PUTTING THE GRASS IN GRASSROOTS ACTIVISM
"Engaging people publicly in conversations that are usually cloaked in privacy is challenging, but doing so has given me the voice to address the legislative reforms millions of Virginians so desperately need."
“The real crime is knowing that there are people, including children, suffering everyday because they cannot get access to the medicine they need. We need to get out, stand together and use our voices to fight to make a difference!”

Jamie Kacz
Executive Director, NORML KC
“By creating a community of like-minded individuals we have encouraged many to step out of the shadows and declare that marijuana is a beneficial and fulfilling part of their lives rather than a demonized plant they have to hide.”
“With Texas being restricted from using traditional ballot initiatives, it is so imperative that the citizens of Texas engage their legislators. These connections matter even more when forged during the interim of the legislative session.”

Jax Finkel
Executive Director of Texas NORML
Changing Marijuana Laws

Best practices for each legislative approach

Ballot Initiative

Legislature
Direct Lobbying: Best practices in driving legislative reform

Citizen Lobby Day:
Membership

Chapter Structure

Website

Social Media

Email

Targeted Outreach

Short & Long Term Strategy

Best practices for engaging your members
Delivering Your Message

Staying on Message

- Talking Points
- Designated Speakers
- Pivoting

Delivering Your Message

- Press Release
- Social Media
- Website
- Meetings & Events
**FUNDRAISING**

**SPECIFIC ASK**

**DONATION DIVERSITY**
- Social Media
- Memberships
- Merchandise

**CHAPTER STRUCTURE**

**SHORT & LONG TERM STRATEGY**
WASH, D.C.  SEPTEMBER 10-12

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