

Grassroots Organizing & Advocacy Toolkits for Food Policy Councils

Resources for Grassroots Organizing

- [Lifecycle of an Organizing Campaign](#)
 - A core value in community organizing is intentionality: the idea that every step is purposeful and connected to larger goals of building power to change systems. The Lifecycle of an Organizing Campaign is a tool for organizers and leaders to see the steps in pulling together a successful campaign. At first glance, it may seem like a lot of work (it often is!). The purpose of this tool is for people to see that each step in their organizing is connected to future steps.
- [From the Ground Up: Grassroots Engagement for Policy Change](#)
 - The purpose of this document is to provide some tools and tips for people working on grassroots engagement campaigns for policy change. We designed the toolkit and accompanying workshop to offer a definition of successful grassroots engagement, and to provide some approaches and strategies that grassroots organizing participants can use and adapt in their communities.
- [One on One Organizing Conversations](#)
 - Building meaningful relationships is key to building power for a successful grassroots movement. One-on-one meetings are a great way to build your base, to get commitments from folks, and to strengthen relationships. This is also an opportunity to learn about the person's experiences, networks, and skills to open up a conversation about what role might be the best fit for them in your organization. This guide provides structure for preparing for and having these kinds of conversations.

- [Power Mapping & Analysis](#)
 - This tool will guide your team through a power mapping analysis to inform your campaign strategy with a thorough picture of the players, and their power. It runs step by step through a collaborative exercise where your team can all contribute to a visual map of power holders and power relationships affecting your issue and campaign.

- [Charter Discussion Guide for Councils](#)
 - The goal of this discussion guide is to Support councils to make connections between their work and the MI Good Food Charter. The discussion guide can support your team to understand how The Charter can validate and give power to the work you are already doing, and how you can use it to build advocacy campaigns for food systems transformation. **This resource also links to great resources on equitable participation and dismantling white supremacy culture which are crucial for any justice movement.**
 - [MI Good Food Charter](#)

- [Community Exploration Worksheet](#)
 - Please use the questions and resources below to get to better know your community as you develop your council/organization. When the term “community” is used, it means the people within the geographic areas where your local food council/ organization hopes to change the food system in some way. Feel free to use resources beyond those shared here.

- Community Toolbox [Chapter 33: Conducting a Direct Action Campaign](#)
 - Learn how to use direct action tactics including providing personal testimony, educating decision makers, and registering voters.

- Campaign Planning Resources
 - [Campaign planning matrix](#)
 - This google document walks you through all the questions you need to answer to run a successful campaign. You can make a copy to fill out as you work through it.
 - [Campaign planning calendar/ master spreadsheet](#)
 - This spreadsheet can be used to track your campaign timeline, and all the realms of work involved like volunteers, publicity, events, actions, websites, etc. It has tabs for other things you might also want to track like partner organizations, volunteers, media relationships and hits, etc.
 - [Campaign planning timeline](#)
 - This Miro board can be used to map out your campaign timeline in a visual way by adding easily moved sticky notes.
- [Issue Selection Resources](#)
 - These are scans from the section on Issue Selection from [Organizing for Social Change - Midwest Academy Manual for Activists by Kimberly Bobo](#). These are some questions and context that you might think through when deciding which community issue to focus on.

Resources on Storytelling

- [Story Based Strategy Resources](#)
 - Center for Story-based Strategy cultivates imagination spaces where story, grassroots leadership, organizing, and democracy are interwoven strategies to build power. Check out this resource page for more tips on storytelling for grassroots organizing. They also have a blog and live trainings.
- [Public Narrative Participant Guide \(Story of Self, Us & Now\)](#)
 - This is a participant guide that walks you through the framework of Public Narrative or story of self, us and now- one of the most widely used storytelling frameworks in organizing. Each of us has a story that can move others to action. As you learn this skill, you will be learning to tell a compelling story about yourself, your constituency, and the need for urgent – and hopeful – action. In

addition, you will gain practice in listening, and coaching others to tell a good story.

Resources for Grassroots Fundraising

- [Jordan's personal tip sheet & outreach scripts](#)
 - These tips come from my experience of working on a few different types of grassroots fundraisers. I've hosted house shows with music and art, and those have gotten about \$500 in donations each time. I've found direct outreach much more effective and easy to do remotely and doesn't require big event planning energy. Most recently I worked on a direct outreach campaign with a remote national team of friends, and another fundraising campaign locally that was solely through direct text outreach, social media outreach, and a couple of art raffles that also happened all online. One of which got over \$7,000 to an unhoused neighbor and allowed her to purchase a vehicle. This is a draft resource, a living document that can be updated and expanded upon as more insights are gathered. It is not meant to be exhaustive of all the things you can or should do in a fundraiser. It's just meant to make grassroots fundraising feel more accessible.

Resources on Equity & Dismantling White Supremacy Culture

- [Divorcing White Supremacy Culture, Coming Home to Who We Really Are](#)
 - This website offers much context and resources for the work of dismantling white supremacy culture. In particular this article, "[White Supremacy Culture- Still Here](#)" does a great job of outlining characteristics that have been "normalized" but actually uphold white supremacy culture. The article also shares antidotes for how we might shift our culture toward one where everyone is supported, and no one is left out.
- Examining Whiteness in the Food System
 - This [webinar](#) addresses how whiteness shows up in the food system, how it impacts our work, and how we might shift to dismantle white supremacy culture in our work so that we can move toward justice centered approaches.
 - See also: [Food Systems Narratives that Reinforce White Dominance](#)

- And this report: [Identifying and Countering White Supremacy Culture in Food System](#)
- [Spectrum of Community Engagement to Ownership](#)
 - The Spectrum of Community Engagement to Ownership charts a pathway to strengthen and transform our local democracies. Thriving, diverse, equitable communities are possible through deep participation, particularly by communities commonly excluded from democratic voice and power.
- [Community Engagement Assessment Tool](#)
 - The Community Engagement Assessment Tool (*adapted from Nexus Community Engagement Institute, Community engagement assessment tool (2018). [AssessmenttoolCOVER \(nexuscp.org\)](#)*) encourages organizations/local food councils (LFCs) to consider the level/quality of engagement with the community it serves. This tool poses a series of questions related to each public health activity being considered, including:
 - Why are you engaging people?
 - How are you getting people involved and when?
 - What kind of relationship do you have with community members?
 - How are ideas generated?
 - How do local food council policies and structures support engagement?
- [Anti- Oppressive Facilitation for Democratic Process](#) by Anti- Oppression Resource & Training Alliance ([AORTA](#))
 - Inefficient and ineffective meetings can leave people feeling drained, exhausted or discouraged, rather than inspired and energized. Good meetings help build strong, effective organizations and successful projects. Even organizations with great meeting process inadvertently perpetuate barriers to full participation and access to democratic process. This happens through group dynamics of power, privilege and oppression that often marginalize women, people of color, queer, trans and gender

non-conforming folks, people with disabilities and those with limited access to the cultural cues and financial resources that come with class privilege.

- [Accomplices Not Allies: An Indigenous Perspective & Provocation, Abolishing the Ally Industrial Complex](#)
 - This provocation is intended to intervene in some of the current tensions around solidarity/support work as the current trajectories are counter-liberatory.
- [More resources on Accountability & Generative Conflict](#)

Resources on Food Policy Council Advocacy

- [Advocacy and Lobbying Guide for Food Policy Councils](#)
 - This guide explains the legal definitions and laws applicable to lobbying to help FPCs understand how they can influence the decisions of local, state, and federal government officials.
 - This guide is intended to assist FPCs in the United States of varying structures in understanding how to proceed legally when attempting to influence government policymakers.
 - This guide first discusses what it means to lobby the government and explains how lobbying differs from general advocacy work. The second section addresses topics that every FPC should consider before engaging in lobbying. This guide then examines the different organizational structures of FPCs and how those differences affect how FPCs may lobby. Finally, the last section includes a case study exploring each FPC organization type to provide a clear picture of how to successfully and legally influence government policy.
 - For each goal, an FPC must determine which decision-makers can implement the desired policy change. Does change rely on the government taking

action? Or can non-governmental actors implement the change? Does the change require amendments to an institutional policy—one that is internal to a private institution, such as a private hospital or university—or to a governmental policy—one that was enacted by local, state, or federal government?

- Efforts to change the institutional policies of private actors, like hospitals, are not specifically governed by lobbying laws, while efforts to change governmental actions may be regulated

- [MLFCN Legislator Outreach Template](#)

- If you haven't yet made initial contact with your local legislators you can use this template to do so. Feel free to modify it to include details about your interest/work on this campaign!

- [Public Policy Advocacy Webinar](#)

- The Michigan Local Food Council Network held a webinar on public policy advocacy on August 6, 2015. Jean Doss, a government affairs consultant, provided an overview of public advocacy on the state level, and Megan Masson-Minock, MLFCN coordinator with ENP & Associates, shared information on effectively advocating at the municipal level.

- [From Partnerships to Policy: Promising Practices for New Food Policy Councils](#)

- This guide outlines the Role of Food Policy Councils and the Food System including topics like: some Whys and whats of FPCs, first steps in creating an FPC, membership, what should your FPC do, and putting the policy in FPC.

- [Putting Local Food Policy to Work for Our Communities](#)

- This toolkit is intended to educate, inspire, and empower these local food advocates and local food policy councils across the United States to continue building healthier and more sustainable communities. While much of the

toolkit is similar to the 2012 version, this updated version includes new ideas, examples, and sections.

- [Good Laws Good Food: Putting State Food Policy To Work for Our Communities, 2012](#)
 - Good Laws, Good Food: Putting State Food Policy to Work for Our Communities was formulated in response to the recent growth in the number of new state food policy councils. As such, these state food policy councils are intended to be our main audience. However, this toolkit should also be helpful to a wide range of individuals and groups—extending from non-profits to state agencies to policy coalitions—interested in enacting change in their state food systems. The information and advice provided here is general enough to assist any interested individual or organization, but as our main goal is to serve state food policy councils, we have emphasized specific suggestions and details geared towards these entities.