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**Taking Good Care of Your Grasstops Champions**

Your community is made up of many different constituencies who care about the same issues RESULTS care about. One helpful way to think about creating a broader community of support and action is to imagine it as a pyramid.

* **At the top of the pyramid are the movers and shakers in your community or**

**“grasstops.”**

* **Your RESULTS group sits in the center, organizing activities in your community.**
* **Your RESULTS Action Network forms the base of the pyramid.**

**Check out the** [RESULTS website](http://www.results.org/skills_center/milestone_34/) **for a more full discussion on reaching out to your local community!**

**Who are the Grasstops?**

These people possess political clout, and can help your group influence legislators and the media. These individuals are local politicians, doctors, clergy members, professors, or friends of members of Congress who may not want to participate on a full-time basis with RESULTS, but would be willing to make calls, meet with decision makers, provide critical information, write op-eds and letters, and take action on a strategic basis.

**Enhancing your Relationship Between Existing Grasstops**

* Name the grasstops group/person
* Visualize/map out the ideal relationship. What does this look like?
* Decide who in the group will be the point person for this relationship.
* What is your first move? Write it down.
* What are your incremental goals for this relationship? Write them down.
* How many existing grasstops groups/persons can your group realistically nurture between now and January 2015?

**Reaching Out to New Grasstops Groups/persons**

* Name the grasstops group/person
* Visualize/map out the ideal relationship. What does this look like?
* Decide who in the group will be the point person for this relationship.
* What is your first move? Write it down.
* What are your incremental goals for this relationship? Write them down.
* How many new grasstops groups/persons can your group realistically nurture between now and January 2015?

**This is a Relationship, Not a One-way, Request-athon!**

* Friendship/relationships are two-way streets
* Keep your expectations in check: Grasstops are busy; be persistent, but not annoying.
* Communication is key to showing your authenticity
* Organizations and bureaucracies don't always have quick turn-around time for collaborating on media. Plan accordingly. Know what their process is so there are no surprises.
* Always be open to ask, "Who else should I be talking to?"

**Put it in Writing! What are Your Grasstop Goals?**

Write down your grasstops goals and read your intentions weekly to help keep your momentum. Share your goals and successes/actions taken with your **Regional Coordinator**.

**First Steps for Reaching out to New or Existing Grasstops Groups/persons.**

**Try This!**

**Method:** Phone call with a follow up email. If you get voice mail, leave a message and follow up with a short email with your request to meet face to face. This may be a cold call or you may have a connection with them that you can emphasize.

**Request:** To meet them for 15-30 minutes to share about RESULTS and to hear about their mission for immunizations locally or globally. For existing relationships, 15-30 minutes to update each other on common goals.

**Follow-Up**: Develop a timetable and a support system for networking with your grasstops connection. For example, initially keep up weekly communication through a method that will allow the greatest, most meaningful connection.

* Be responsive and timely with their requests and be persistent with your requests.
* This is a two-way street! Friends listen and help one another.