

GRASSROOTS ADVOCACY

BEST PRACTICES IN HIGHER EDUCATION

EMPOWERING ALUMNI AND FRIENDS TO CARRY YOUR MESSAGE TO ELECTED OFFICIALS

REASONS TO CREATE AN ADVOCACY PROGRAM

HAVE A BALANCED APPROACH

An effective advocacy program is balanced between direct lobbying, media relations and grassroots efforts. Each part plays an important role in effectively building support for an issue. When all three of these areas are working together, your advocacy program will be able to reach its full potential.

CREATE A HUMAN FACE

Educational institutions are often seen as large, bureaucratic organizations. Grassroots supporters can show the human impact of the institution, most importantly by sharing their personal stories with elected officials and the public.

BUILD A SENSE OF COMMUNITY

Developing a grassroots network can help energize and mobilize the community to support your institution. Regular communication between the advocacy program and the university community can help staff better understand the challenges that the institution faces at the capitol and motivate supporters to take action.

*Download the complete report at
www.TippingPointStrategies.org*

TIPS FOR SUCCESS

DEDICATE A FULL-TIME STAFF MEMBER TO OVERSEE THE GRASSROOTS PROGRAM

Resources may make this a challenge, but it will maximize your program's effectiveness. Consider hiring someone who not only has experience as a grassroots organizer, but who also has experience in policy issues and strengths in technical/computer skills. Finding someone with this combination of experience can help maximize your investment in the program.

CREATE CAMPUS LEADERSHIP BUY-IN

In order for a grassroots program to launch successfully, campus leadership must be champions of the program. Without buy-in from the college or university President, it may be challenging to build support on campus for your grassroots program. Support from leadership can help secure resources to manage campus outreach and make the program a campus priority.

DEVELOP AN ONLINE LEGISLATIVE TOOLKIT

A key resource for supporters, your toolkit should include details of the legislative request, key talking points, and steps your supporters can take to build support for the request. This tool will help to inform different groups of supporters as well as to keep the messaging consistent.



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