

29. Description of Sample Student Strategies for Building a Grassroots Movement

Petition Drives: Set up a table at the student center where you can hand out flyers and other materials that express your views. Engage other students in conversation, and encourage them to sign a petition. Alternatively, do the same thing in the community.

Find a popular public space and do the same exercise.

Newsletters: Hang up or pass out a newsletter on campus. On one campus, students identified a "bathroom reader" hung in dorm bathroom stalls as one of their most effective strategies.

Public Theater: Produce a short play that can be performed on campus (dining hall, campus green) or in community public spaces (local park, recreation center, mall, or street).

Teach-Ins: Facilitate seminars for other students and/or community members. Consider going into the local high schools to give a presentation to a history or civics class.

Lectures: Prepare formal talks. On campus, give lectures for sorority and fraternity dinners, or dorm munchies. Off-campus, talk to clubs that have regular lunches (Rotary Club). Students have particularly enjoyed going into high schools to give educational talks on the relationship between money and politics.

Op-Ed Pieces: Write a guest column either for the student or local newspaper.

Letter Writing: Sponsor a letter writing campaign to hometown newspapers. One novel idea: write letters to home town papers and then bundle the letters and send them to elected officials, asking them to come to campus to address the students.

Classroom Presentations: Prepare short presentations for other classes.

Poster Campaign: Prepare a series of themed posters that run consecutively on campus.

Grassroots Campaigning in the Dorms and/or in the Community: Go door-to-door in the dorms or in a local neighborhood. Give people materials (a flyer), talk to them, and ask them to sign a petition.

Lobbying Elected Officials: Visit elected officials and talk to them about the issue.