Finding and Connecting with the Grasstops

in your Community

Date: September  16, 2014

Time:  6:00pm PST  9:00pm EST

30 minutes

Facilitator: Teresa Rugg, a long time community health advocate and RESULTS group leader from Washington state will facilitate this conversation.

**Summary:** Finding and connecting with the Grasstops in your community can create opportunities for mutual actions that can transform your group!  If you are new to RESULTS or just having a hard time finding or getting your Grasstops Champions to be in action with your group, this call is for you!  Join us as we learn **4 valuable skills**.

1. **How to find Grasstops in your community using local resources**

**How well do you know your community?**

* Are you new in town? A veteran? Do you belong to other groups outside of RESULTS? What groups do other activists in your group know.
* Mindfully drive/walk through your town/city and pay attention to those organizations that may have Grasstops Champions just waiting for you! You have more wisdom than you think about your community. Write down a list!
* It is time to push ourselves out of our comfort zone and into greater, more impactful relationships

**Local papers:**

* weeklies, daily's, senior papers, alternative papers
* online or hard copy
* look for the movers and shakers (head of organizations)

**Online searches for local:**

* Returned Peace Corps Volunteer groups (Peace Corps+town or returned peace corps volunteer+town ); use social media not just search engines
* Colleges: professors (search under health, nursing, anthropology, international studies, public health)
* Health Department phone numbers and direct line to programs of interest (immunization, HIV/AIDS; TB; maternal/child health)
* Pediatricians
* Nonprofit circles (large and small)

**Other leads:**

* Favorite physician (leave a handwritten note at their front desk. Personalize it!)
* Ask a friend(s) to introduce you to those they know
* Always ask, "who else should I be talking to?"
* Check in with your local library staff
* Check in with your City Hall (the clerk knows who's who)
* Explore the list of Grasstops Champions found on the listserve and website

**2. Steps to make your first introduction to your Grasstops Champion a successful one**

1. **Think positive.** You are giving them a fabulous opportunity! Who are you not to approach them?

You understand the merits of this work.

2. **Decide on your introduction strategy**:

**A. How will you contact them?**

Cold call; friend introduction; phone call with simultaneous email follow up (of course you will follow up! We always follow up!)

**B. What do you want to ask your grasstops champion in the first introduction?**

Do you want to meet them for a quick meet and greet to introduce them to RESULTS and to hear about their work? Or do you want to ask them to take an action with you ASAP?

**C.** **What is your script?** Tailor it for the person and situation. Write down a script.

**3. The importance of active listening and follow-up**

* People are busy. Silence doesn't always mean no. Give them space but be persistent.
* Nurturing grasstops champions is not a request- a-thon. These are friendships, and friends listen and help each other out. Don't only reach out when you want something.
* Do little things to keep in touch.
* Send an email out of the blue and ask them how things are going and update them on your work.

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What we didn't discuss but will in the next training!

**How to connect what RESULTS global is working on with local/domestic efforts**

Thank you!