

CNPS - Ideas & Activities to Grow Our GRASSROOTS

In Sacramento:

- think strategically with a clear understanding of priorities and resources available
- prepare frequent & quality communication materials for CNPS members and legislators
- prepare and distribute freebies to legislators
- understand the relationships between divergent issues
- develop a political and personal profile of targeted legislators and their districts
- maintain a scorecard of legislative votes on key issues
- elevate CNPS issues in the work of CLCV
- develop tools to target CNPS members and facilitate legislative contacts
- form coalitions
- develop PR materials and contacts with media (using a PR professional?)
- organize an annual lobby day or participate in CLCV lobby day
- seek statewide and local opportunities to thank friendly legislators
- identify key legislators and report to CNPS members

In the Chapters:

- think strategically
- register to vote
- appoint a legislative chair and committee
- identify CNPS “significant constituents” or become one (and then let Sacramento know)
- send a chapter delegation to meet annually with each local legislator
- invite legislators to chapter events and invite them to share their thoughts on our issues
- add legislators to your mailing list for newsletters, etc.
- invite legislators and local officials to workdays, plant sales, etc.
- plan photo ops for publicity seeking elected officials
- monitor and report to Sacramento a legislator’s local activities or statements that may reveal attitudes toward CNPS policy issues
- write letters-to-the-editor thanking or critiquing a legislator for his or her actions
- identify local legislative issues or needs (e.g., locally focused legislative fix, resolutions)
- don’t just seek relationships with legislators - get to know and include staff
- get to know city, county, and school district elected officials (future legislators?)
- form local coalitions with other environmental groups and other activists when we have common ground
- identify local native plant concerns that may support the need for legislative action
- make campaign contributions as a “significant constituent”
- get to know the local media
- issue local press releases
- attend forums, town hall meetings, breakfasts, Rotary Club appearances, etc.
- respond to grassroots appeals from Sacramento
- educate, educate, and educate local legislators

2/27/03 updated