

GRASSROOTS LEADERSHIP

A C A D E M Y SM

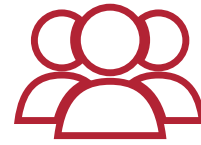
COURSE CATALOG



GRASSROOTS LEADERSHIP

A C A D E M Y

about US



WHO WE ARE

Since 2015, Grassroots Leadership Academy has inspired citizens to be bold leaders who improve their communities and break barriers standing in the way of people realizing their potential. Our goal is to move society toward one of mutual benefit, where people succeed by helping others improve their lives.



WHAT WE DO

Grassroots Leadership Academy offers free, in-person trainings and educational programming to people across the U.S. Our training programs educate concerned citizens about the issues facing their communities and equip them with the skills they need to remove barriers to opportunity in their communities. We empower people to elevate themselves into positions where change is at their fingertips.



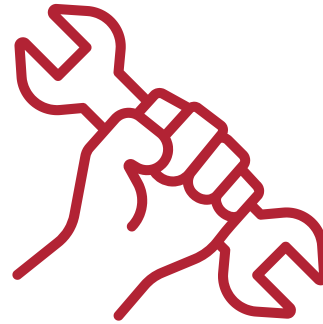
WHY WE DO IT

We seek to create a society in which government operates wholly within the vision of the Declaration of Independence.

GRASSROOTS LEADERSHIP

A C A D  M Y

grassroots skills SERIES



The programs in this series provide participants with expert tips and strategies to improve their effectiveness as everyday grassroots activists. These programs equip and empower grassroots activists or field staff members with developing the tools and skills needed for effective legislative advocacy.



Citizen Contact

Learning the best practices for engaging citizens over the phone and in-person will improve communication and activism! This presentation will cover how to properly use technology and data while addressing common situations volunteers encounter.



Connecting Across the Spectrum

The ability to connect with someone who has a differing opinion than yours is a great quality to have. This program will give you the tools needed to successfully engage and share your beliefs with the non-like-minded in a positive and constructive manner. Additionally, you will be provided with a step-by-step guide to building a bonded and thriving community.



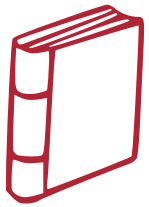
Dissecting the Debate

We all know how to argue, or at least be the loudest person in the room, but how many of us know what to look (or listen) for when we're trying to talk with someone who has a different opinion. In this program, we will learn how to extract the most value out of debates, review popular debate strategies, and examine key tactics to use when debating.



Grassroots Events

Grassroots leaders seeking the advancement of an issue often rely upon various events to get their message out to the broader community. This course consists of best practices for organizing, promoting, and managing successful grassroots events.



Motivating Friends and Neighbors by Telling Your Story

This presentation gives participants an analytical framework to understand and analyze what good policy looks like for the issues our localities and states face. Additionally, participants will gain a tool to help them determine and develop practical solutions to present to their legislators.



Peer to Peer Activism

A newer tactic in grassroots organizing, peer to peer organizing involves using direct, personal messages to those around us to activate them on an issue or campaign. Participants will learn how to strategically employ this tool in real time and add it to their activist toolbelt.



Selling Freedom

This course provides participants with an overview of successful sales strategies and tactics and practical application of them. Participants will receive a template of a script that can be used when reaching out and making asks to potential volunteers.



Tabling and Elevator Pitch

Learn the best practices for tabling and how to make the right pitch that captivates perspective volunteers with the desire to learn more.



Working with Unlikely Allies

In this time of partisan polarization, we have to look beyond our normal social bubbles and partner with unlikely allies to achieve our policy wins. In this course, we will learn how to communicate with, recruit, and productively work with unlikely allies



legislative SERIES



Earned Media Under the Dome

Media
Management,
Relationship
Building

Participants will understand how to build relationships with the press corps covering their capital and how to leverage these connections to achieve media coverage on a particular cause.



Impacting Your Legislator

Legislative
Advocacy

Participants will learn how to become comfortable with the daily working of their state legislature and how to be a known and effective presence. The program includes tips and tools for effective grassroots lobbying.



How a Bill Becomes a Law

Legislative Process
and Procedures

This course is a guide for understanding the legislative process at the State level. Participants will also learn tools for tracking legislation throughout its entirety.



How to Kill a Bill

Legislative Process
and Procedures,
Strategy

Participants will examine each stage at which they can impact the content and outcome of legislation they oppose or support.



Learning the Landscape

Data Analysis,
Strategy, Power
Mapping

Participants will discuss the importance of understanding your area's demographics and history, methods of collecting important information and ways to connect your elected officials' key influencers to your cause.



Testifying in Committee

Messaging, Public
Speaking

Participants will learn how to articulately and effectively present their views on bills in public hearings and organize their supporters to make a visual impact in hearing rooms.



Learn to be a Legislative Advocate

The Declaration of Independence states that governments derive "their just powers from the consent of the governed." This cornerstone of good, American governance necessitates and obligates citizens to engage with their legislators. This workshop educates participants on the legislative process and equips them with the tools they need to participate in legislative activism boldly and effectively.

legislative WORKSHOP



Introduction

This presentation explores how social change occurs and showcases the important role legislative activists play in bringing it about. Participants identify the gap and barriers between where they are as a legislative activist and where they want to be.



Policy

This presentation gives participants an analytical framework to understand and analyze what good policy looks like for the issues our localities and states face. Additionally, participants will gain a tool to help them determine and develop practical solutions to present to their legislators.



Process

Those who understand legislative processes and procedures are more effective at impacting them and achieving their desired policy. This presentation instructs students on how to navigate statehouse processes and procedures, as well as the influences surrounding their lawmakers.



Personality

Being a successful influencer requires being personable, credible, and building a relationship with your legislator. This course coaches participants on how to establish their credibility, form a relationship with, and effectively approach their legislators to forward their policy goals.

grassroots CERTIFICATIONS



Grassroots Advocate Certification

Our Grassroots Advocate program provides attendees the fundamental knowledge and skills they need to become a social entrepreneur in their community and be a better advocate for freedom at the local, state, and federal level.



Community Mobilizer Certification

Our Community Mobilizer program builds on the skills learned in Grassroots Activist Certification and empowers students to recruit, motivate, and mobilize others.



Grassroots Leader Certification

In our Grassroots Leader program, participants learn how to put all of their skills together and handle real-life grassroots organizing scenarios. Upon completion, students are empowered to run an issue campaign, become a community leader, or pursue a career in grassroots activism.



grassroots ADVOCATE

Become a CERTIFIED Grassroots Advocate

Our Grassroots Advocate program provides attendees the fundamental knowledge and skills they need to become a social entrepreneur in their community and be a better advocate for freedom at the local, state, and federal level.



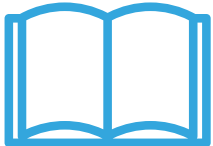
The Structure of Social Change

Vision, Policy Strategy



What Motivates Your Neighbor

Community Building



The Power of Storytelling

Messaging



The Advocacy Toolbox

Strategy, Grassroots
Tactics



Impacting Your Elected Officials

Legislative Advocacy



grassroots ADVOCATE



The Structure of Social Change

Vision, Policy
Strategy

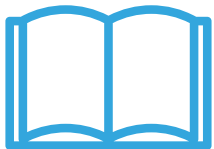
The Structure of Social Change teaches how social change occurs and showcases the important role of an advocate. Participants will understand Overton's Window and how through advocacy they can play a role in changing the paradigm and offering solutions from the ground up.



What Motivates Your Neighbor

Community Building

Folks don't care how much you know until they know how much you care. In order to recruit your neighbor and grow your movement, you need to identify what motivates your neighbor. In this course, participants will learn a variety of techniques to help them listen and connect to their neighbors enabling them to move their neighbors from potential volunteers to engaged activists.



The Power of Storytelling

Messaging

When persuading others, it's easy to fall into the trap of focusing too heavily on statistics and data points. While these facts are important when supporting an argument, they must be led by a captivating story. In this session, participants will explore the purpose behind storytelling and begin crafting stories intended to motivate others to action.



The Advocacy Toolbox

Strategy,
Grassroots Tactics

Effective Citizen Activism (IEM Model) is the crux of a grassroots movement. Without understanding the basics of identifying potential followers, realizing the importance of educating them and yourself, and knowing how to mobilize them to act, there is no long-term movement.



Impacting Your Elected Officials

Legislative
Advocacy

Participants will learn how to become comfortable with the daily working of their state legislature and how to be a known and effective presence. The program includes tips and tools for effective grassroots lobbying.



grassroots MOBILIZER

Become a CERTIFIED Grassroots Mobilizer

The Mobilizer Certification is designed specifically for people who want to become force multipliers who can build strong movements that achieve long lasting policy changes. It will help you utilize the institutions that exist in your community and to create and execute a plan for societal change.



Social Change with Program Theory

Key Institutions



Mastering Your Messaging

Messaging and Counter
Messaging



Grassroots Relational Organizing

Leveraging Your Existing
Network



Mobilizing and Motivating Volunteers

Volunteer Management



Direct Action Tactics

Strategic Planning





grassroots MOBILIZER



Social Change with Program Theory

Key Institutions

In this session, you will learn the four key institutions of society and how the institution of government is not the proper institution to fix all societal problems. You will also learn how to use Program Theory to strategize how to remove the barriers it creates.



Mastering Your Messaging

Messaging and
Counter Messaging

In this session you will learn about three key components of messaging: what you're saying, how you're saying it and why it matters. You will not only learn how to effectively communicate a winning message, but also how to counter your opponent's messaging - because no matter what industry you're in, there will be someone else trying to sell ideas similar or completely different from yours.



Grassroots Relational Organizing

Leveraging your
Existing Network

This session will teach you how to use relational organizing and recruitment as crucial steps to advancing your cause. Through these methods you will learn how to develop a strategy and power-map yourself in relationship to the community and coalitions you are to influence.



Mobilizing and Motivating Volunteers

Volunteer
Management

In this session, you will learn to create a culture where more volunteers want to make an impact by working with you. You will learn practical skills on how to organize and manage these volunteers, thereby leveraging them to accomplish your community's greatest needs.



Direct Action Tactics

Strategic Planning

In this session, participants will learn key direct-action tactics that can be utilized in grassroots campaigns. They will also learn how to use S.M.A.R.T. as a method in creating an action plan. Participants will complete a final strategic mobilizing plan utilizing Program Theory and understand how to apply it to various situations.



grassroots LEADER



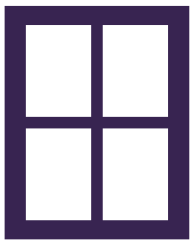
Our Vision

Vision



Cutting the Issue

Strategy



Overton Window

Strategy



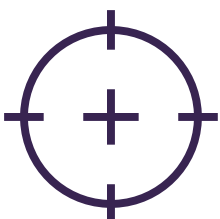
Know the Place, Know the Player

Strategy



How a Bill Becomes a Law

Legislative Advocacy



How to Kill a Bill

Strategy, Legislative
Advocacy

Become a CERTIFIED Grassroots Leader

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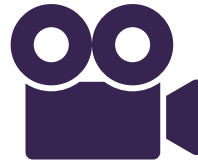




grassroots LEADER



Campaign Tactics
Strategy, Grassroots Tactics



Media Tactics
Media Management



Grassroots Events
Event Management



Grassroots Fundraising
Fundraising



Building a Digital Campaign
Digital Tactics, Strategy



Street Theater and Public Performance
Grassroots Tactics



Overcoming the Objections
Recruitment, Messaging



grassroots LEADER



Our Vision

Vision

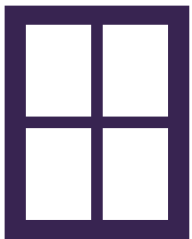
This course offers a principled approach for social change. Activists will learn why maximizing peace, civility, and well-being where people succeed by helping others is the greatest opportunity towards improving the lives of others.



Cutting the Issue

Strategy

Grassroots campaigns often fail because they don't clearly identify or explain a specific policy change. In this session, participants will learn how to take a big idea and slim it down to clear, achievable agenda items.



Overton Window

Strategy

In this training, we discuss how culture influences politics and how you can leverage this as a tactic needed to advance a policy by embracing the Overton Window theory.



Know the Place, Know the Player

Strategy

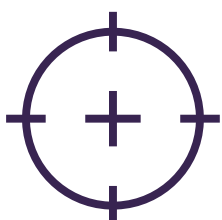
You can't beat a plan without a plan of your own. In this session, participants will understand the relationships and differences between a mission, vision, and goals. Participants will also learn a holistic process for developing strategies to achieve their desired outcomes.



How a Bill Becomes a Law

Legislative Advocacy

This course is a guide for understanding the legislative process at the Federal and State level. Participants will also learn tools for tracking legislation.



How to Kill a Bill

Strategy,
Legislative
Advocacy

Participants will examine each stage at which they can impact the content and outcome of legislation they oppose or support.



run for SCHOOL BOARD

Learn expert tips and strategies you need to effectively organize your efforts and your community.

You care about your kids, your community, and want to make a positive change for both. We're here for you! This is a 4-part training series meant to empower you to roll up your sleeves and run for school board—or effectively organize your community for someone you want to run for school board.

Session 1

How to become the candidate and set yourself up for success

Session 2

How to communicate your why and connect with those in your district

Session 3

How to create a messaging plan and stay on message no matter what

Session 4

How to talk to voters and raise money

Citizen Contact workshop

Our citizen contact boot camp provides attendees the fundamental knowledge and skills they need to effectively engage citizens at a door, on the phone, off the cuff, and online.



Dos and Don'ts of Doors and Phones

This course will review best practices for engaging citizens over the phone and in-person.



Elevating Your Elevator Pitch

Learn how to make the right pitch that captivates others with the desire to learn more.



Polishing Your Peer to Peer Activism

Peer to peer organizing involves using direct, personal messages to those around us to activate them on an issue or campaign.





AMERICANS FOR PROSPERITY®

FOUNDATION

EDUCATION AND TRAINING

Course Catalog



AmericansforProsperityFoundation.org



[AFPFoundation](https://www.facebook.com/AFPFoundation)



[@AFPfoundation](https://www.instagram.com/AFPfoundation)

criminal justice reform series



For decades, the United States has addressed the criminal justice system in two narrow ways: You're either tough on crime or you're soft on crime. But that approach has only led to false choices and a broken system. There is a better way to keep our communities safe and create meaningful change.



Civil Asset Forfeiture

Civil asset forfeiture occurs when private property is seized and held, regardless of guilt or innocence. How can we protect innocent people from the government taking their property? This program covers the nuances of civil asset forfeiture, common misconceptions surrounding it, and ways to mobilize against it.



Criminal Justice Reform: An Overview

This program focuses on our shared goals of protecting our communities and future crime victims by incorporating evidence-based policy to achieve justice for victims, keep our country and community safe, and empower all persons to achieve their potential.



Mandatory Minimums

What are the unintended consequences of mandatory minimums? This program examines the history of mandatory minimums, reviews the impact of mandatory minimums sentencing on a free society, and evaluates how criminal sentencing policy can ensure a safer community.



Policing Reform

Police play a critical role in our society. Every day, they are tasked with keeping our communities safe, which routinely places them in harm's way. In some cases, encounters with police are unnecessary, disrespectful, and may lead to devastating outcomes. This class explores solutions to improve relations between police and the communities they serve.



Proper Role of the Courts

Have you ever wondered why certain words cannot be said on the radio program you listen to on your commute or why you can't reserve a spot in front of your home to park your car? Unfortunately, these ridiculous rules – along with countless others – can be traced back to the Supreme Court. But is having this much influence over your freedom good and proper? Find out as you learn about how the court has moved beyond its intended role and what that means for you.

economic opportunity series

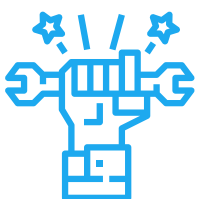


The American promise is simple: Where you begin in life shouldn't dictate where you end up. Generations have climbed the economic ladder, spurring the innovation that has benefited us all. But now the economy is faltering, putting opportunity out of reach for millions of people and stifling society's progress. Restoring economic opportunity is critical to reigniting the American Dream.



Certificate of Need Laws

Imagine if every time you wanted to make an improvement in your life, you needed a government agency's permission. Every day, health care providers seeking to install more hospital beds, buy new x-ray machines, open up nursing homes, and improve their patient's care experience, face this frustrating scenario. Come learn how "Certificate of Need" laws prevent many health care providers from offering the best possible care at the lowest possible prices, especially in under-served communities.



Freeing Labor: The Right to Work

In this session, we will examine the claims made by labor unions on the 40-hour work week, child labor laws, and workplace safety standards. We will confront the toughest arguments made against Right-To-Work and provide a vision of the positive role labor unions can play in supporting the individual liberties of workers.



Hoodwinked and Bamboozled: Horrors of Economic Development

When regulations are written to benefit one industry or company over another, the result is a perversion of the free market and capitalism. This session will explore how politicians and lobbyists often work together to subvert the free market by using taxpayer dollars to pick winners and losers in the economy.



Moral Case for Capitalism

This program will explain how and why capitalism is the fairest and most beneficial economic system to human wellbeing in the history of the world. This course will give ideas for sharing this message with friends and neighbors.



The Power of Economic Freedom

Explore how economic freedom is a key component to the American Dream as well as prosperity worldwide. This interactive course will equip you with the knowledge and tools to be a champion for economic freedom in your neighborhood, community, state, and beyond so people can live longer, happier lives.



Problems of External Barriers: Occupation al Licensing

It seems these days that every worker from a taxidermist to a hairdresser to a doctor needs permission to legally go about his or her business. But why? This presentation explores the intentions behind occupational licensure, its unintended consequences on both consumers, and workers, and how each of us can make impactful change that will improve people's lives, especially the most vulnerable. No permission slip required for admittance!

education reform series



The COVID-19 pandemic exposed major problems with the education system, especially the lack of options tailored to every learner. It's a problem that stretches back decades — and the time has come to solve it.

In both K-12 and postsecondary education, the system is largely standardized. Learners take the same paths, while educators teach the same lessons.

The results are heartbreaking. Learners of all ages struggle to discover their talents, leaving them disheartened and checked out. Educators often lack the autonomy to offer creative solutions to help students thrive — the opposite of what they signed up for. And society struggles to move forward because millions are unequipped with the skills necessary to contribute and realize their unique potential.



The Future of Education

In this course, participants will discuss practical solutions in education that help learners identify their talents, develop them so they can succeed and contribute, and how to implement them.

free speech series



The United States is deeply divided. Trust is falling and censorship is rising — threatening free speech and our future as a diverse and peaceful society. Protecting our civil liberties and empowering people to build a society that embraces our differences to overcome our challenges is critical to America's continued prosperity.



Express Yourself: Unleash the Power of the First Amendment

The First Amendment is the bedrock of America. Recognize the powerful role free expression plays by examining its cultural, legal, and historical significance. Learn how you can engage in free expression and protect the First Amendment to drive peaceful societal progress.



Fake News

Participants will discuss the necessity of approaching ALL new information with a discerning eye and sharpen the skills needed to distinguish between false and biased Information.



Free Speech on College Campus

Colleges and universities were once a place where intellectual diversity was embraced. But this philosophy has changed as these institutions fail to uphold the promises of free expression, assembly, and religion for students and faculty. Learn what freedom of speech means to you and how you see it playing out on campus.

healthcare reform series



You deserve quality, affordable health care you can trust. Health care is too expensive, complex, and frustrating, but it doesn't have to be. We're committed to making health care affordable, less of a hassle, and transparent.



Your Healthcare Your Choice

Health care is too expensive, complex, and frustrating. Our medical bills are higher than ever. It's becoming harder and harder to see the physicians we know and trust. Our insurance premiums are going up while it feels like customer service and patient care are going down.

Politicians in Washington have proposed policies that expand government control, such as "Medicare for All" or a "Public Option." But these top-down government programs can't give American families what they need and deserve: affordability, dependability, and consumer choice. We NEED a personal option.

The personal option removes barriers between patients and the medical providers they trust, empowers Americans to shop for value, and expands coverage options to make health care less of a hassle. We need a system that helps patients, not insurance companies and government bureaucrats.

in this interactive training, you will learn how government creates barriers to affordable, high-quality health care and how you can fix them to improve the health of you and your family.





Certificate of Need Laws

Imagine if every time you wanted to make an improvement in your life, you needed a government agency's permission. Every day, health care providers seeking to install more hospital beds, buy new x-ray machines, open up nursing homes, and improve their patient's care experience, face this frustrating scenario. Come learn how "Certificate of Need" laws prevent many health care providers from offering the best possible care at the lowest possible prices, especially in under-served communities.



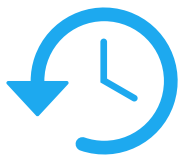
Medicaid - Waste, Fraud, and Abuse

This course provides an in-depth analysis of Medicaid's current challenges related to fraud, waste, and abuse. Participants will explore strategies for identifying, preventing, and addressing these issues through policy reform, improved oversight, and enforcement mechanisms.

immigration reform series

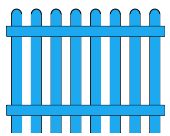


The last time Congress passed major immigration reform was 1986. Since then, our country's immigration system has grown more dysfunctional. Attempts to fix it have failed. Immigration has been an unsolvable problem for 35-plus years. But together we can change that.



The History of US Immigration

Today immigration is an issue at the forefront of many, but how much do people really know about US immigration? This program reviews the history of US immigration, examines the challenges and the benefits associated with immigration, and lays out a promising third way for the future of immigration.



Views from the Border: Understand the Problems, Understand the Solution

This program involves hearing first hand accounts of a border patrol agent and a legal immigrant to gain a comprehensive understanding of the problems that plague the current, broken US immigration system. Additionally, participants will discuss what immediate, practical solutions can be taken as the first steps to transforming the US immigration system.



A Vision for Immigration Reform

What does immigration look like in a society of equal rights and mutual benefit? Join us for a conversation about what's possible when we take a principled look at immigration in the United States.

ONE GENERATION PROJECT

"Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children's children what it was once like in the United States where men were free."

- Ronald Reagan



Constitution Showdown

Are you looking for a lively, entertaining way to test your Constitutional knowledge? This interactive quiz game is fun for all ages and knowledge levels, and is easy to facilitate live or virtually. So get your game on, with Constitution Showdown!



Vision of a Good Society

Interested in learning the tools needed to determine whether proposed laws should exist in a good society? This course will provide this skill while also giving an overview of America's founding principles of life, liberty, and property.



ONE GENERATION PROJECT

Empower your high school student to become tomorrow's leader!

Over this free two-day course, your student will learn why individual liberty is essential for well-being, study the foundational concepts behind free and prosperous societies, discuss the responsibilities of every citizen, and analyze policies and economic systems to determine their impact on freedom. ...All while making new friends and playing fun, educational games!

Foundations of Freedom PROGRAM



Freedom is VISION

Students will explore the human condition before America, how the Founding Fathers were visionaries, and what makes American exceptionalism endure in the 21st century.



Freedom is INNOVATION

Students will learn how problems are not solved by big government mandates, but through the magic of spontaneous order, comparative advantage, and voluntary collaboration.



Freedom is CAPITALISM

Students will explore the myths and realities of socialism versus capitalism and how to talk about these truths with their friends and families.



Freedom is TRADE

Students will learn how freedom of choice increases prosperity for all.



Freedom is OPPORTUNITY

Big-government regulations often negatively affect the daily lives of its citizens. In this session, students will try to accomplish life goals under the different conditions imposed upon them by government.



Freedom is RESPONSIBILITY

Students will learn the responsibilities of good citizenship and leadership and how to educate others about current issues.



Freedom is YOU

Students will participate in a fun and competitive game that recaps the key takeaways from the program.

Becoming A Watchdog for government accountability



Do you want to make a real difference in your community by holding the government accountable? Join our live training session on "Becoming a Watchdog" and learn how you can expose corruption, increase government efficiency, and help return it to its proper role.

What's in it for you?



Learn Powerful Tools and Tactics: By the end of this training, you'll be equipped with the tools and tactics necessary to find compelling stories and hold the government accountable.



Make a Positive Impact: Local newspapers are losing their watchdog capabilities due to a dramatic loss of revenue. This training will empower grassroots activists to step in and fill that critical role, creating positive change in your community.



Engage in Quality Watchdog Reporting: Discover how you can engage in high-quality watchdog journalism that makes a difference. Learn how to investigate, report, and expose issues effectively.



Real-World Applications: We'll show you how to use the tools taught in this class to engage in watchdog journalism and create stories that matter. Your efforts can help decrease corruption and increase the efficiency of government operations.