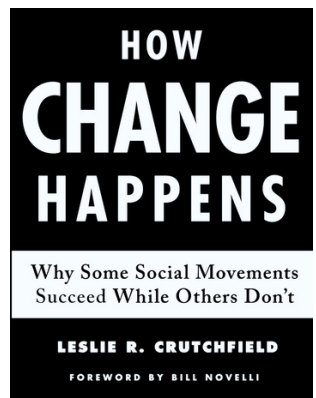




Highlights

TURN GRASSROOTS GOLD



- Winning movements are fueled by energy that materializes from the bottom up. The most successful organizational leaders understand they must turn their approach to power upside-down and let local activists lead...seeding and growing vast networks of millions of passionate individuals organized around a common cause is infinitely more powerful than any single organization or association.
- Grassroots organizing is the process of supporting communities to change their futures for the better.
- Whatever the cause, there is one fundamental strategy to win that supersedes all others: figure out how to turn grassroots gold.
- Successful movements require a vigorous base of passionate, energetic, and well-organized grassroots support.
- The collective strength of grassroots members comes in part from the support they feel and receive from each other, as well as from their connection to a larger cause.
- Galvanizing a movement from the grassroots up requires mobilizing people who live at the grassroots -- the rank and file, the everyday individuals with the lived experience of the problem at hand. These people are the most inseparable from the cause. They are the most viscerally connected to it. They have the most to lose if a movement fails, and the most to gain if it succeeds.
- Successful movements have at their center a vigorous base of passionate, energetic, and well-organized grassroots support.
- Grassroots organizing is an inspiring act of community participation, and it's more important than ever for communities to leverage people-powered change. It ultimately powers large-scale change, especially as organizing efforts can take place in local communities.
- Victory would be secured by unleashing that grassroots energy and channeling it.

The best education I received was working with people in the community on a grassroots basis. Because what it taught me was that ordinary people, when they are working together can do extraordinary things.

Barack Obama