

ACT. TO END RACISM

awaken confront transform

A.C.T. TO END RACISM DAY OF ACTION GRASSROOTS ORGANIZING 101

Presented by:

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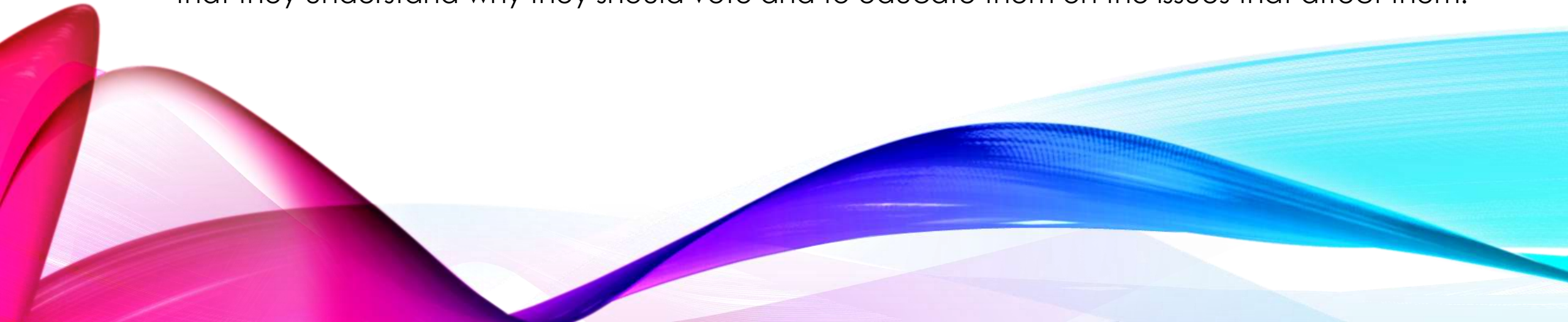
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VOTER REGISTRATION

Register | Engage | Educate

We have done a great job of registering persons to vote but we also need to engage with them so that they understand why they should vote and to educate them on the issues that affect them.



VOTER REGISTRATION

- **Know your state's requirements** – visit your Secretary of State's website to ensure you adhere to all of the laws regulating registering people to vote
- **Ask Everyone** – Ask “Are you registered to vote at your current address?” to capture persons who may have recently moved as well as first time voters
- When working with high school students, help to **create a plan for absentee voting**, especially if they are first time voters and going away to college
- **Make it relevant** - Talk to people about the issues that affect them

Resource: [Vote.org](https://www.vote.org)

VISITING YOUR ELECTED OFFICIALS

Go with a plan!

Whether going to an elected officials office, a town hall event, a forum, or a legislative session; you should have a plan.

PREPARE FOR THE VISIT

- Organize your group and determine who will take pictures, ask questions, go “live”, etc
- Discuss your questions beforehand and be sure to stick with the point
- Make the connection between your question/statement and a policy
- Ask for a commitment. Know what you want them to do with the information and ask directly. Don't beat around the bush.
- Determine whether you need to sign up beforehand to be on the schedule to speak and know the time limits for presentations.
- Know who has the power. Ensure that the person(s) you are planning to meet has the power to respond to your ask. Know which issues are city, county, federal, etc.

WHAT WILL YOU SAY?

1. **Begin with the facts.** The facts will draw attention to the point that you are about to make.
2. **State your position.** Clearly explain your position in relation to the facts.
3. **Use an illustration.** Tell a story that connects with the facts and position so that the information is humanized.
4. **Make the ask.** State what you want your audience to do with the information.

Be concise. Even if you have to read your statement, don't ramble and be considerate of the time limits.

BE STRATEGIC DURING THE VISIT

- **Spread Out.** If you all sit close together then there is a lesser chance that more than one of you will be selected to speak.
- **Dress normally.** Don't bring signs or wear clothing that will give away your position. If it is a controversial position, you will have a lesser chance of getting chosen to speak if it is known that you will be speaking against the position.
- **Be supportive.** If a member of your group makes a good point, show your support by clapping to affirm the position, if allowed.

EARNED MEDIA AT YOUR EVENTS

Make sure your event is newsworthy before inviting media!



DEVELOP AN EVENT PLAN

- **What is the message?** Have a clear purpose for the event.
- **Who will be there?** Invite speakers, panelists, and presenters who are knowledgeable about the issue. Consider inviting guests who represent different sides of the issue. Most media outlets attempt to report on both sides of an issue. Only having your side will require that they find quotes or information about the opposing view.
- **Where will it be?** Ensure your location is appropriate for the event. If you are hosting a movie screening followed by a panel discussion, ensure the room set up will allow everyone to be able to see and hear the presentations.
- **Why is this important?** Make the connection between the event and the local community.



INVITING THE PRESS

- Build your press list. Search online for the contact information (email and phone numbers) of local media outlets. Also, consider contacting the Communications Director of your organization and/or your local Chamber of Commerce.
- Send the invitation as early as possible.
- Follow up 48 hours in advance of the event to determine if there is interest in a member of their team attending.
- Follow up again the morning of the event to ask who will be attending so that you can prepare for their arrival by adding them to your press list.
- Build relationships to help with garnering press for future events.

POST EVENT PRESS

- During your event you should take lots of pictures. Ensure that you frame the images so that the space looks full. Don't only take shots of your speakers/presenters but also show members of the community.
- Draft a wrap up the event (less than 1,000) to submit to local media outlets, especially if they were unable to attend.
- Include quotes from attendees, presenters and the organizer.
- Don't embellish. State the facts and use quotes to create emotion.

USING SOCIAL MEDIA

Sharing is Caring!

Use social media to amplify your reach.





CREATE AN EVENT

- No matter what type of event you are attending – a school board meeting, local town hall, community forum – create an event on your website's calendar or on social media to share with your network and encourage them to attend.
- Using a Facebook page, you can also boost the event to connect with persons within your geographic region. For example, for a Zoning Meeting; you can target all residents within the affected zip code even if they are not within your contacts.



SHARE PICTURES AND VIDEOS

- Ensure someone on your team is taking pictures and recording video to connect with persons who may not have attended.
- Ask people to share their pictures and videos and encourage people to tag themselves in your photos.
- Go “live” so that your community can see and hear directly from their representatives.

USING HASHTAGS AND HANDLES

- Determine which hashtag will help connect viewers with your issue. #NChealthcare is a better option than #NChealthcare4peoplelikeme
- Hashtags are aggregators of information. Use a hashtag that someone is likely to search for
- Symbols break hashtags - #NC'shealthcarecrisis is only aggregating #NC because the hashtag ends with the apostrophe
- Use the @ symbol to tag people in your posts. This will not only provide an alert that they have been tagged but on some social media accounts, it will also show up in their feed
- Search your event's hashtag after the event to respond to attendees and share their posts

THANK YOU!

If you have additional questions about Grassroots Organizing, feel free to contact me. I provide individual consultations, teach group workshops and host online sessions to share information about creating engaged communities.



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Connect with Me!

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