



Movement Building Assistance: *Grassroots Leaders Vision Workshop*

Leveraging Passion for Effective Grassroots Leadership

What is a Grassroots Leaders Vision workshop?

Grassroots activists have the ability to dramatically improve the health and safety of their communities by building authentic grassroots movements. Effective grassroots movements can and do change society for the better. But what are the building blocks of an effective movement? How do grassroots leaders know if they have the elements for success?

Effective grassroots movements combine three critical elements: **Vision, Strategy, and Power.**

This interactive workshop focuses on the first element – **leveraging the passion of the movement leadership to create a vision for fundamental and enduring change.** In a half- or full-day meeting, we will help your leadership translate passion into a compelling vision that can focus your efforts and mobilize other advocates and supporters. Participants will brainstorm a collective vision to achieve their goals. Grassroots Change and outside experts will provide insights into the elements for effective movement building and evidence-based implementation approaches.

Who participates in the workshop?

This facilitated workshop brings together your current and prospective movement leadership, along with experienced outside experts in grassroots movement building. Generally a workshop includes 10–25 participants.

How will it help your public health movement?

The workshop is designed to help you advance towards permanent social change. Together, we will define a collective vision to strengthen your efforts. We will share recommended movement building goals and evidence-based approaches that your leadership can adapt and implement to achieve your own visionary goals.

What do you need to do to get started?

Working with Grassroots Change's staff, we will develop a customized workshop plan with specific objectives and outcomes. We will ask that you provide pre-meeting materials to ensure that all participants have a solid base of understanding of your issue, goals and progress to date. Grassroots Change can identify outside experts and experienced advocates to share best practices to address your issue area from a regional, state, or national perspective.

Grassroots Change

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Movement Building Assistance: *Grassroots Leaders Strategy Workshop*

Creating Social Change through Education and Policy Advocacy

What is a Grassroots Leaders Strategy workshop?

Grassroots advocates have a unique ability to improve the health and safety of their communities by building and sustaining effective movements. Effective movements can and do change our society for the better. But what are the components of an effective movement? How does a local (or state or national) leader know if they have the elements for success?

Effective grassroots movements combine three critical elements for success: **Vision, Strategy, and Power.**

This interactive workshop focuses on the second element – **developing the strategy to achieve the goals of your movement.** In a half- or full-day meeting, we will help your leadership develop an overall strategy for your movement. Participants will set meaningful and achievable grassroots goals, develop a timeline, and identify the strategies, tactics, and tools needed to meet the goals. Grassroots Change and other experienced advocates will provide feedback and share recommended strategies based on our experience and insights.

Who participates in the workshop?

This facilitated workshop brings together your current and future movement leadership, along with experts working in your issue area and grassroots movement building in general. Generally a workshop includes 10–25 participants.

How will it help your movement?

You already have the vision for your movement, but now you have to make it happen in a series of meaningful and smart steps. The workshop is designed to give you an action plan to help you achieve your movement's collective vision. Together, we will develop the strategy to meet your vision and identify concrete steps for your leadership and advocates. We will provide recommended strategies for your movement based on our expertise and insights.

What do you need to do to get started?

Working with Grassroots Change's staff, we will develop a customized workshop plan with specific objectives and outcomes. We will ask that you provide pre-meeting materials to ensure that all participants have a solid base of understanding of your issue, vision, goals and progress to date. Grassroots Change can identify outside experts and experienced advocates to share best practices from a regional, state, or national perspective.

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Movement Building Assistance: *Grassroots Leaders Capacity Workshop*

Building and Sustaining the Movement

What is a Grassroots Leaders Capacity workshop?

Grassroots leaders and activists can create positive social change at the community, state, and national levels by building and managing authentic health and safety movements. Effective movements can and do change society for the better. But what are the essential building blocks of an effective movement? How do activist leaders know if they have the elements for success?

Effective grassroots movements combine three critical elements for success: **Vision, Strategy, and Power.**

This interactive workshop focuses on the third element – **building the power of your movement so that your social and policy change advocacy is sustainable and impactful.** In a half- or full-day meeting, we will help your leadership identify the infrastructure needed to sustain your movement and broaden its reach and impact. Participants will identify their movement's successes, as well as areas where the movement can grow and have more of an impact. Grassroots Change and others with experience in managing effective movements will share recommended best practices for building an infrastructure for grassroots movements and help your leadership determine how to get resources and build capacity.

Who participates in the workshop?

This facilitated workshop brings together your movement leadership and future leaders, along with issue experts in the field, as well as experienced experts in movement building and management. Generally a workshop includes 10–25 participants.

How will it help your movement?

The workshop is designed to give you actionable approaches to help you advance towards effective social and policy change. Together, we will identify what your movement needs to grow and have a long-term impact. We will share recommended infrastructure and provide resources to help your leadership grow your movement.

What do you need to do to get started?

Working with Grassroots Change's staff, we will develop a customized workshop plan with specific objectives and outcomes. We will ask that you provide pre-meeting materials to ensure that all participants have a solid base of understanding about your issue, goals and progress to date. Grassroots Change can identify outside experts and experienced advocates to share best practices from a regional, state, or national perspective.

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