Grassroots Advocacy 101

United for CHOICE!

Grassroots Advocacy 101

Presented by Robin Kennedy,
Vice President Mission Advancement
Our GOAL:

• To advance **grassroots advocacy** and unite our **stakeholders** to ensure CHOICE:
  
  • *Engage our stakeholders* - persons with diverse abilities, family members and community members.
  
  • *Establish a sustainable structure* – create a system with purpose and longevity.
Our Assets:

• **Invested stakeholders** – our families, and participants

• **Strong and knowledgeable state/national associations** - Rehabilitation for WI, ACCESS, Source America and more!

• **Provider - Organizational commitment** – Board of Directors, Agency Leadership, “Champions” willing to initiate and facilitate the movement
Our Challenges:

• **Lack of structure**: *many invested people – how to bring them together? How do we start?*

• **Difficult to sustain**: *one time initiatives very successful, but always a challenge to keep it going. “no time”*

• **Many voices, no consistent message for all**: *very passionate people, but lacking simplicity of issues and a platform to speak out.*
Needs to address:

• **Create** a structure that is organized, SIMPLE and sustaining.

• **Engage** our invested stake holders.

• **Implement** and make an impact on a state & national level.
The Result: A TEAM Grassroots!

MISSION: To ignite the passion and energy of persons with diverse abilities and their families...

• to *advocate* in a grassroots efforts.

• create *awareness* in the community.

• *advise* others to ensure service options and opportunities.
What makes the A TEAM unique?
Its 3 tiered approach: The **3 A’s**

Start with **ADVISEMENT:**
Provide peer support and guidance to others regarding the current and future needs of *persons with diverse abilities.*

1. Educate and inform team members
2. Establish a Grassroots Advocacy Website
3. Network, fellowship, community involvement
4. Team meetings, state association events, forums
Next develop and expand **AWARENESS**: **MY WORK. MY CHOICE.** **MY HOME. MY CHOICE.** **MY LIFE. MY CHOICE.**

Promote the accomplishments and everyday challenges overcome by persons with diverse abilities and their family members to ensure their **authentic stories** are shared throughout the community.

- Social Media
- Testimonials – audio, video, written
- Visits with legislators, community members, agency events,
- Newsletters, Press Releases, Marketing Campaigns
Organize efforts to promote the rights of individuals with diverse abilities to ensure a full array of service choices.

- Legislative Connections – meetings, tours, town halls
- Visit the Capitol – state and national
- Action Alerts
- Rallies, Voice Your Choice Tours

3 A’s = Advisement, Awareness, Advocacy!
QUESTIONS???

MY WORK. MY CHOICE.

MY HOME. MY CHOICE.

MY LIFE. MY CHOICE.
We want you to join the movement!

Next Steps:
1. Attend Session 2
2. A TEAM System Tool Kit Overview
3. Panel Discussion
Thank You!

For more information: ateamwisconsin@gmail.com

“Our lives begin to end the day we become silent about things that matter.”

- Martin Luther King Jr.