

Grassroots Waukesha County - Mission and Advocacy Strategy

The mission of Grassroots Waukesha is advocate for democracy, social justice and the environment with the voters and legislators of Waukesha County in a variety of ways that often include collaboration with other grassroots and community groups. It is our ultimate goal to get legislators elected that share our views by raising awareness within the community.

Actions with Direct Impact

These are actions that most directly influence public and legislator opinion.

Legislator / Public Official Engagement

Respectful face to face encounters with federal, state, and county legislators in the form of public hearings, town halls and private meetings will bring attention to issues not being properly addressed.

Letters/emails to legislators and phone calls are also effective but not as effective as face to face encounters.

Petitions can be effective if many signatures are gathered and delivered in person.

Letters to the Editor

Well written letters to the editor provide a basis for changing public opinion and encourage political non-participants to become involved. They can be particularly effective when published in newspapers that reach people that need to hear our message.

To encourage writing, GRWC has created the Writers Club which meets two times a month.

Non-Partisan Events

Non-partisan events can be forums, debates, or educational presentations made to civic or business groups. The event will be most successful if it attracts people of all political persuasions and encourages dialog on the issues.

Voter Engagement

Many people share our values but feel involvement, including voting is ineffective. These people may feel disenfranchised or think that what is happening in politics has no direct impact on their lives.

Actions that help to engage voters can include voter registration, educational events that attract non-politically active participants, door to door canvassing, and listening sessions aimed at non-participants.

Actions with Indirect Impact

These are actions can lay the foundation on which actions with direct impact can occur.

Demonstrations

Demonstrations are most effective at building coalitions and activism among supporters. To a lesser extent, they can be effective in showing legislators there is support for an issue if the number of demonstrators and frequency of demonstration is high. Demonstrations may also have a small impact on swaying uncommitted voters or Independents.

Demonstrations need to be peaceful. They are most effective when they are growing or large enough to get media attention.

Currently GRWC demonstrates on the 4rd Sunday of the month (noon – 1pm) along Wisconsin Ave. Periodically, GRWC will host special demonstrations aimed at specific issues in the news or in collaboration with national events or other grassroots groups.

Educational, Training, and Call-to-Action Events

Events hosted for and promoted to mainly other like-minded activists can provide information and training necessary to carry on direct advocacy.

Social Events

Fun social events should be held periodically to build support and solidarity among the members and collaborating partners and regenerate enthusiasm.

Community Outreach

Actions such as farmers market booths, listening sessions, and surveys can encourage more membership and provide valuable information for future actions.