



*United for CHOICE!*

# Grassroots Advocacy 101



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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:**

**MYWORK. MYCHOICE.**

**MYHOME. MYCHOICE.**

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

**MYLIFE. MYCHOICE.**



# Take action with ADVOCACY:



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???**

**MYWORK. MYCHOICE.**

**MYHOME. MYCHOICE.**

**MYLIFE. MYCHOICE.**

# We want you to join the movement!

## Next Steps:

1. Attend Session 2
2. A TEAM System Tool Kit Overview
3. Panel Discussion



**MYWORK. MYCHOICE.**

**MYHOME. MYCHOICE.**

**MYLIFE. MYCHOICE.**

# Thank You!

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

- Martin Luther King Jr.