

TOOL DESCRIPTION

Grassroots Campaigning



Corporate grassroots campaigns involve mobilizing employees and other stakeholders in a corporation to drive change initiatives or advocate for specific corporate goals.

This approach emphasizes bottom-up engagement, where employees play an active role in shaping the organization's direction and culture. Tactics may include organizing employee-led initiatives, fostering internal advocacy groups and utilizing social media platforms to amplify the employees' voices.






By empowering individuals at all levels within the organization so they can more effectively participate in decision-making processes and advocate for change, corporate grassroots campaigning can foster a culture of inclusivity, innovation and shared ownership. Ultimately, this enables corporations to leverage the collective power of their workforce to drive meaningful transformation and achieve strategic objectives.

The origins of corporate grassroots campaigning can be traced back to the principles of traditional grassroots activism in politics and has been adapted to address corporate issues and change initiatives within organizations.

Duration this is an ongoing process accompanying any change to support the communication and anchoring	Participants unspecified	Facilitation no special material needed
--	------------------------------------	---

SOURCE: Several

Grassroots Campaigning | Process

Identify your early adopters 	Brainstorm on possible activities to support the change 	Map your “fans” by performing activities 	Formulate a clear call to action 	1+1=3 Communicate and multiply 
<p>Identify your early adopters. Who supports the change already or will even fight for it? A large group workshop or smaller exploratory workshops are the perfect occasion to identify supporters.</p> <p>Start a list of names, add people that you are sure about and also add “maybes”.</p>	<p>Think about specific ways to support your change: What could an early adopter do?</p> <p>Think about activities for both extroverted and introverted people.</p>	<p>Start mapping your supporters on possible activities. Who is more outgoing and could engage in activities where they might be asked to speak out loud, and who is more introverted and could provide support in the background?</p>	<p>Think about how to communicate the possible activities. Formulate a clear message and mention 2-3 specific ways people could support the change at this stage.</p> <p>The clue is to give the people the opportunity to choose but, at the same time, keep it simple.</p>	<p>Use the energy that people get from their participation: Ask your supporters to bring a friend when you invite them to the next activity. Share news of successes and create a movement.</p>