



GRASSROOTS

Building Advocacy Together

As a professional in the specialty pesticide industry engaged in Grassroots, you know your voice has impact. Maybe you've heard the phrase *there's strength in numbers* and maybe you're looking to join others to amplify industry advocacy efforts and the impact of our information. So how do you get more people involved in talking about the health, safety, and environmental benefits of your work, your services, and the products you use? Your voice is essential to achieving sound policy outcomes at the local, state and federal levels. Join the RISE Grassroots Network to support the industry and your business.

REACH OUT TO YOUR NETWORK:

- Consider first reaching out to your coworkers and colleagues. Share information and updates in a company newsletter, or at a quarterly meeting, or at your state association meeting.
- Customers should be involved too when it comes to advocating for the safe, judicious use of pesticides. Think about ways to keep residential, commercial and government customers updated on local and state policies that can impact how they manage property and pests.
- If you've traveled to a conference and met other professionals, or just know of another business in town, contact those individuals when issues arise that would impact the industry and the availability of its tools.

MAKE A PLAN:

- Convening a group or beginning a coalition can start before there is an issue. Maybe you want to host a quarterly zoom call to keep each other updated, or maybe there is a local coffee shop that works for everyone to meet at monthly. The key is to keep each other updated.
 - In between intentional time together, make use of a list-serve, or a contact list for members to contact one another.
- Identify the strengths within the group. While some may be able to dedicate time others may be able to contribute letters or calls, or draft materials for customers.
 - RISE is happy to help with brainstorming a range of advocacy opportunities.

TAKE ACTION:

- When there is a bill brought up at your city, county, or state, make sure that the group agrees on the focus of opposition or support of the bill. Offer to coordinate testimony to ensure all points are made in the time allotted during public hearings and meetings.
- When needed, reach out to RISE for talking points on specific issues. RISE has a complete library of focus group tested messages that can be customized to your issue or outreach.
- If a public meeting or hearing is in-person, make plans with colleagues to meet up beforehand, and sit together. Remember, decisions are made by those who show up!

Questions about the RISE Grassroots Network? Interested in resources to help hone your advocacy? Reach out to Megan Striegel, Grassroots Manager at mstriegel@pestfacts.org.