

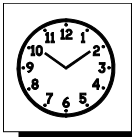
Introduction



Goals

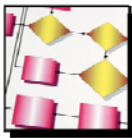
The goals of this introductory section are:

- To provide an overview of the Workshop Agenda.
- To brief participants on workshop housekeeping items like break times, location of restrooms, etc.
- For the instructors and participants to introduce themselves.
- To overview the subject of grassroots advocacy.



Time

15 Minutes



Overview

In this section, participants and instructors introduce themselves, and we get the workshop going.



Materials Needed

- Easel paper (five sheets per small group)
- Masking tape
- Dark markers
- Name tags
- Sign-in sheet(s)



Handouts

- Make copies of the handouts as detailed in the Program Preparation section in the front of this manual.



Equipment Needed

- Easel/"flipchart" (recommended minimum of two, five is preferable)
- *If you have elected to develop your own PowerPoint presentation to suit your specific training audience for this module, you will need:*
 - Computer with PowerPoint software
 - LCD Projector
 - All cords and cable needed to connect computer with LCD projector, and extension cord to connect computer and LCD projector with electrical outlet
 - AV stand or tab (if you will be using PowerPoint in this module)



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Introduction



Welcome to Grassroots Advocacy Training

The purpose of this session is first to introduce everyone and then to get right into the subject for the day, which is grassroots advocacy.



Instructor Note

In this section, you will go around the room and ask each person to introduce him or herself. Ask each participant to tell:

- Name
- Position in PTA
- A recent advocacy victory

Important: Each individual introduction should take only 15 seconds. It is very easy to lose a lot of time here, particularly if the group is large. Be prepared to curtail elaborate explanations. Use comments like, "Please wait to give us more about that experience later."

Be a model by introducing yourself first, and limiting yourself to 15 seconds.



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Introductions:

- Name
- Position in PTA
- A recent advocacy victory

Introduction



Let's start off by introducing ourselves. What I'd like for us to do is go around the room and introduce ourselves. I'd like everyone to tell their:

- Name
- Position in PTA
- A recent advocacy victory they have had.

We're very limited on time right now, so just tell the basics; we'll make time for details later.

I'll start

- My name is: _____
- My position in PTA is: _____
- A recent advocacy victory is: _____

Before we get started, I'd like to go over some housekeeping items:

- The Agenda: I will give you an overview of the entire workshop in a moment. It's important for you to know that each session builds on those before it. You are expected to stay the whole time. Anyone who can't stay should let me know during the break.
 - Come on time Sessions will not be held up for latecomers. We intend to stick to the agenda and end on time.
 - Lunch: [Say when and what. If there are special orders for vegetarians, etc. take a count].
 - Smoking: This workshop is NON-SMOKING. Do not do it!
 - Bathrooms: [Give location].
 - Breaks: [Say when the breaks will be. Describe the refreshment situation if you will be providing refreshments].
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Introduction



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Grassroots Advocacy Workshop Agenda:

- Introduction:
- Module 1: Strategy
- Module 2: Coalitions--Building And Joining
- Module 3: Recruitment And Organization Building
- Module 4: Media
- Module 5: Meetings To Pressure Decision-Makers
- Module 6: Motivating Parents On Common Core State Standards Initiative (CCSSI)



Now let's take a look at the "big picture" of what we're going to be covering today.

- Introduction:
 - Module 1: Strategy
 - Module 2: Coalitions--Building And Joining
 - Module 3: Recruitment And Organization Building
 - Module 4: Media
 - Module 5: Meetings To Pressure Decision-Makers
 - Module 6: Motivating Parents On Common Core State Standards Initiative (CCSSI)
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Grassroots Advocacy Process



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Organizing Forms:

- Service
- Education
- Speaking out for others
- Grassroots



This section introduces the four forms of organizing.

We're going to be talking about grassroots advocacy today. I want to be clear about what we mean by the term grassroots advocacy in this session, because it can mean different things to different people.

There are many kinds of ways to make social change, and all have their uses. For example, there are organizations that provide *direct services* to people, such as finding them a place to live. There are organizations that do research and *educate* people about issues. There are organizations that *speak out* on behalf of *other people*. All of these are important in their own right, but all are different from the kind of social change that will be the subject of this workshop. The type of social change we are talking about here is called *grassroots advocacy*.

What we mean by grassroots advocacy is that the people directly affected by a problem take action to win a solution. Here is an example of how grassroots advocacy is different from the other kinds of social change work I just mentioned: Suppose that I am living in a community where homelessness is a problem.

- If I set up a volunteer group to open a soup kitchen or a shelter, that would be an example of a *service* approach.
- If I studied homelessness and tried to count the number of people without homes and then widely distributed the information, then that is an *education* approach.

Grassroots Advocacy Process

- If I go to city hall and lobby for more shelter beds, that would be speaking out on behalf of others. The people without homes would not necessarily be involved or even know that I was doing it. I would be advocating for them.
- However, if I organize a large number of homeless people to first decide on the solution that they want, and then THEY pressure the city to win it, that would be a *grassroots advocacy* approach. The people directly affected by the problem take action to win a solution. They might decide to fight for more shelter beds or they might join together with other groups to make the city allocate money to build affordable housing. The solution can be whatever the group decides. When the people directly affected by a problem take action to solve it, that is what we are calling grassroots advocacy.

Grassroots advocacy in this sense is based on the power of the people with the problem who take collective action on their own behalf.



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Three Principles of Grassroots Advocacy:

- Win solid improvements.
- Make people aware of their own power.
- Alter the relationships of power.



There are three fundamental principles of Grassroots Advocacy:

- Win concrete improvements in people's lives.
- Make people aware of their own power (by winning victories).
- Alter the relations of power between people and the government by building strong permanent local, state and national organizations.



Transition To Module 1: Strategy
