

*Presented by ACSA Governmental Relations*

# Grassroots Advocacy

*Intro to Advocacy in Action | Region Presidents & VPLAs*





# What is Grassroots Advocacy?

- ▶ Homegrown, bottom-up political activity, that starts with each of you!
- ▶ What is **Advocacy in Action**?
- ▶ What does grassroots look like at ACSA?
- ▶ *I don't know who my legislator is...*
- ▶ How do I start a grassroots advocacy campaign in my region?
- ▶ Who can I ask for help?





# Build your team + Connect with staff

- ▶ Utilize your existing network
- ▶ Legislative Action Day 2.0
- ▶ Call/email your ACSA staffer for advice (*if you need it*)
- ▶ Set a **S.M.A.R.T.** goal
- ▶ Work within your capacity





# Define Your Message – *Educate, then Advocate*

- ▶ Tell Your Story
- ▶ K.I.S.S.
- ▶ Test your Message
- ▶ **Know your Audience + Do your Research**





# Social Media & Follow-ups

- ▶ Use the **Social Media Do's and Don'ts** section of the toolkit
- ▶ **Tell us what you did!** Email/call your ACSA staff member and keep them updated!
- ▶ Debrief with your team and make a plan – **How can you stay engaged with your legislator?**
- ▶ **Thank You notes** are highly encouraged





# Resources for *Advocacy in Action*

- ▶ [www.acsa.org/advocacyinaction](http://www.acsa.org/advocacyinaction)
- ▶ [Legislative Districts by Region](#)



# Your ACSA Staff Member

- ▶ **Edgar Zazueta:** Regions 14, 15 & 16
- ▶ **Laura Preston:** Regions 17, 18 & 19
- ▶ **Cathy McBride:** Regions 1, 2 & 4
- ▶ **Martha Alvarez:** Regions 8, 10, 12 & 13
- ▶ **Ivan Carrillo:** Regions 5, 6 & 11
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