



FLC's Field Advocacy

Grassroots + Increased Member Engagement

**Defining +
Leveraging
Grassroots**

**Increasing
Member
Engagement**

“

Successful grassroots advocacy involves stimulating the politics of specific communities and **engaging like-minded citizens** to lobby elected officials, educate fellow citizens, and persuade the public to **support ideas and positions** that they would **not normally be inclined to weigh in on.**

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FLC's **Grassroots** Advocacy:

3 Interconnected Efforts



Education
+
Advocacy



Recruitment



Engagement



FLC's **Member** Engagement:

By The Numbers

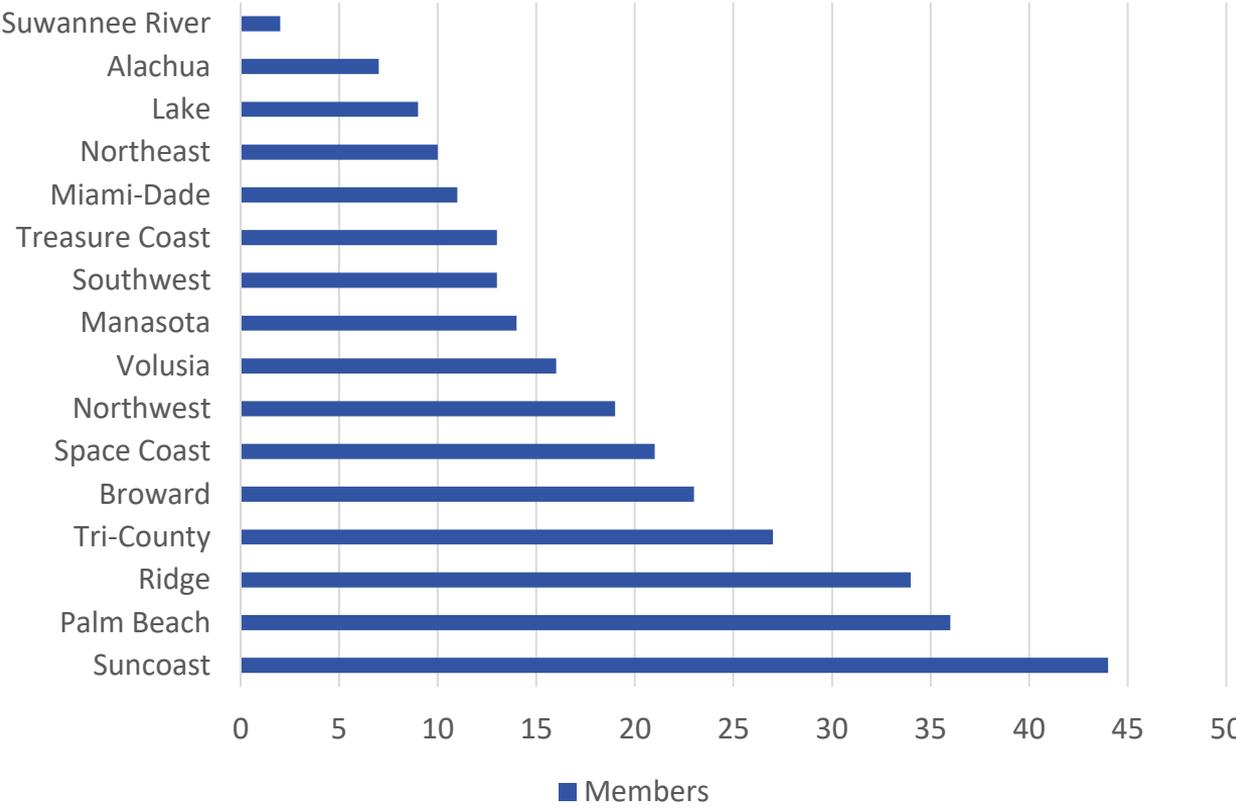
2500+
Total
Number
of Elected
Officials

297
Policy
Committ
ee
Members

123
Home
Rule
Heroes



Policy Committee Participation



Field Advocacy Recruitment



Tier 1

Elected Municipal Officials



Tier 2

Former Elected Municipal Officials



Tier 3

Community Partners + Allies



Tier 4

Citizens



Goals

- ✓ Engage + Educate Like-Minded Individuals
- ✓ Increase Participation in Legislative Process
- ✓ Engage + Influence Key Lawmakers
- ✓ Engage Business Community, Neighborhood Associations, Civic Groups



Goals

ULTIMATELY:
Stop Preemptions + Unfunded
Mandates and PROTECT HOME
RULE.





Next Steps

NOW

Connect us with Opportunities to Spread our Message (Homeowners Association Meetings, Local Chamber Events, etc.)

NOW

Update Key Contact Database for Every Legislator (Especially Freshman). Is It YOU?

NOW

Reinvent Advocacy Committee

**EARLY
2021**

Partner + Strategize with Local/Regional Leagues to Increase Engagement

**EARLY
2021**

Launch our NEW Field Advocacy App!





Paradigm Shift:



Bottom Line: We need ALL of you.

- ✓ Constituents
- ✓ Donors
- ✓ Civic Groups
- ✓ The Person Who Spoke at Your Commission Meeting
- ✓ The Author of That Letter to the Editor
- ✓ We Need You, and Her and That Guy...