# 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



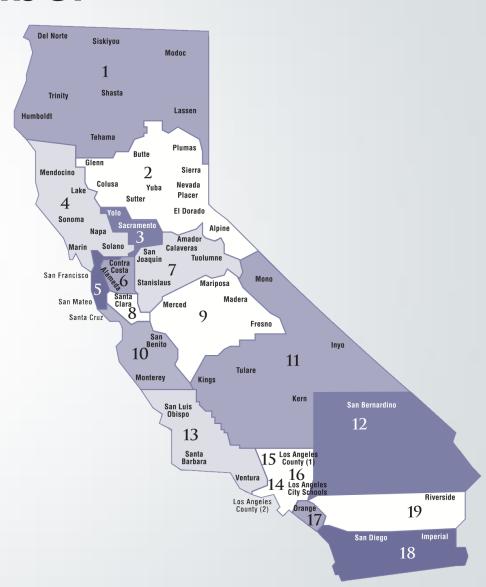
# Resources for Advocacy in Action

- www.acsa.org/advocacyinaction
- 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
- Sarah Monte: Regions 3, 7 & 9



#### **Staff Contact Information**

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