

GRASSROOTS CAMPAIGNING

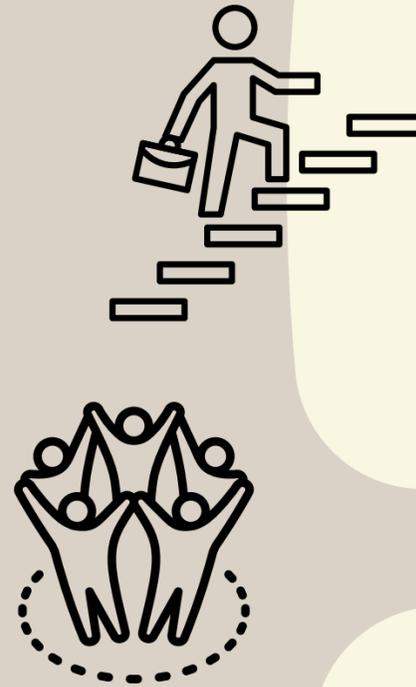
What is Grassroots Campaigning?

- Grassroots campaigning is all about mobilising local communities to support a cause, movement, or initiative. It thrives on direct interaction and collective effort, often relying on passionate individuals at the local level rather than top-down strategies
- Types of campaigns include: Environment Campaigns, Political Campaigns, Social Campaigns, Community Campaigns



Steps to create your own Grassroots Campaigning

- Define your core message and goals
- Develop easy-to-share materials
- Create community events
- Engage with policymakers
- Track and celebrate progress



Key Elements of Grassroots Campaigning

- **Community Engagement:** Build Strong connections with local communities through events, meetings or social media platforms
- **Volunteers:** Empower volunteers to spread the message and engage others
- **Personal Storytelling:** Use real stories to make the cause more relatable and impactful
- **Social Media Outreach:** Use social media to reach wider audiences
- **Local Partnerships:** Collaborate with local businesses, organisations or influential figures to strengthen your campaign



Benefits of Grassroots Campaigning?

- Increase your influence
- Raises awareness
- Builds support
- Empowers others

