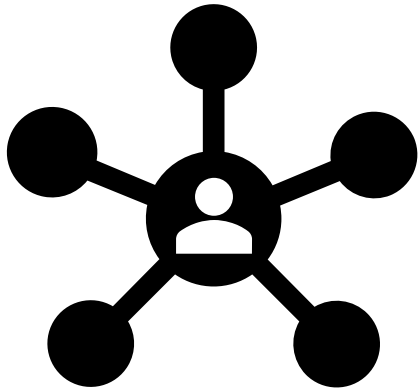
Understanding Your Audience

Engaging Grassroots Advocates



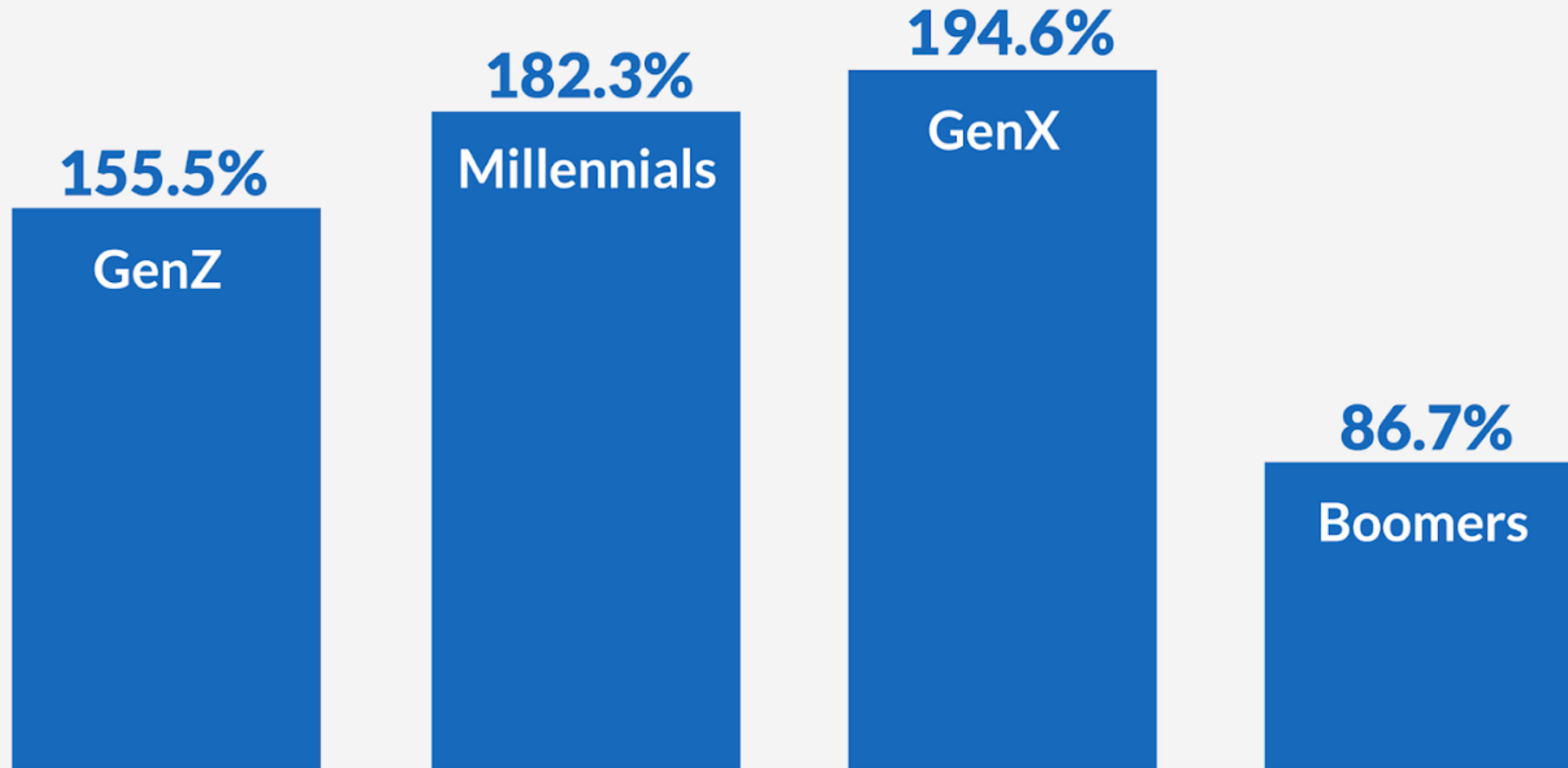
- Understanding why grassroots advocates are connected to your organization or issue will help you engage them.
- Ask grassroots early on why they are personally invested in your issue.

Who's in Your Network?

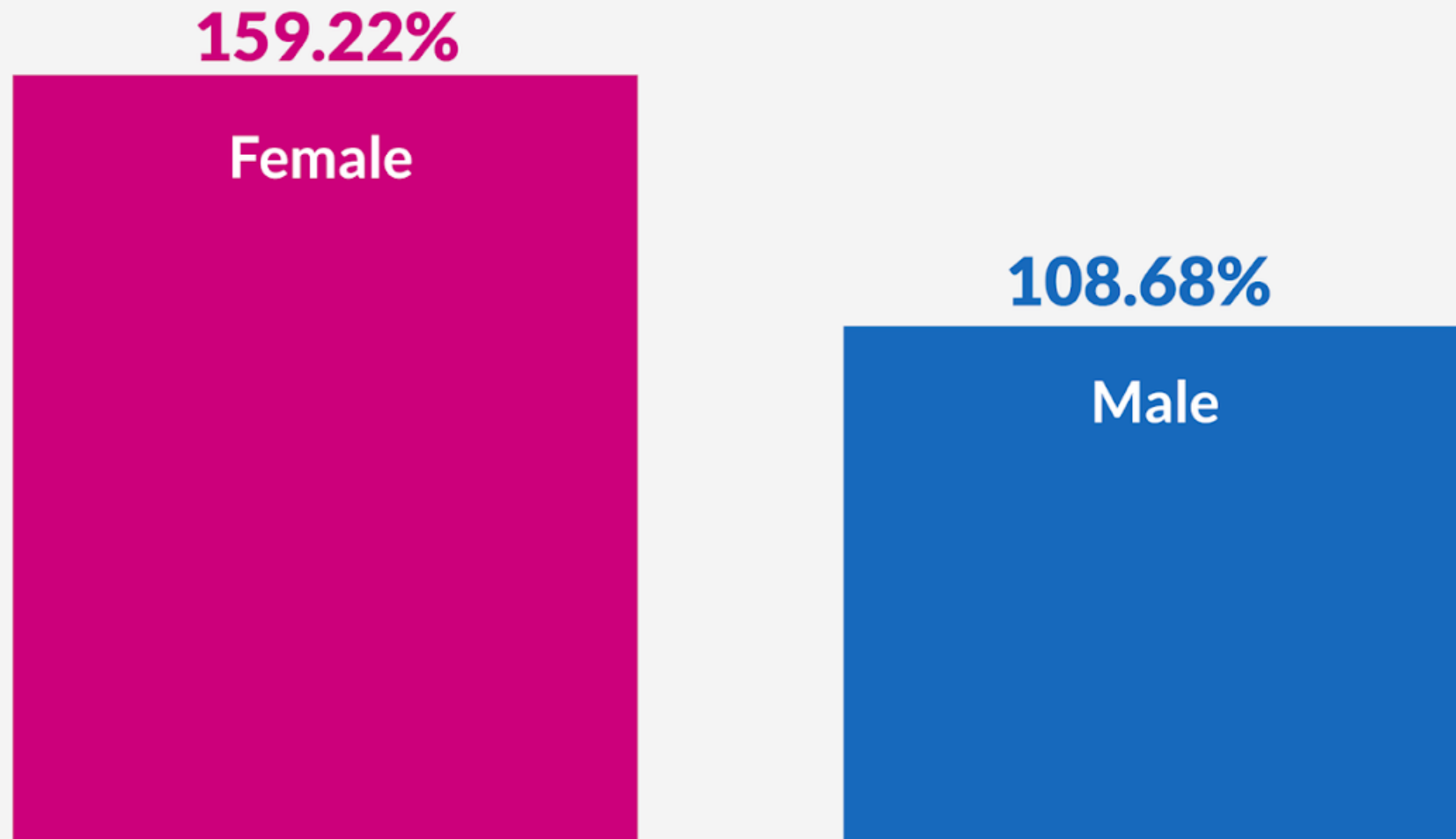


- Obtain demographic data
 - Key for equity
- Track behavioral data
 - Track engagement history
 - Create tags based on interests
 - Send personalized messages

Activity Increase by Generation in Phone2Action Campaigns (Pre vs Post COVID 2020)



Activity Increase by Gender in Phone2Action Campaigns (Pre vs Post COVID 2020)



Community Voice and Involvement – Remember Health Equity!

- All campaigns must pause and make sure there is community voice in any policy work intended to solve issues within those communities.
- Take a moment as a team or coalition to consider marginalized groups or those currently unrepresented in the community and brainstorm ways to empower these important voices
- Be aware of the effects your policy solutions can have on marginalized groups



Grassroots for Health Equity

Build a diverse grassroots base that:

- Is from communities most impacted by the policy proposal
- Is geographically inclusive
- Has a blend of interests that support goal (residents, nonprofits like AHA, business leaders, faith community, academia, youth, etc.)
- Can use the training, tools, and relationships developed in this campaign to work on other issues they care about down the line



Advocacy Best Practices

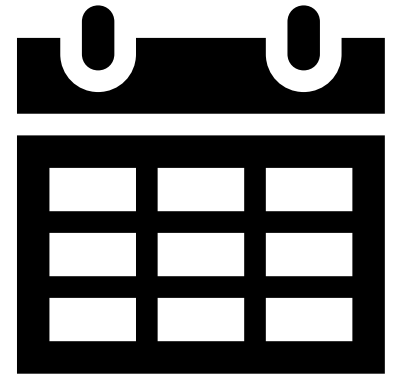
Spend Time on Outreach

- Consistent, personal outreach is necessary to cultivate strong advocates willing to take action
 - Send your messages from a real person with a real name
 - Consider who might be the best messenger for grassroots advocates – the campaign manager? A coalition partner? A trusted volunteer?
- Most importantly, treat advocates like a long-term asset, not a short-term convenience. This is not your last campaign!



Calendaring – Your Best Friend

- Calendaring allows you to be strategic
 - What action is the most important for this group to take?
 - How do you keep people engaged and informed when there may be few updates?
 - Gets more complicated when you add in fundraising and rapid response.
- Always be thinking as one of the advocates:
 - How often have they heard from you?
 - What do they know and not know?
 - What's happening in the zeitgeist?

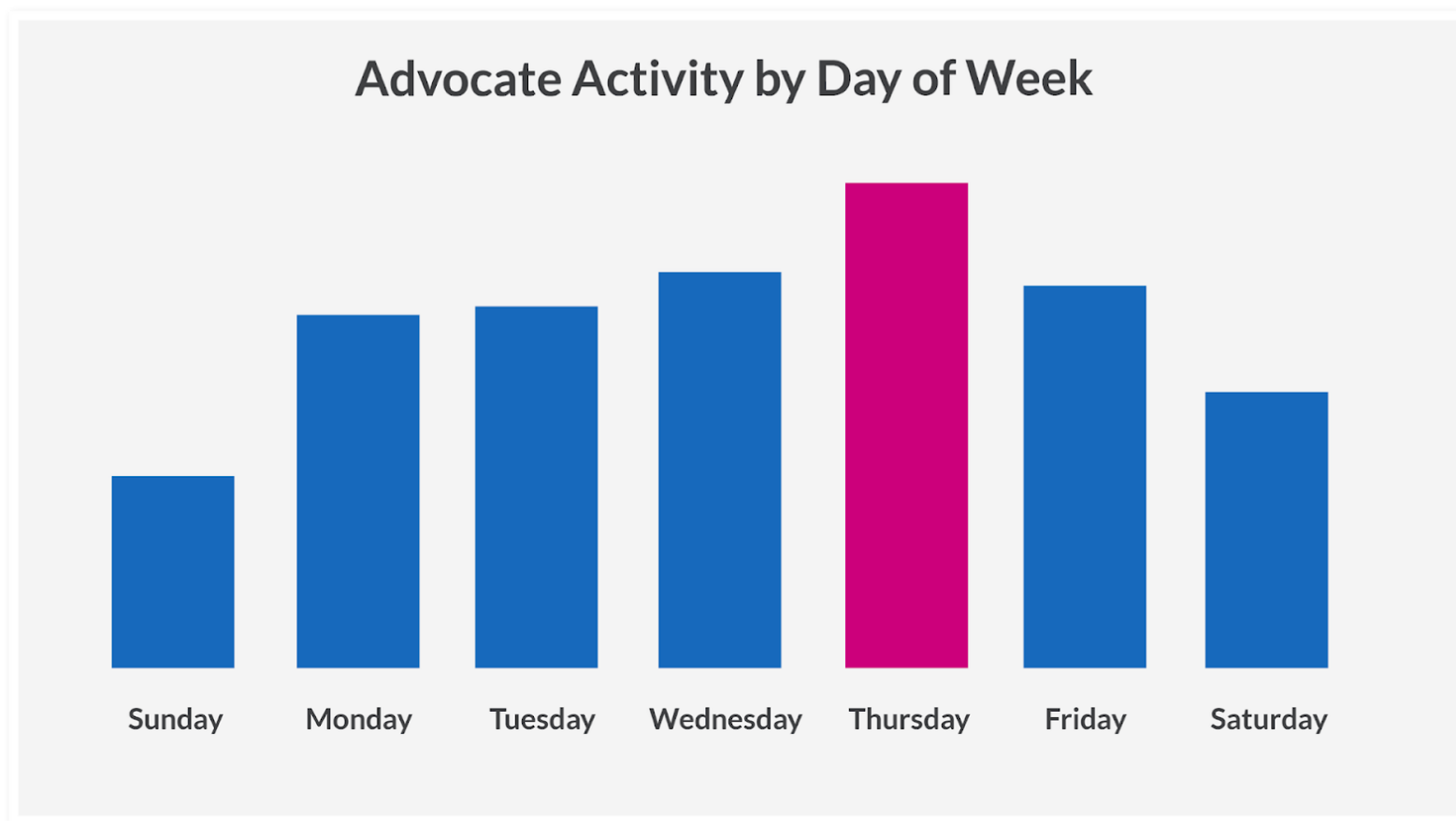


How Often Will You Communicate?

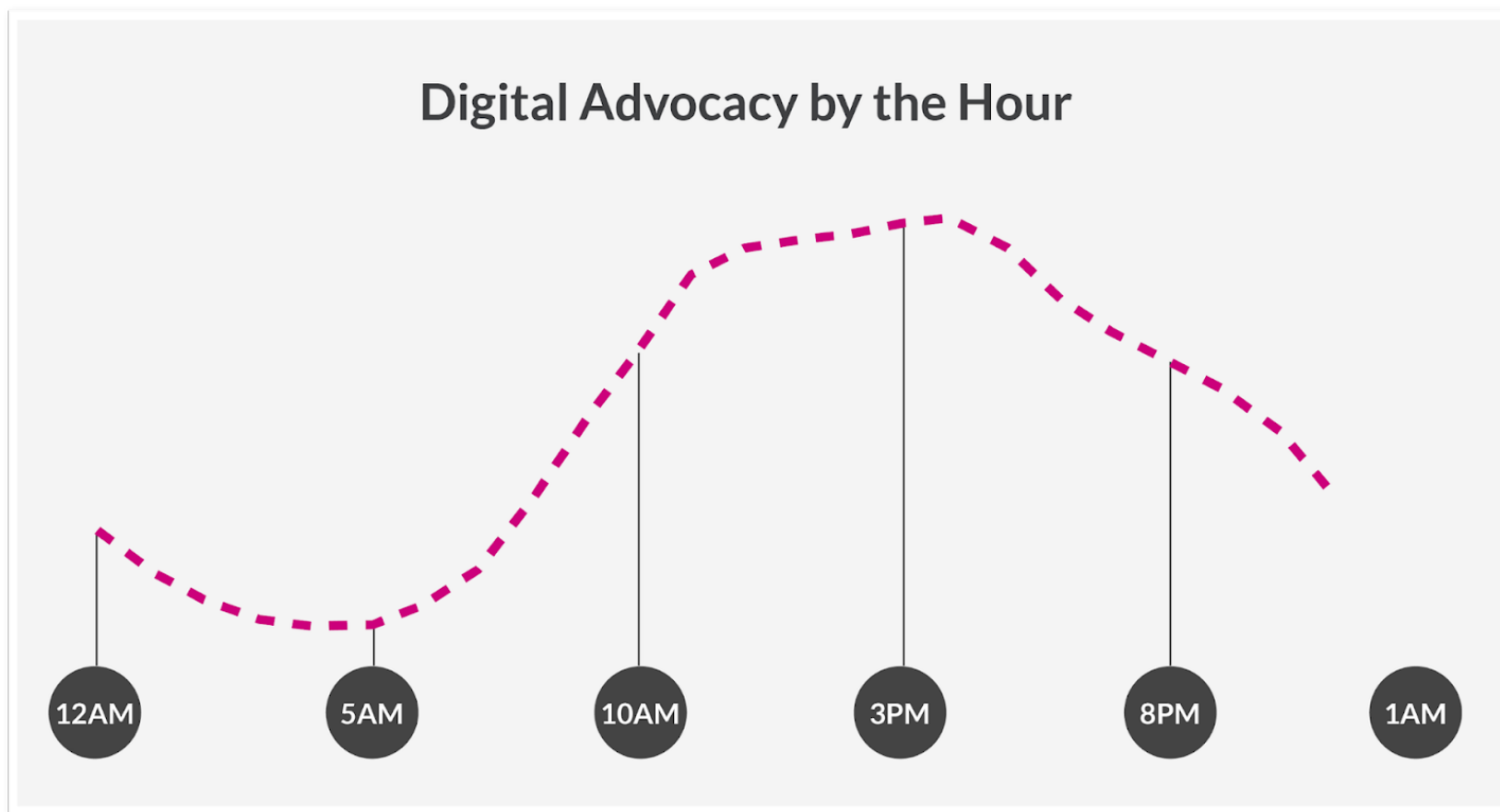
- Editorial Calendar – Set Expectations
- Take time to Educate and Celebrate – Don't just ask
- Prioritize Your Critical Sends
 - High Importance



The “Thursday Afternoons” Rule

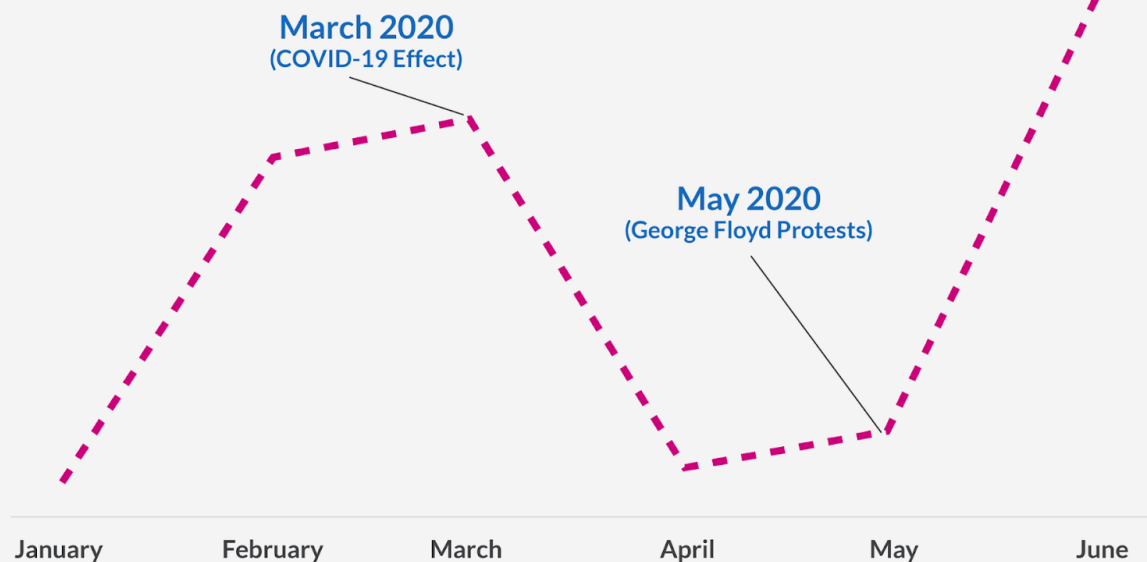


By the Hour

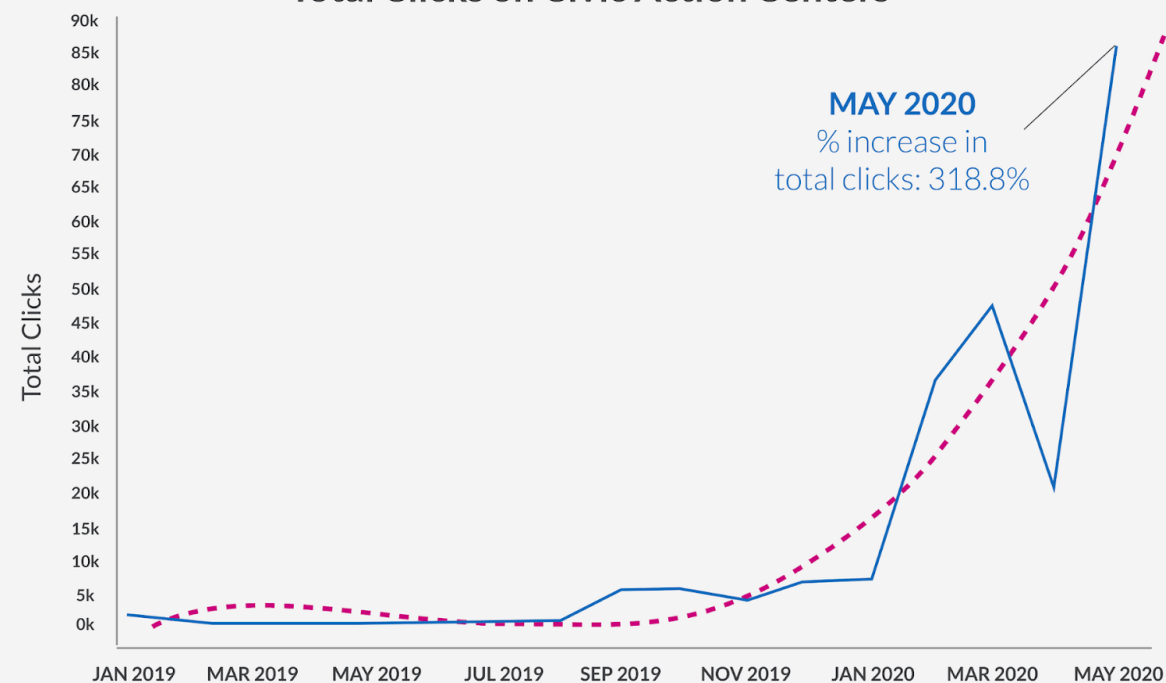


Recognize and Ride the Momentum

Trend In GOTV Activity in 1st semester of 2020



Total Clicks on Civic Action Centers



Welcoming New Advocates



Welcome Series

- 2-3 total sends on average
 - Don't wait too long between sends
- One immediate welcome email, followed by priority asks.
 - Follow on social
 - Survey
 - Donation
- Differs by action (donor vs. petition signer)



Highlight Personal Stories



this is
my story

1. What do you want those who hear your story to think about or understand about the issue?
2. How do you want listeners to feel when they hear your story?
3. How might your story convince a lawmaker that our goal is important?

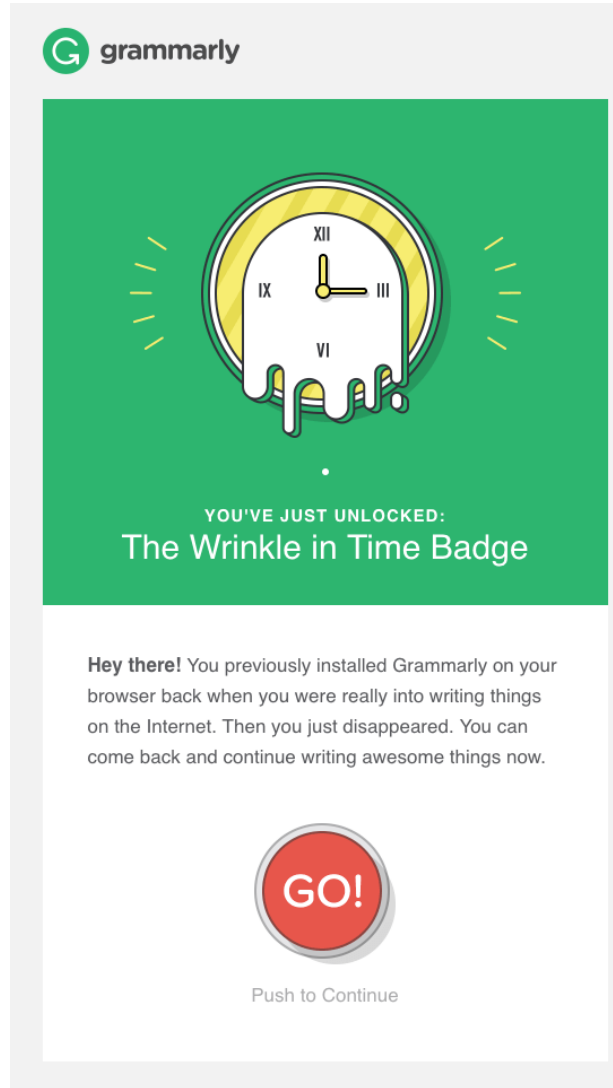
How Are You Engaging?

Examples of content to engage supporters:

- Blogs
- Petitions and other calls-to-action
- Virtual Events
- Newsletter features
- Training opportunities
- Sharing op-eds and LTEs
- Posting on social media
- Graphics, videos, etc.



Are You Reengaging?



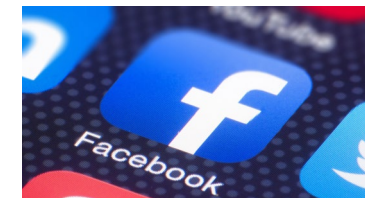
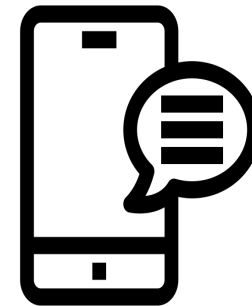
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How Will You Communicate?

- Email
- Texting/SMS
- Phone Calls
- Advocacy Platform
- Social Media

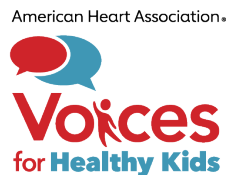


Voices for Healthy Kids Can Help!



Voices for Healthy Kids Network

- ~75,000 advocates across 50 states and Puerto Rico
 - With additional support from the American Heart Association's *You're The Cure* network.
- Functionality to reach advocates via email, text, phone and social media
 - We send action alerts, educational content, breaking news, resources and more
- We connect advocates to lawmakers using Capitol Canary (formerly known as Phone2Action)
 - Capitol Canary allows us to connect supporters with their elected officials via email, Twitter, and patch-through calls



Our Advocacy Platforms

CapitolCanary

#NationBuilder

-  Connect my advocates with their elected officials >
-  Create a signup list >
-  Create a petition to gather signatures on an issue >
-  Create a "find my legislators" page >



Additional Support and Services

- Blogs
- Newsletter features
- Provide training opportunities such as webinars and conference calls
- Posting on social media
- Graphics and other multimedia
- Advocacy Trainings

DID YOU KNOW?

Your community
could fund:

How many teaspoons of sugar are
in just one 8-ounce serving?



Water

0 TSPS



Sports Drink

4 TSPS



Sweet Tea

6 TSPS



Soda

6 TSPS



Lemonade

7 TSPS

Resources to Help You Advocate

- Resource Library
 - Toolkits
 - Graphics
 - Message Manuals
 - Creative Toolkits
 - Fast Facts
 - And more!

www.voicesforhealthykids.org



Learning Through the Work

- Grassroots & Key Contact work builds campaign and issue support. You are:
 - Building advocacy capacity among grassroots advocates and key contacts.
 - Growing support for your issue and organization/coalition/campaign
 - Learning more about your network and best-practices
- Remember, advocacy is a marathon, not a sprint

Questions?



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Thank you!



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