


Grassroots and the Elections

A presentation from Stephanie Vance
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Why Utilize Grassroots in the Election Season?

- Raises the profile of your issue, both during the campaign and long after
- Offers a new and often invigorating way for grassroots activists to get involved
- Enhances your access and reach in the legislature
- Civic mindedness: it's an important part of democracy and it's a fun thing to do!

A word of caution

- Be sure you know the rules!



5 Specific Techniques

Let's get started...

Number 5: Voter Drives

- Why: Getting like minded people out to vote will only help your cause.
- Your role: Provide resources like:
 - Flyers (print and deliver through local Kinko's)
 - Business cards
 - Online and voice mail greetings
- Your advocates' role: Distribute far and wide
- The message? Go to www.beavoter.org

Number 4: Create a Candidate Survey

- Why?
 - Gets advocates involved
 - Requires candidates to focus
- How?
 - See sample using Zoomerang
- What can you do with the information?
 - Connect advocates with candidates
 - Post responses online
 - Utilize in future lobbying / advocacy efforts

Number 3: Media Response Teams

- Why? The “facts” and figures fly fast and furious during campaign season. Having a ready made team of responders at the local level can ensure that your message is heard.
- Your role: Identify likely team members and train them
 - Initial survey of advocates
 - Prepare talking points
 - Audio / online role-playing
 - Resources like Congress.org’s [Media Database](#)

Number 2: Web 2.0 Techniques

- Set up a “Blog Day” for a few days before the election
- Encourage “YouTube” videos from townhall meetings and campaign events
- Set up a Facebook or MySpace page around your organization’s involvement in the campaign
- Photosharing through Flickr or other similar sites

Number 1: GOTV: Get Out the Vote

- What is it?
- Old Fashioned
 - Phone lists from board of elections
 - Doorbelling
 - Sign waving, etc.
- New Fashioned
 - E-mail / voice mail taglines
 - Texting
 - Twitter!

Bonus: Working the Polling Sites

- Every jurisdiction needs volunteers to work the polls
- Benefits to you: Active and engaged advocates
- Benefits to them: Enhanced understanding of the process (and perhaps more sympathy in the long run!)

The Five Minute Action Plan

What's one strategy you'll implement for involving grassroots in campaign activities?



Contact Information

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Be a Voter

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Register To Vote

(En Español)

Make a difference. Be a voter. It's easy!

1. Select your state
2. Enter the required information.
3. Print your voter registration application.
(Requires Adobe Acrobat. We suggest version 7.0. Click [here](#) to download 7.0)
4. Mail your voter registration application.



Note: Residents of North Dakota and Wyoming are not permitted to use this form. New Hampshire town and city clerks will accept this application only as a request for their own mail-in absentee voter registration form. Please review the [additional information](#) on who can use this application to register to vote.

Click on the map to view by state.



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Candidate Survey


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Address <http://www.zoomerang.com/recipient/survey.zgi?p=79QAA3M9GL0B> Go Links del.icio.us TAG

Candidate Survey 2004

 Center for Transportation Excellence

Questions marked with an asterisk (*) are mandatory.

1 Public transportation is an essential part of a balanced transportation program for America

| | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Strongly Agree | Agree | Somewhat Agree | Do Not Agree |
| <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 |

2 Do you believe America's current transportation needs are being met?

| | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Yes | Somewhat | No | Not Sure |
| <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 |

3 If you believe that America's transportation needs are not being met, would you support increased federal funding for public transportation and highways?

| | | |
|-------------------------|-------------------------|-------------------------|
| Yes | No | Not Sure |
| <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |

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Media Database

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Media Guide

Find and contact national and local media.

Local Media -- ZIP Code Search

Enter your ZIP code Show national media in results. GO

Individual Search -- Editors, Reporters & Producers:


Enter person's last name GO

Organization Search: Newspapers, TV, radio, etc.

Enter media organization name GO

Select State GO

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