



Another "Grassroots: 101" e-book by

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Campaigns, Opinions & Activism

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Nine Conservative Grassroots Opportunities

Welcome to the party

Are you frustrated? Upset with what you see going on in our country today? Don't recognize the country you grew up in? Or worry that your kids won't? Concerned with the fact that our country's about to go bankrupt? Or that our government seems at war with your values?

If so, then welcome to the party, so to speak.

For these and so many other reasons, conservative patriots are joining together to let their voices be heard. But being heard is not enough. In our system of self-government you get what you pay for – or work for. No victory or defeat is permanent, and the battles always rage.

As Ronald Reagan once said, "*Freedom is never more than one generation from extinction*" – which means we need to get busy

What's on the menu?

How do you go about "getting busy"? There are a lot of answers to that question, and it can depend on the resources you have handy, as well as what you're trying to have an impact on.

The point of this report is to review a relatively easy "to do" list of grassroots activities that have been proven successful in giving people a greater voice in their government. They are easy to implement and can greatly strengthen the political impact of conservatives in your community.

While this is by no means a comprehensive list, the purpose here is to relay the basics, because, if you don't do the basics, you'll greatly reduce the chances of having any long term impact.

So with that, here's the list...



1) Build a conservative contact database

Create a database of identified, registered conservative voters (for your church or precinct) with as complete contact information as possible, (names, addresses,

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phone numbers, email addresses, precinct and church names). An Excel spreadsheet will work fine. Use this list for distributing key information on all your projects or just keeping people informed.

A good database is critical to making other projects easier and more effective in the future. Make use of any church directories if possible.

2) Hold a voter registration drive

As shocking as it might seem, almost half of all potential voters aren't even registered to vote. Worse, that tends to hold true for conservatives as well.

The purpose of a voter registration drive is to make sure that every identified conservative in a church or precinct is registered and able to exercise their right to vote.

Get registration forms from your county registration office and set up a registration table in your church, and encourage others to do the same in other churches or other places you're more likely to find conservatives. You can even cross-reference the names in church directories or on conservative petitions with the county voter registration list to find out who needs to be registered.

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Again, given low average registration and election turnout percentages, this one effort alone can have a tremendous impact. **If you're not registered, you can't vote. *And if you don't vote, you don't count.***

3) Attend the next meeting of your local Republican Party

Going to political party meetings and getting involved will help you keep up to date with important political information, but it can also provide you with good opportunities for political activism on issues you care about.

Volunteer for activities or even run for local party offices, (such as precinct president or committeeman and delegate to county or state conventions). Introduce conservative resolutions. Identify, organize and support fellow conservatives who do the same.

Contact your state or local party chairman to get information about meeting dates and times. Then invite others. ***The more conservatives that get involved in the grassroots of the Republican Party, the better off the conservative agenda will be.***

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4) Set up a citizenship bulletin board or table

To be effective in our political system, people need information, so make sure that they get it. A bulletin board or table can easily be set up at a church so you can post or distribute timely information about issues or upcoming events, (such as local council/school board meetings, political party meetings, elections, etc.). Just be sure to ask your pastor for permission first.

5) Conduct a petition drive

Petitions are a great way to demonstrate a strong, unified voice on a given issue, as well as to show politicians the level of support it enjoys. If politicians understand one thing, it's numbers. They know that numbers equal power – and petitions demonstrate numbers.

Petitions are also a great way to build a database of supporters that you can go back to for further action on related projects in the future.

Find an issue that conservatives in your community are concerned about, (which makes it easier for you to identify conservatives!), circulate a petition, and make a difference by forwarding it to the proper elected officials, (especially when working in coordination with other local grassroots leaders).

You can conduct petition drives “off-line” in printed form and/or create an [online petition](#), (with sites such as [AktNow](#)).

Be sure to eventually cross-reference petition signatures with your local voter registration list to make sure that your petition supporters are registered to vote.



6) Lobby your elected officials

Generally some form of lobbying is the most common type of grassroots effort that local groups engage in. In fact, many groups are formed specifically because of a local issue and the desire to be heard by elected officials.

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Once you've identified an issue to pursue you can mobilize your group to flood elected officials with emails, post cards, personal letters, faxes, phone calls and personal visits, (again, websites such as [AktNow](#) can help you coordinate such activities online).

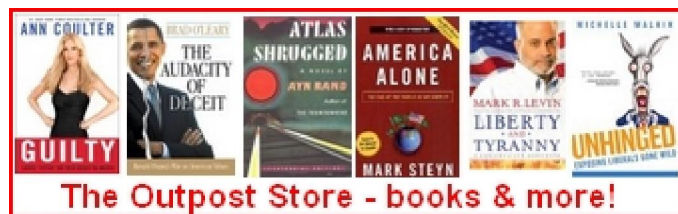
Remember, the number one goal of most elected officials is to get re-elected – and an organized group of registered voters with a particular point of view will have considerable influence with most any politician.

7) Distribute legislative scorecards

A legislative scorecard is a listing of key votes cast by elected officials indicating how they voted on bills that are important to specific groups, (usually giving them a numerical "score" based on their record). These can be for any federal, state and/or local elected officials that have a voting record.

Contact other conservative organizations that may have scorecards and order enough for your church or precinct, (depending on where and how many you want to distribute). If you're in charge of organizing your precinct, order enough for precinct volunteers to be able to effectively distribute them in their churches, as well as to identified conservative voters in their areas as well.

The more people know about how elected officials actually vote, the better they can hold them to account and put officials on notice that they're being "watched".



8) Distribute non-partisan voter guides

These are guides that demonstrate to voters where candidates stand on issues that are important to conservatives. They are usually based on a public official's voting records and/or candidate questionnaires or public statements and will represent positions in easy to understand terms on each issue, (such as Candidate Smith "Supports" or "Opposes" tax increases).

Voter guides help cut through the clutter of campaign advertising that may or may not discuss the issues that are most important to conservatives, and

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“bottom-line” the candidate’s positions. For the best impact they should be distributed just a few weeks prior to primaries and/or general elections.

If you’re working as a precinct organizer, you should get enough to enable fellow precinct volunteers to distribute in their churches. You should also consider mailing them to identified conservatives in your precinct.

Like the previously mentioned “scorecards”, voter guides are about voter education. **The more informed conservative voters are about where candidates really stand, the better off all conservatives will be.**

9) Make Get-Out-the-Vote (GOTV) phone calls

GOTV calls are essential to turning out a large conservative voting-bloc in any election. **A registered voter that doesn’t vote doesn’t count.**

You can create a telephone bank with fellow church members (or precinct volunteers if you’re organizing your precinct) to make calls from lists of identified conservative voters just prior to and on Election Day.

You can do this as a group from a central location or individually from home from a common (but distributed) list. You can also use new online tools such as Google’s online spreadsheets to give all callers access to a centralized list.

This is where the work of identifying and registering conservatives pays off. Work with your local or state grassroots leadership (if any) to determine how you can best organize making these important calls.

* * *

This is only a partial list of some of the things you can do to make a difference. The point is to get started. The more involved you become, the more ideas and opportunities you’ll have. Using these time tested principles and techniques you can have an impact on the things you care about by working just a few hours a month.

The bottom line is to do something. Remember, if you don’t do anything, nothing happens, (or at least nothing that you would want to happen).

In order to truly have an impact on our culture and our political system, the conservative movement needs volunteers that are diligent and have the patience to stay involved and finish the job.

Remember, many hands make light work. **So get started!**

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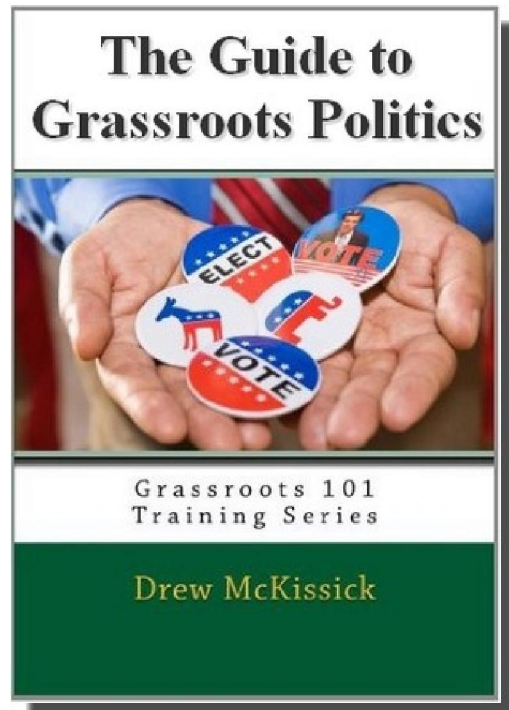
You can get more ideas and tips on how to be effective in the political system from my "Grassroots 101 Training Series" which covers the fundamentals of political success

"In a democracy, he who does not take an active interest and participate in public affairs is worthless". - Pericles

Are you "worthless"? How important are you to the success of the things that you believe?

Today our country needs conservatives to be willing to get involved and play an active role in our political system like never before.

The purpose of the [Grassroots Training Series](#) is to cover the highlights and break down the complexities of the political system and give a basic understanding of the fundamental techniques that can help you achieve success.



The Beginner's Guide provides 50 pages of basic "how to" guidance for:

- *Grassroots Opportunities*
- *Precinct Organization*
- *Church Organization*
- *Online Organization*
- *Being an Effective Volunteer*

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- *Political Parties*
- *The Legislative Process*
- *Basic Lobbying*
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- *Election Voter Guides*
- *Newsletters*
- *Dealing with the Media*

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The Advanced Guide has 83 pages covering activity relating to:

- *Advanced Lobbying*
- *Campaigns and elections*
- *Communications*
- *Parliamentary procedure*
- *Volunteer management*

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