



GRASSROOTS ADVOCACY TOOLKIT

ACCOMPANYING GUIDE TO
COMPREHENSIVE VIDEO TRAINING

2025

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Introduction

This Grassroots Advocacy Toolkit provides best practices and advocacy guidance to professionals and citizens. It will equip individuals to raise the moral standard in the public square and help reverse the damage done in our country over the past few decades.

How to Use This Toolkit

This Grassroots Advocacy Toolkit includes a comprehensive training video produced in conjunction with the Leadership Institute and an accompanying video guide.

We recommend watching the Citizen Advocacy Webinar and training video ([HERE](#)) and using the guide below as an outline—or using the guide as a stand-alone resource (the guide follows the training video and includes relevant video segments and highlights from each presentation). If you use the guide as a stand-alone resource, we do advise watching the included video segment at the beginning of each section first for best results.



Becoming An Informed Citizen

There's no question our great nation has been experiencing a moral freefall for decades as many freedom-loving Americans sat idly by while nefarious strategies unfolded.

Being an informed citizen is the prerequisite for being an effective citizen.

What we don't know can hurt us—and this is where grassroots advocacy comes in. Since elected officials were selected to represent their constituents, they depend on hearing from voters to shape their policy perceptions.



Federal and state lawmakers can be accessed at town halls, fundraising events, in-person meetings in Washington, D.C., or district, as well as by email or through calls. Here are some ways to ensure you are informed and your voice is heard:

- Sign up for emails to stay up-to-date.
- Develop relationships by going to fundraisers, town halls, events in district, etc.
- Have patience and be persistent.
- Federal lawmakers have levels of gatekeepers around them. It's good to develop relationships with members and staffers, especially the Chief of Staff.
- State legislature access varies by state; some state lawmakers field their own emails and calls, and many have full-time jobs, families, and limited staff.
- Some state legislators will list their personal phone numbers on their official websites. Of course, we recommend using discretion when contacting them at home or after session.

Federal Grassroots Advocacy

Training Professionals and Next-Gen Leaders

*Jonathan Alexandre, Vice President of
Governmental Affairs, Liberty Counsel Action*



See Jonathan's full presentation [HERE](#) on How to Impact Policy.

The Art of Effective Advocacy: How to Influence Policy on Capitol Hill

I. Key Lessons for the First Advocacy Meeting

- Be prepared – Study to understand every detail of your issue.
- Be educated and conversational – Present your case boldly but express desire for collaboration.
- Sharpen your skills – Seek feedback from colleagues or experts on areas of improvement.

II. The Power of Testimony: Speaking Before a Legislator

Your words matter. The higher the level of conversation, the greater the responsibility to be sound, thorough, and relatable.

III. The Key to Influence: Preparation and Conviction

What does it take to maintain a consistent level of influence in advocacy?

- Be sharp on the information you present – Most of your time should be spent reading, researching, and preparing.
- Have convictions – If you don't truly believe in what you're advocating for, it will show.
- Avoid being just another hired gun – There are plenty of lobbyists on the Hill. The ones who stand out are the ones who deeply care about their issues.

IV. The Six Types of Meetings in Advocacy

When you walk into a legislative office, there are generally six types of meetings, split into two categories: Friendly and Hostile Meetings.

A. Friendly Meetings

These involve legislators who support your issue or are open to persuasion.

- Introductory meeting – When you bring them up to speed on the issue.
- Listening session – When the legislator explains their stance and you simply absorb their perspective.
- Collaborative meeting – When you engage in a two-way discussion where both sides strategize together; this is the ideal scenario.

B. Hostile Meetings

These involve legislators opposed to your issue.

One-way presentation – You lay out your argument, knowing full well they disagree with you.

Defensive engagement – When they dominate the conversation, justifying their opposition.

Finding common ground – Even with opposition, you might find a small area of agreement to work on.

V. Leaders Who Disagree

Even when speaking to leaders you strongly disagree with, remember:

- They are still public servants.
- There is often a common thread in American values.
- You must find ways to engage while holding firm to your principles.

VI: Tips for Getting Connected

[CQ](#) for VIP Back State Pass details on Capitol Hill

[Congress in Your Pocket](#) App

Engaging News Media

John Stemberger, President, Liberty Counsel Action

See John's full presentation [HERE](#).



I. Intro

- Every person with a smartphone is now a potential reporter and news source.
- News media is now decentralized and interactive — it's a debate, and it's a conversation.
- News media is issued with immediate speed and flexibility.
- News is on-demand, personalized, and utilizes more brief, short content with powerful visuals.
- The internet, smartphone, and "new" media have given birth to the "citizen journalist."

II. Timing and Urgency Level of Press Events

Breaking News: Urgent, immediate, and significant.

For Immediate Release: Means that information or communication in a press release is ready to be disseminated without delay.

Media Advisory: Alerting media to an upcoming announcement, event, press conference, protest or the launch of some campaign (usually without giving away the news story).

Press Conferences: In person (choose a symbolic venue) or by Zoom (or phone conference call).

- Call media in the morning to follow up on press advisories.
- If no one shows up, then make your own news using your own media outlets.



Global and National Grassroots Advocacy *Defeating Pandemic Treaty and Global Government*

Frank Gaffney, Co-Founder, Sovereignty Coalition



See Frank's full presentation on Grassroots Advocacy [HERE](#).

As leaders of the [Sovereignty Coalition](#), Reggie Littlejohn and Frank Gaffney have built a coalition of leaders in all spheres of influence to inform, organize, and mobilize around issues related to national sovereignty.

I. Key Requirements for Effective Coalitions

- Develop a clear purpose.
- Elicit partners and volunteers aligned with the coalition's purpose.
- Build an Organizational Infrastructure:
 - Identify leadership for facilitating and executing the plan.
 - Recruit and Maintain Adequate Staffing
 - Minimum – Maintain communications between coalition partners.
 - Maximum – Serve as secretariat to get the heavy lifting done.

"There is no limit to what a man can do or where he can go if he doesn't mind who gets the credit." – Ronald Reagan

II. Building the Team and Focusing Effort

- Schedule a weekly conference call for planning, stock-taking purposes.
- Stay on offense with an activist agenda.
- Look for opportunities to partner with others.
- Seize and exploit "targets of opportunity."
- Use Align Act campaigns, X Spaces, podcasts, non-traditional media.
- Utilize asymmetric warfare techniques: "mess kits," razzle-dazzle game, etc.
- Pursue state and federal-level legislative initiatives.

Engaging People at the Grassroots Level

Laurel Brooks, Grassroots Leadership Activist

See Laurel's full presentation [HERE](#) on Engaging People.



I. Step One

- Vision: What and how are you called to impact?
- Mission: What is the primary desire for the results of your actions?

II. Step Two

- Know your audience.
- Know yourself.
- Know your organization.

III. Step Three

- Determine your timeline.

IV. Step Four

- Develop your process.
- Decide on your objective.
- Solidify your goals.
- Develop your strategy.
- Detail your tactics.



Connecting and Building Networks for Unified Collaboration

The Power of Networks and Shared Goals

Summer Ingram, Vice President of Strategic Affairs, Liberty Counsel Action



See Summer's full presentation [HERE](#) on Building Networks.

I. Networks

- Are a means for streamlined communication, sharing of strategy and resources, and unified mobilization whether there is a friendly political environment or not.
- Help circumvent challenges with email deliverability and other forms of censorship through using text threads. Facebook groups, Signal groups, WhatsApp, and other platforms are useful for private communication and collaboration.
- Are key to exponential impact and sustained transformation.

II. The Basics of Network Building: Get Informed and Get Connected

- Heart check: it's critical to have pure motives and genuine care and concern.
- The goal is to encourage, strengthen, provide support, and share resources for strategic action.
- Sign up for emails of groups addressing issues you care about.
- Identify like-minded people, government officials at all levels, organizations, and networks and ask for introductory meeting.
- Have a 1-2-minute elevator pitch ready that quickly explains the goal you're trying to achieve and why they should learn more.
- Ask for referrals.
- Attend virtual and in-person events and ask for contact information or business cards and add to database, Excel spreadsheet, etc. for easy retrieval.

- ### III. The Left's "Engine of Harm": Know Your Enemy and Sometimes Learn from Them

[illegible]

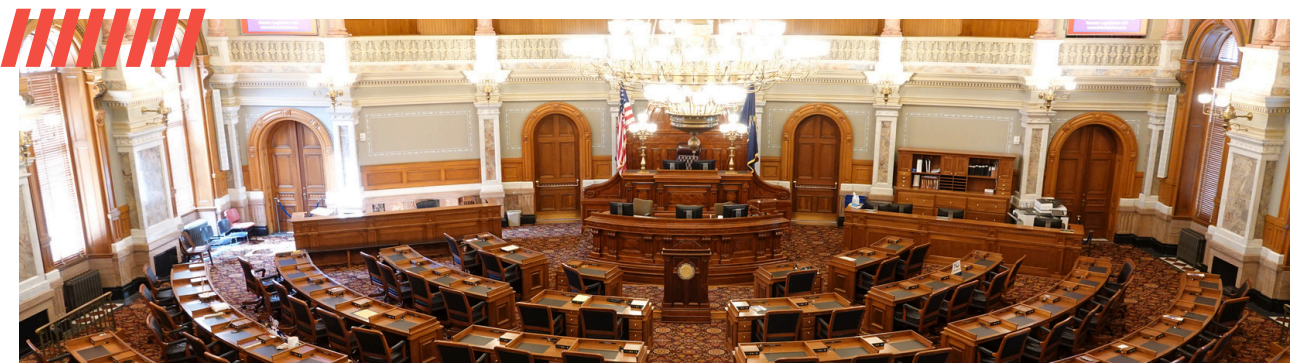
Tips from a Former State Lawmaker: Best Practices for Building Lasting Relationships with Lawmakers

*Abigail Forman, Public Policy Analyst, Liberty Counsel Action
Former Minnesota State Representative (2015-2019)*



See Abigail's full presentation [HERE](#).

1. Before deciding to meet with your elected officials on a certain issue, spend some time praying - not only about the issue, but for your elected officials as well.
2. Prepare for the meeting by doing research on the issue(s) as well as on the person(s).
3. Stay within time allotted (be sure to ask how long the meeting will be).
4. Demeanor is key—be likable, confident, and show genuine interest in your lawmakers.
5. Leave a resource and follow up shortly after meeting in writing (same day) and via the phone (next day).
6. Keep in mind they are likely not an expert on the issue you are bringing to their attention, and they only have so many resources and so much time. Your issue is one of many.
7. If they are vague when you ask them to take action or commit to vote a certain way, don't press. It's likely a no—for now. Or they just don't know.
8. Pray, follow up again, and ask others to do the same.



Local Government and Community Advocacy

How to Start a Movement That Gets Results

*Amber Haskew, Director of Public Policy,
Liberty Counsel Action*



See Amber's full presentation [HERE](#) on How to Start a Movement.

I. Test the Need

- Is there an existing volunteer organization that is shorthanded and open to your vision that you can join?
- Teamwork makes the dream work.
- Join chapters of national groups.
- Develop an elevator pitch to share with cashiers, acquaintances, extended neighbors, etc.
- When you start a new organization, expect to need 2-3 volunteers just to handle logistics (communications, meeting locations, donations, agenda, networking, outreach, etc.).
- If you plan to start a new organization, protect yourself against burnout by starting it with two to four others who support your vision for change. If you can't find these other collaborators, go back to the drawing board and rethink your vision, solutions, and messaging.

II. Test Yourself

- You will be the most effective if you do not bring your ego.
- Excellent leadership starts with a servant's heart for your community.
- Leadership is used to criticism and others taking credit—be willing to serve.
- Don't duplicate an organization just because you want to see a title after your name—this leads to confusion in the community and unnecessary division.

III. Know Your Community

- Understand your turf—school, city council, county or parish commissioners.
- Learn the language and use local lingo to reduce barriers to trust and to gain credibility!
- Get a mentor to avoid common pitfalls in your community.
- There are likely older people in the community who would love to impart knowledge and help empower the next generation of visionary leaders.

IV. Create a Structure

Outline clear leadership roles and responsibilities through an organizational structure such as by-laws, dues, etc.

V. Establish Two-Way Communication

- Once you are in a new leadership role, getting visibility is the first critical step.
- Attend major events, parades, etc. (can have a booth).
- Take part in speaking engagements (volunteer to help serve if you can have 1-3 minutes to make an announcement, or if they want to maintain control of the event, ask to be announced as a recognized guest in your new role).

VI. Decide on a Method of Communication

- Think about what is easiest for your audience to receive (email, text, Facebook group, Telegram, an old-fashioned bulletin board, etc.).
- Meet them where they are at, not what you personally like best.
- Know your audience/community.

VII. Build Your List of Volunteers

- Recruit from prayer groups and announce in church.
- Recruit past and present political candidates.
- Recruit from being present at key community meetings.

VIII. Know Your Volunteers

- Build a relationship and increase retention.
- Understand personality, expertise, motivation, and availability.
- Differentiate between leaders, volunteers, and attendees.
- Create a funnel to develop people up this ladder into more complex roles.
- Address fears and objections about getting involved.
- Be active where the volunteers are.
- Motivate with titles (in some cases).
- Don't forget to make your donors and volunteers the hero!

IX. Additional Resource

- *Building a StoryBrand* by Donald Miller



Coordinating Citizen “Fly-Ins” on Capitol Hill

Dena Espenscheid, Director of Pro-Life Trainings, Leadership Institute



See Dena’s full presentation [HERE](#) for training on storytelling, coordinating citizen “fly-ins” on Capitol Hill, and more.

A citizen “fly-in” on Capitol Hill is when a coalition coordinates a trip to Capitol Hill to meet with members of Congress and/or Hill staffers to advocate for legislation or policy issues. Listed are some key steps for coordinating a successful “fly-in” to Washington, D.C.:

1. Build the coalition.
2. Decide on a date for the “fly-in” to Washington, D.C. (coordinate with House and Senate calendars).
 - Identify the best dates possible based on allied events or bills.
 - Send “Save the Dates.”
 - Invite allied organizations.
 - Fundraise if necessary.
 - Set a dress code.
3. Plan attendee briefings.
4. Collect registrations.
5. Create the leave-behind resource with your key points on the issue for the offices.
6. Schedule meetings and coordinate with offices.
 - Assign group leaders.
 - Assign group members.
7. Set the schedules.
8. Organize the info folders for participants.

9. Print Whip Count sheet (simple grid that tracks your conversations and determines which offices are like-minded and which offices need more convincing).
10. Release groups for meetings with members of Congress and staffers.
11. Arrive early to flood the committee room if a committee hearing is scheduled. Take up as many seats as possible and encourage allies to wear one color so the committee can see the social proof that there are many who are on the right side of the issue.
12. Have everyone go to the House gallery for recognition.
13. Collect the Whip Count sheets.
14. Send thank-you notes to coalition partners, allied groups, group leaders, and member offices.

Tips and Ideas:

- Take a group photo.
- Host a breakfast training.
- Select a hashtag.
- Take a picture with every member or staffer and then text, e-mail, and post on social media to show the movement.
- Record and share the stories of the attendees.
- Set locations or make reservations for lunch and dinner with the group.



Connect with us!

Resources

House and Senate Calendars can be found [HERE](#).

State legislative calendars can be found [HERE](#).

Connect With:

- [Liberty Counsel Ministries](#)
- [Liberty Counsel Action](#)
- [Sovereignty Coalition](#)
- [Institute for American Future](#)
- [Heritage Foundation](#)
- [Heritage Action](#)
- [Concerned Women for America State Chapters](#)
- [Family Research Action State Policy Councils](#)

Watch the full Grassroots Advocacy Training [HERE](#).



Let's get in touch.

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