



# The Importance of Building a Grassroots Campaign

John Hall



# Grassroots Movements versus Grassroots Campaigning

A grassroots movement, such as the tea party movement, is different from utilizing a grassroots network in a political campaign.

A movement is started by a few individuals and spreads with, often, little central control.

A campaign utilizing a grassroots network has central control (the campaign), but relies on unpaid individuals to carry out tasks.

# Why Build a Grassroots Network?

- In any campaign, there is too much for only paid staff to do.
  - Door to Door
  - Phone Banking
  - Letters to the Editor
  - Attending events in t-shirts on behalf of the campaign
  
- Volunteer activity shows momentum.
  - In 2008, the Obama Campaign had so many people out doing activities that there was a sense on inevitability.
  - In 2010, the same could be said about Republican campaigns.
  
- There is no reason not to.
  - The time it takes to build a good grassroots network will repay itself.

# How to Build a Grassroots Network

1. Determine the type of grassroots organization that you will need to setup to accomplish your goal.
  - A. County-by-County Organizations
    - A. County Chairs and Co-Chairs
    - B. County Volunteer Coordinators
    - C. County Social Network Coordinators
  - B. Area Organizations
    - A. Statewide Regional Chairs
    - B. Countywide Regional Chairs
    - C. City/Village Chairs
    - D. Precinct Chairs

# How to Build a Grassroots Network

2. Identify issue groups that are supportive and can help provide volunteers.
  - A. If your candidate is pro-life, pro-life groups can be great resources for finding great volunteer leaders. The same can be said of most issue groups.
  - B. Appeal to the leaders of the issue groups you are targeting. An influential leader can attract volunteers to a campaign if they are supportive.
3. Contact each local county party and political group to find leaders.
  - A. While county parties are often utilized, local clubs are many times forgotten and can be a great place to find help.

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4. Appoint individuals to serve in grassroots leadership positions.
  - A. Empowering and giving ownership to individuals increases their desire to help.
    - a) Titles are a good way to do this. Calling someone a County Campaign Chair makes them feel more involved.
5. Setting high but manageable goals gives your volunteer leaders something to work towards and a sense of accomplishment.
  - A. Recruiting 10 new volunteers a months.
  - B. Having 1 letter to editor submitted per month.

## How to Build a Grassroots Network

6. Reward grassroots leaders that perform well and reach goals.
  - A. Special t-shirts for top producers.
  - B. Coffee or lunch with the candidate.
  
7. Keep your grassroots leaders updated as to what is going on in the campaign and give them opportunities to be involved in decisions.
  - A. Weekly e-mails
  - B. Monthly conference calls
  - C. Organizational meetings
  - D. Let your leaders advise you to what events the candidate should attend in their area.

# How to Build a Grassroots Network

8. Don't ever waste any of your grassroots leaders or volunteers time.
  - A. A surefire way to loose a volunteer is to have them do something that they think is not worth their time.
    - a) Make sure to explain the importance of what they are doing.
    - b) Make sure each volunteer feels appreciated.



# Conclusion

The most important thing to remember when building a grassroots organization and when working with the grassroots is that they are helping you.

Be appreciative and try to give them the tools they need to complete their tasks.