

DISCUSSION GUIDE

LEARN TO LEAD

Organizing Grassroots Advocacy Campaigns

Course Description

On your own, you can have a positive impact on your community, but when you recruit, organize and lead others, you can really make a difference. In this course, you will learn guidelines and best practices for creating a successful grassroots campaign — from defining your cause to building and training your team to becoming an influential force that drives positive change.

Lesson Objectives

1. Understanding the organizational and management strategies necessary to create grassroots organizations and campaigns.
2. Understanding how leadership, management, and team building skills can be used to mobilize citizens toward peaceful activities around elections and civic participation.
3. Understanding the steps and skills needed to prepare citizens to be effective agents for positive change.

Discussion Questions

1. What are some of the issues that you would build a grassroots organization or campaign around in your community? What would be the necessary skill set you would look for in both staff and volunteers who might join your effort? How would you evaluate potential staff and volunteers and their value to the effort? How might you develop the skill sets of key stakeholders who have no formal education or training in the skills you need?
2. Every grassroots organization or campaign needs volunteers. Thinking about the organizations or campaigns you want to create, in what ways could you inspire people to join your movement? How do you convince people with limited means to devote their time and energy to your campaign? What incentives might you use to join? Is it ever a good idea to use financial incentives to entice people to join a movement? What would be the pros and/or the cons of such incentives?
3. Many YALI Network members have mentioned stopping election-related violence as an important effort for a grassroots campaign. With ending election violence as the primary goal, who would be the key stakeholders involved? What kinds of activities could be developed that adhere to the SMART principles – strategic, measurable, attainable, realistic, and timely?

Developmental Action

1. Take and teach another of the Lead to Learn courses!

Lessons included in this course: *Understanding Elections and Civic Participation: Grassroots Organizing for Civic Engagement, Creating a Successful Grassroots Campaign, Designing and Delivering Training, Attracting and Motivating Volunteers, Leading People and Change, Creating and Managing a Team, Bonus Lesson: Putting Servant Leadership Into Action*

