SETTING THE TABLE FOR CHANGE

Institute for Justice

March 3, 2018
TODAY’S PRESENTATION

• Who we are
• Activism 101
• Tricks of the trade
• Q&A
FIGHTING FOR FOOD FREEDOM
FLOUR POWER
How Cottage Food Entrepreneurs Are Using Their Home Kitchens to Become Their Own Bosses

by Jennifer McDonald

December 2017

Institute for Justice
LET’S CHANGE SOME LAWS!
ACTIVISM 101: AS EASY AS PIE

MONITOR
MESSAGE
MOBILIZE
MOVE
THE PIECES OF THE PIE: MONITOR
THE PIECES OF THE PIE: MESSAGE
THE PIECES OF THE PIE: MOBILIZE

MONITOR

MOBILIZE

MESSAGE
THE PIECES OF THE PIE: MOVE

MOVE!!!

MONITOR

MOBILIZE

MESSAGE
A MENU OF OPTIONS

SLOGANS
POSTCARDS
OP-EDs & LTEs
PETITIONS
LEGISLATOR CONTACT DRIVES

GROUP NAME & LOGO
WEBSITE & SOCIAL MEDIA
SIGNS, BANNERS, & BILLBOARDS

RALLIES & PROTESTS
MEDIA ADVISORIES, PRESS RELEASES & PRESS CONFERENCES
FAQ SHEETS, ONE PAGERS, BROCHURES

SWAG
GET TO KNOW YOUR GOV
MISC. TIPS

• Be polite, genuine, and honest
• Keep it simple
• Think on your feet
• Make noise
• Do your research
AND MOST OF ALL...

LOSE HOPE
WHAT YOU CAN DO TODAY

• Network, attend community meetings
• Form a community around your issue
• Communicate with your elected officials
• Contact us with any questions at bfallon@ij.org