

CREATING A SUCCESSFUL GRASSROOTS CAMPAIGN

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Civic Leadership

Lesson Description

This lesson provides step-by-step recommendations for building a realistic and achievable campaign for change. It covers many aspects of a campaign, such as the need to identify specific goals, how and when to involve staff and stakeholders in the planning and implementation of a grassroots campaign, identifying tasks, and delegating responsibility.

Learning Objectives

1. How to strategically identify challenges.
2. How to understand and incorporate stakeholders.
3. How to develop a plan of action to build a sustainable campaign.

Discussion Questions

1. Dibinga recommends being strategic and specific with regard to the campaigns you launch. If, for example, a lack of adequate health care or high youth unemployment is what you hope to alleviate, what specific and measurable projects or initiatives can you create to begin to address the problem?
2. Reaching out to important stakeholders to support your cause was noted as one of the most important actions one should take before launching a grassroots campaign. Who are the key stakeholders who could help or hurt your campaign and how? How could you work to ensure their support?

Development Actions

1. Identify a problem for which you want to build a grassroots campaign. Think about the incremental actions that you and your community can take to begin to address the problem. Identify the long-term and short-term goals, what staff you will need and what roles staff and the community will play. Strategize on how you will build a coalition around your project. Seek out stakeholders for input and revise your plan accordingly.

About the Video Presenter

Omékongo Dibinga is a motivational speaker, trilingual poet, author, television host and rapper. He was one of five international recipients to win the first CNN iReport Spirit Award. Omékongo has studied at Harvard, MIT, Princeton, Georgetown, Morehouse and The Fletcher School, where he received his M.A. in law and diplomacy. He is currently a Ph.D. candidate in international education policy at the University of Maryland. His motivational book *G.R.O.W. Towards Your Greatness! 10 Steps to Living Your Best Life* has received praise. His most recent book, *The UPstander's Guide to an Outstanding Life*, is a life balance book for students. For more information, please visit www.upstanderinternational.com.

