



Messages, Messengers, and Mediums: Values and Grassroots Advocacy

*****Begins Shortly*****

Change requires a lot of people to engage in small acts persistently. That's what grassroots activism is all about. – League of Women Voters



Webinar 4 – Messages, Messengers, and Mediums: Values and Grassroots Advocacy

Thursday, November 6th, 3:30 Central



Jack Hatch, Host
Grassroots Iowa Network



Doug Linney
Activate America



Jillian Shrader
Activate America/Iowa

Charlie Bruner will provide an introduction to Values to Votes
Values to Votes is a project of the Grassroots Iowa Network
www.valuestovotes.com



Grassroots Iowa Network: Engaging people in supporting candidates and policies that reflect Iowa values and the government's role in supporting them.

Goal 1: Grassroots Iowa Network (GIN) **showcases** the activities of Iowa grassroots organizations engaged in policy and/or political advocacy, and creates momentum for new ideas.

- Website with information about organizations and events in Iowa www.grassrootsiowanetwork.com
- Growing the grassroots sessions with community activists.

Goal 2: GIN **provides resources** to help Iowa activists learn about the latest campaign techniques, policy initiatives, and effective messaging tactics:

- **Values to Votes webinars and website** – www.valuestovotes.com
- Collaboration with state and national organizations committed to grassroots advocacy to share their work
- Learning post zoom calls with grassroots leaders sharing work.

Webinars 1-3 Recap



- 1 Framework and Focus
Upon **Parents and Children**
Ailen Arreaza and Jasmine
Jones



- 2 Focus Upon **Rural
and Small Town Voters**
Jess Piper and Denise
O'Brien



- 3 Focus upon Congress and
and the **Future of Health**
Diana Fishbein and Mayra
Alvarez

Slides and Recordings of Webinars 1-3 on Values to Votes Website

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Introduction and Framing

Charlie Bruner

- Iowa state legislator 1978-90
- Founding Director of Child and Family Policy Center (now Common Good Iowa 1989 to 2015)
- National leader on child policy and child health transformation
- Coordinator of Child Health Equity Leadership Team
- Originator of ValuestoVotes for Grassroots Iowa Network

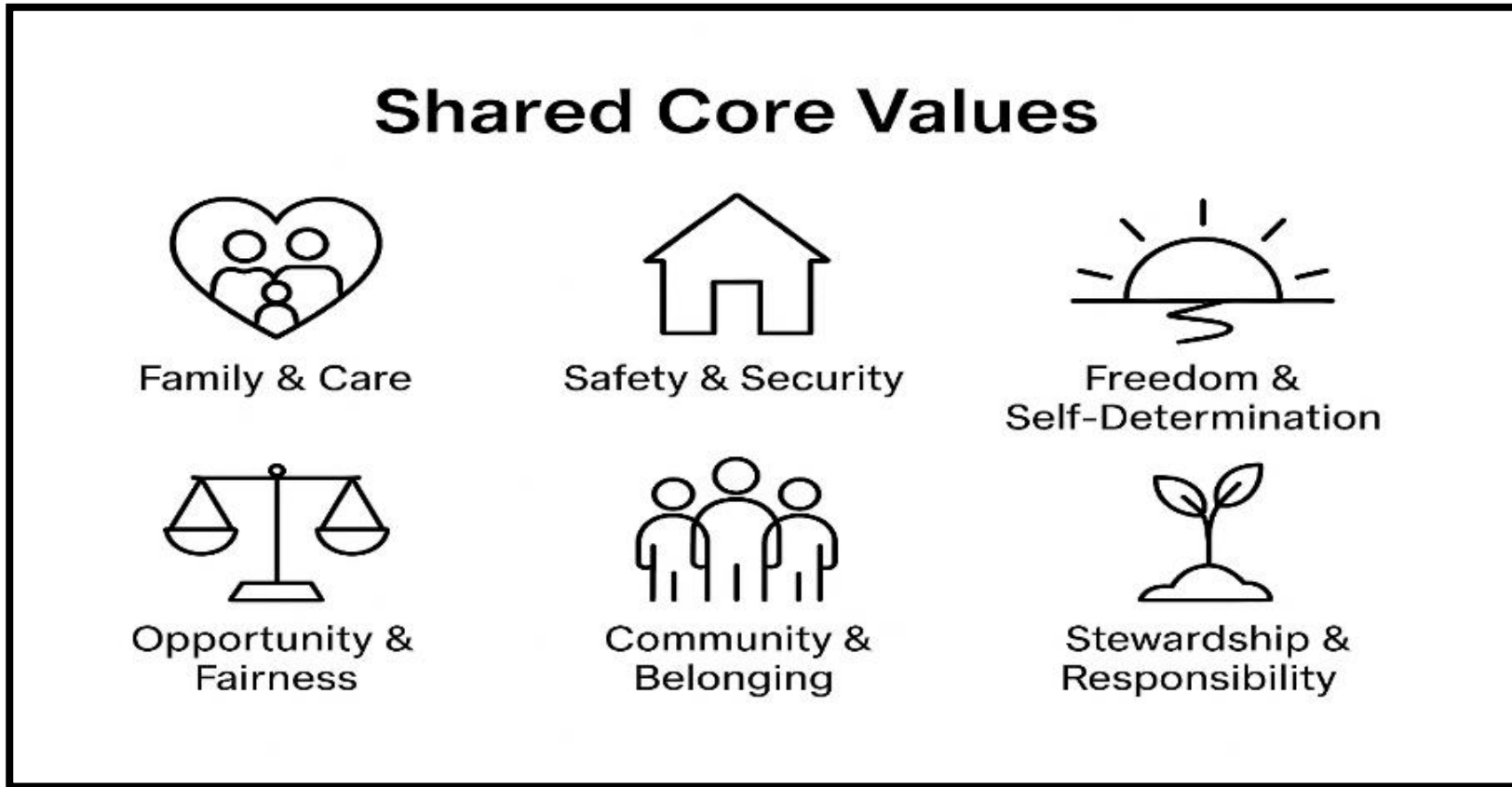


• **Why Values to Votes**

• **Why Grassroots Advocacy**

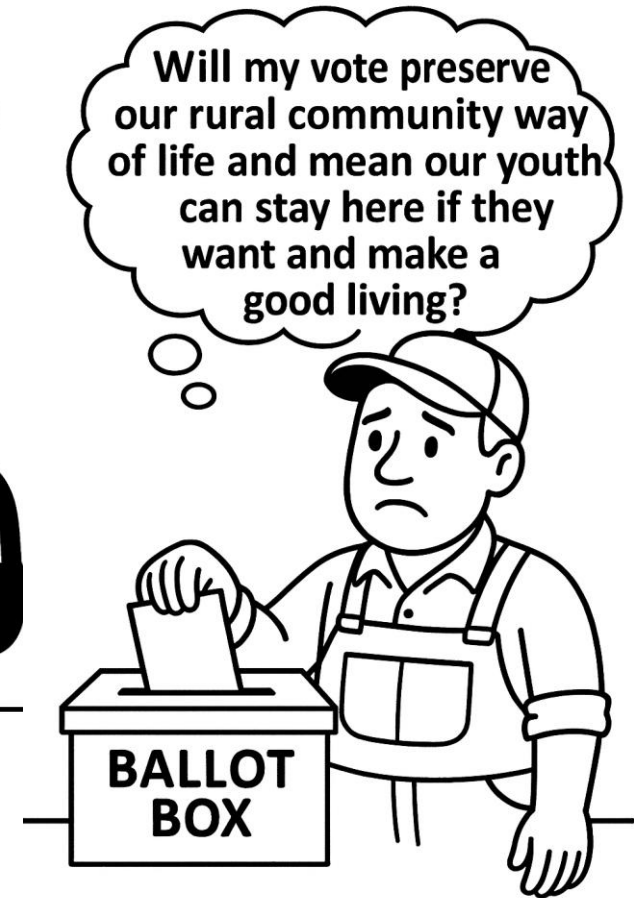
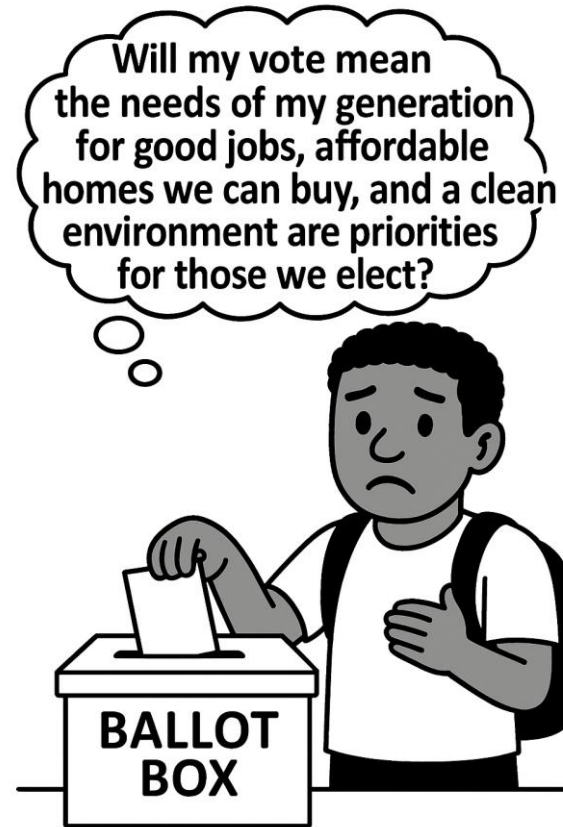
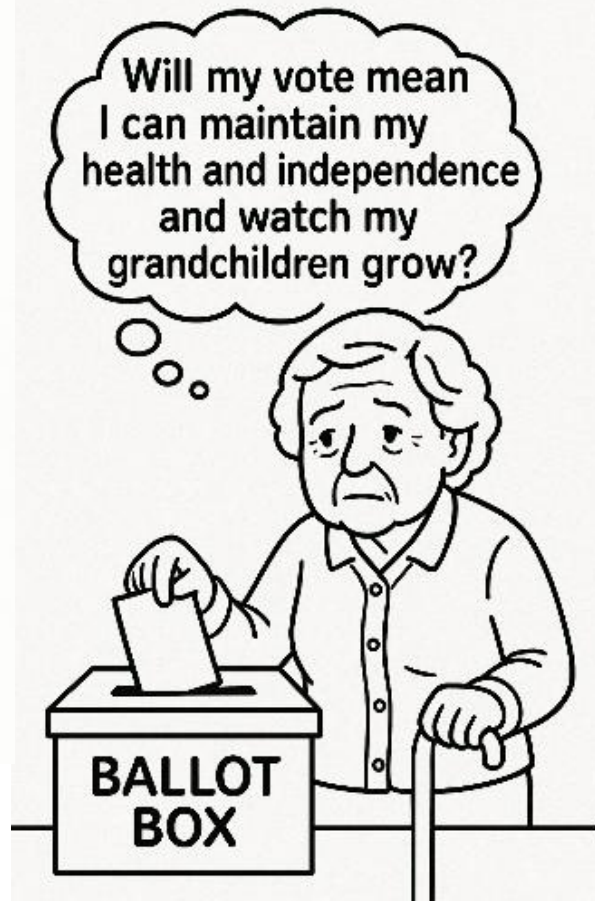
• **Why Messages, Messengers, and Mediums**

***“We the People”* Democratic Values: What We Want Government to Support and Preserve**



***** Today: USING VALUES IN MESSAGES, WITH EFFECTIVE MESSENGERS, IN MEDIUMS THAT PERSUADE *****

WHY VALUES TO VOTES: People Vote Their Values ... Not Just Their Pocketbooks



Values to Persuasion to Votes

VALUES



PERSUASION



VOTES

Shared Core Values



Family & Care



Safety & Security



Freedom &
Self-Determination



Opportunity &
Fairness



Community &
Belonging



Stewardship &
Responsibility

Political **Messages**
Tied to Values ...

...From Trusted &
Credible **Messengers**...

...In **Mediums**
Conducive to
Persuasion.

(to those who are persuadable –
other webinars)

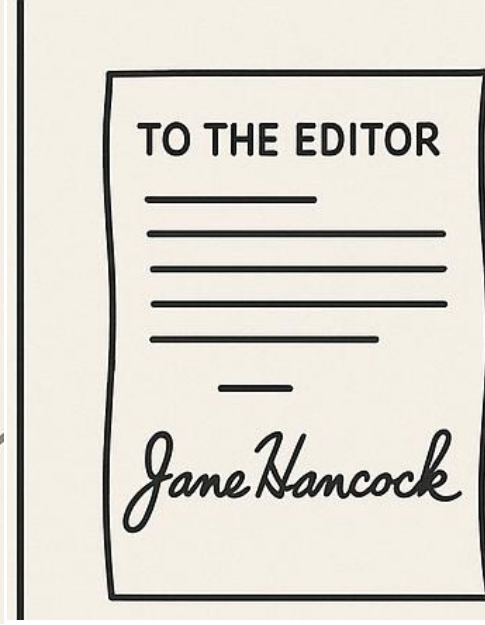
Current Office-
Holder Actions

Who Is elected
to Office

Mediums for Messengers to Deliver Messages



RALLIES



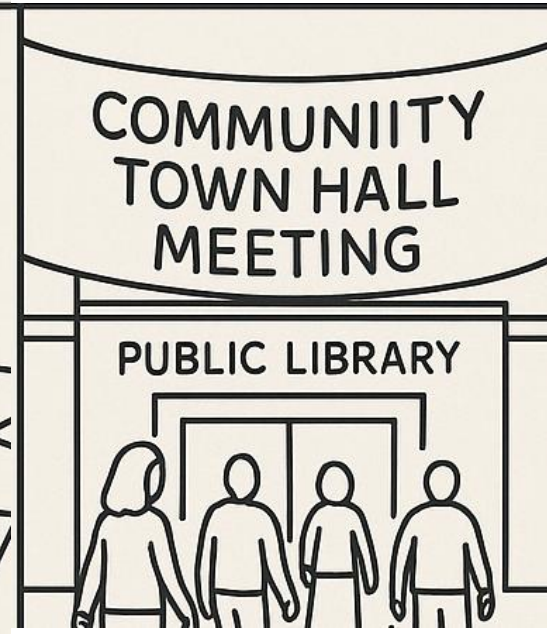
LTE'S



CONVERSATIONS



POSTCARDS



FORUMS

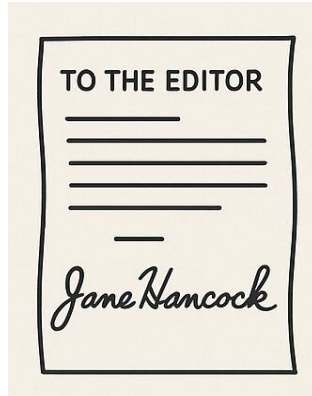


TESTIMONY

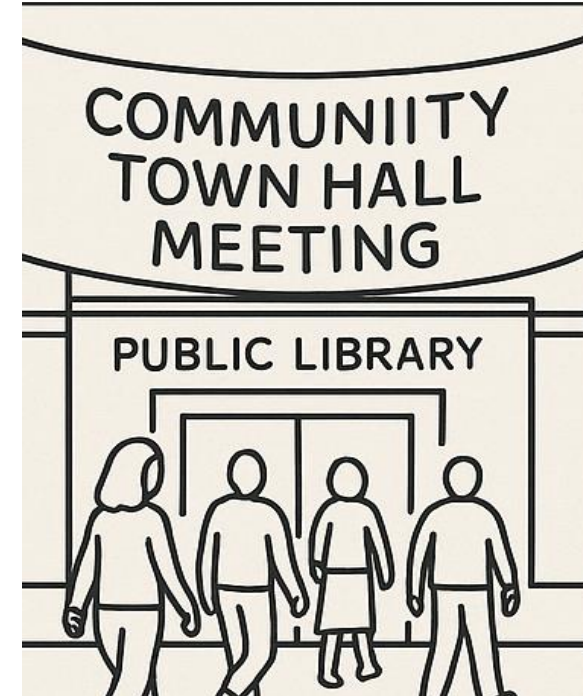
Redundancy Value of Redundancy



Awareness and Presence of Constituency in Community



Messages and Testimonials from Recognized Community Members



Safe Opportunity for Learning and Deeper Dialogue Around Values and Policy

Different Messengers for Different Mediums

Awareness and Presence (Calling the question and being visible)

- Progressive activists
- Bullhorn holders and mobilizers
- Political speakers and strategists/organizers



Messages and Testimonials (Presenting a positive message)

- Progressives recognized by colleagues and peers as credible value-based advocates
- Credible spokespeople on community impact (personal stories)



Safe Opportunity for Learning (Convening persuadables)

- Local civic leaders as presenters and panelists
- Persons recognized as civic and not partisan leaders
- Good moderators and facilitators of dialogues



Opportunities to Volunteer and Contribute – Grassroots vs. Partisan Campaigns

Partisan Campaigns

Give money

Raise money

Canvass

Phone bank

Staff the office

Grassroots Campaigns

Help organize and publicize events

Bring friends

Share story at meetings

Make a personal sign

Bring refreshments

Host planning meeting at home

Recruit others to join (formal/informal)

Dialogue with persuadables you know

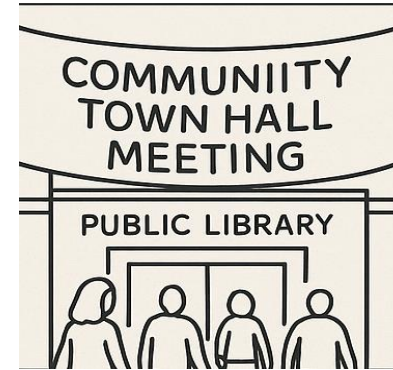
Use special talents and own ideas

Messenger Organizing Examples



COMMUNITY SPECIFIC POSTCARD WRITING

Postcard writing party of community people working in health and human services to community voters in doing that work with postcard having a picture/message tied to that community and that issue/value



COMMUNITY FORUM(S) ON CONGRESS AND COMMUNITY HEALTH/FUTURE OF RURAL COMMUNITIES, ETC.

Event co-hosted by nonprofit/nonpartisan/ civic groups and featuring local spokespersons recognized for civic leadership and moderated by community policy leader

Who's Persuadable and on What Value Messages (micro-targeted relational campaigning)?

People have commonly shared values but prioritize them and can be best engaged and persuaded by emphasizing values most important to them (parents, rural voters, young adults, etc.)

Persuasion includes persuading supporters to get out to vote and/or **persuading those likely to vote to support candidates who hold their values.**

Key to electoral success is with that 5-10 percent of supportive voters who need nudging to vote and **the 15-20 percent of voters who are going to vote but are persuadable on who to support**

Segue to Presenters

Doug Linney

- 35 years of experience as advocate, political strategist, coalition builder, and fundraiser.
- 1988-1994 political director of the California League of Conservation Voters
- 1996 founder of The Next Generation (TNG), advancing environmental agenda in campaigns and political strategies for nonprofit organizations
- 2017 to present, founder of Activate America, offering training and grassroots organizing strategies for Congressional accountability and federal electoral education and advocacy



Jillian Shrader

- Life-long Iowan with background in grassroots campaigning, beginning with volunteering for political campaigns and community organizations in teenage years.
- Legislative clerk in Iowa House and coordinator of volunteer team in 2022 Iowa 1st District Congressional race.
- Member of FoodCorps - a subset of AmeriCorps - in Iowa, teaching students and schools about food access and nutrition.
- Master's degree in the Environment and Sustainability from the University of Michigan and BA in Environmental Anthropology the U. of I.

About Activate America

Activate America coordinates with local, statewide, and national organizations to mobilize volunteers where they can do the most good. We provide postcarding, phone banking, texting, and canvassing programs to reach voters. We provide virtual trainings and technical assistance and provide staff in key Congressional districts, including Iowa's 1st

Our Values guide us:

- Protecting our democracy
- Strengthening voting rights
- Defending abortion rights
- Embracing civil rights and racial justice for everyone
- Enacting commonsense gun violence prevention reforms
- Protecting our environment and acting with urgency on the climate crisis
- Supporting the rights of workers
- Ensuring that everyone has quality and affordable health care

From Followers to Leaders:

The Art of Organizing and Movement Building

Three steps to building a movement:

- 1 Recruit your followers
- 2 Keep your followers
— inform and include them
- 3 Grow your followers
— move people up the ladder of engagement

Section 1: Recruit Your Followers

Recruiting is About Relationships

- People join *people*, not causes.
- Start with your “why.”
- Build trust through personal connection.

The Power of a Personal Ask

- Tell your story: *Why you care*.
- Invite others into action.
- Be clear and specific about what you're asking.

Section 2: Keep Your Followers

Engagement Builds Power

- Informed - They know what's going on.
- Included – They're part of the story.
- Impactful – Their work makes a difference.

Practices for Retention

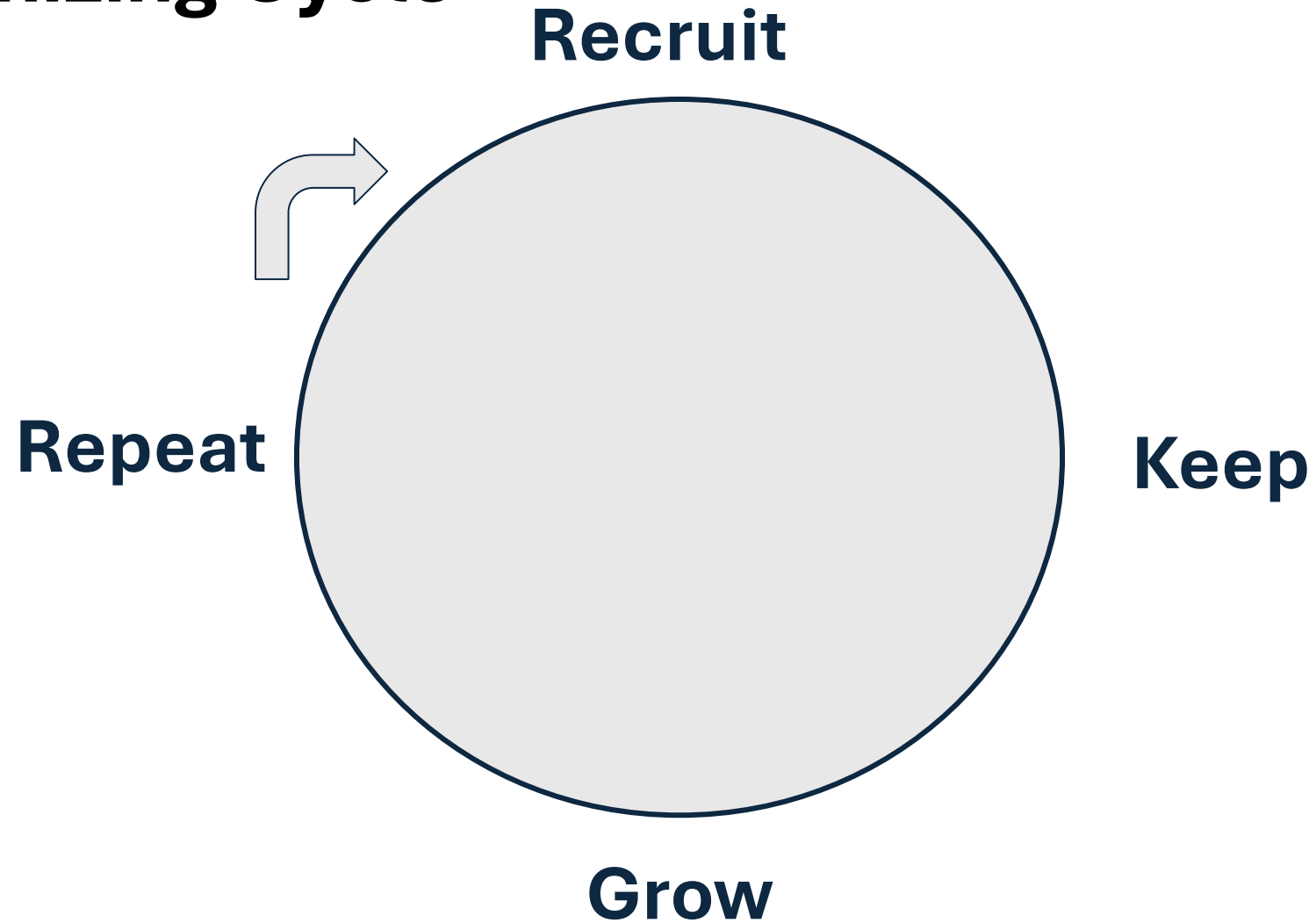
- Communicate regularly — not just when you need something.
- Celebrate wins, large and small.
- Share stories of impact.
- Build community and connection.

Section 3: Grow Your Followers

Ladder of Engagement



The Organizing Cycle



Final Thought

“Our power doesn’t come from
how many people follow us —

it comes from how many people
we help become leaders.”

Doug Linney, Founder

Activate America

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www.activateamerica.vote

VALUES^{to} VOTES

Grassroots
Advocacy to
Strengthen
Democracy



Values to
Votes – a
Project of
GIN



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www.grassrootsiowanetwork.com

www.activateamerica.com



Webinar 5 – The Path Forward for Progressives: Reclaiming Connections Thursday, November 20th, 3:30 Central



**Will Robinson, Founding Partner
The New Media Firm**



The New Media Firm
Progressive • Strategic • Creative

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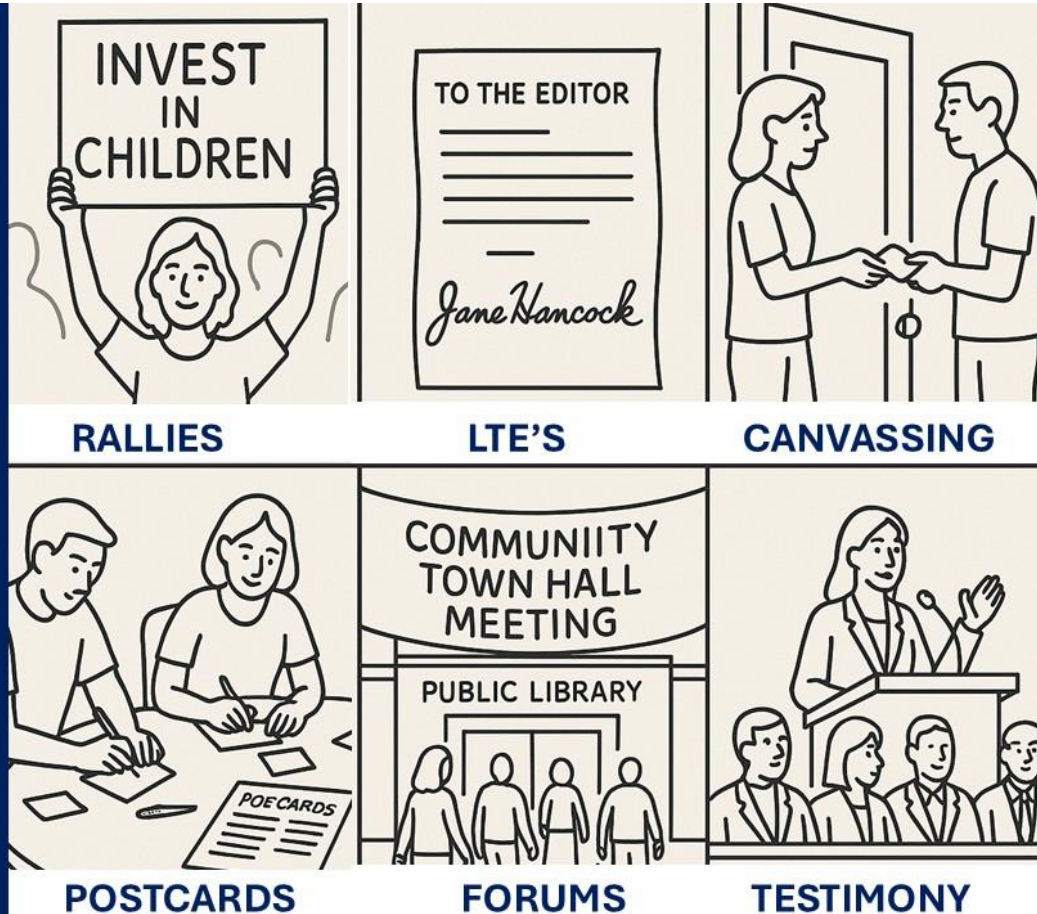




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Everyone
has
Grassroots
SUPER-
POWERS



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