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 doors 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.