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## Messages That Matter

The message supporting or opposing a candidate or ballot issue should be one that is relevant to the voters who live in the neighborhood.

All politics are local!

Meaningless rhetoric should be avoided and replaced with solid messages supporting or opposing social, political and economic policies.

The priorities of the candidate or ballot issue should be positioned so as to demonstrate how the voters will benefit.

## Credible Messengers

Messengers must be credible. A messenger that waffles or flip-flops on the issues will not get the support of voters.

Voters will respect honest differences of opinion but they will distrust a messenger who chooses their words so carefully that the position of the candidate cannot be discerned.

Don't compromise on any principled position! Voters will not be fooled.



**Grassroots Activism**  
Getting Local and Making a  
Difference Where You Live

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# Grassroots Activism

## Getting Local and Making a Difference Where You Live

There are no populations of voters that are more or less important than others and every vote counts. Likewise, there are no public offices that are more or less important than other offices.

The Democratic Party must be competitive in:

**Every State  
Every County  
Every City, Township & Village  
Every Precinct  
AND  
Every Election**

This means that activists must be identified and organized everywhere. There should be no more calling for volunteers to leave their own community and give their time and energy to voters in other communities.

Activists should engage where they live focusing on their own precinct and city, town or village.

Democrats everywhere should be engaged in a:

### Neighbor-to-Neighbor Campaign

Every message means more when it comes from someone you know or someone who lives in your neighborhood.

#### Name Exposure (Passive)

Most supporters are more comfortable with passive communications to their neighbors. For that reason, the most basic level of activism is the placement of a campaign sign in the yard, a bumper sticker on a car or a button on the lapel.

#### Personal Contact (Active)

Some supporters are willing to do more and will engage in active contacting and messaging. One of the least threatening ways to contact neighbors is to send a **postcard**.

A slightly more aggressive act would be to make a **phone call** and more aggressive yet would be **door-to-door canvassing** of the neighborhood.

### Hosting Local Events

One way for supporters to bring a group together is to host a local event. Usually this event is a **house party, reception** or backyard event of some kind for a candidate or in support of a ballot issue.

### Community Events

Many communities have events such as parades, fairs and expositions where supporters can **staff tables**, walk in a parade or enter a float or just circulate materials.

### Every Supporter a Member

Every supporter should be asked to become a Democratic Party member and to pay the regular fee of \$25. Online membership can be applied for with a contribution as low as \$10 and supporters on a tight budget can submit a paper application with the word "FREE" in the other category.

### Distributing the Cost

Supporters should be asked to contribute as a way to pay for yard signs, bumper stickers, postcards and postage. This helps keep the campaign "grassroots".

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