

## **Campaign Jobs for Grassroots Volunteers in Your Body Confidence Campaign**

Do you have some highly engaged grassroots advocates? Do you need extra people power to help execute the many campaign strategies? Body confidence campaigns appeal to adults and young people. You will find plenty of volunteers will be invaluable if you give them a clear role. Below you will find several volunteer opportunities that correspond with the Power Prism® advocacy framework and can help move your legislation forward.

### **Research and Policy Analysis Coordinator**

- Conduct Pathways of Influence research. Collect detailed information on the target decision-makers (such as the small number of state senators and representatives that will determine the fate of your bill).
- Localize state or national fact sheets on the issue your campaign seeks to address (for example, data on eating disorders in your state or use of weight-loss supplements by youth in your state, if available).
- Through the online system and via the telephone, survey all grassroots volunteers, donors, and staff using a personal relationship profile to identify their connections to target decision-makers. Document those personal relationships so you can go back to them later when you need direct contact with those lawmakers.

### **Coalition Building and Maintenance Coordinator**

- Draft a sign-on letter supporting the body confidence policy and circulate to organizations in the community to recruit co-signers and coalition members. Make sure that your message points are inclusive of the kinds of organizations you hope to enlist. Make your sign-on document relevant to organizations that represent health, mental health, athletics, etc., among parents, students, communities of color, sexual and gender minorities, youth civic engagement leaders, educators, low-income families, or other groups that have a stake in your campaign issue.
- Represent the body confidence campaign as part of a local or state coalition, attend regular meetings, and report back to campaign staff on coalition activities and opportunities to advance policy agenda.
- Make presentations to other organizations (body confidence clubs, school athletic associations, eating disorder support groups, public health association, etc.) in an effort to enlist them to join the specific policy or systems change campaign.

## **Grassroots and Grasstops Coordinator**

- Organize a small social gathering (virtual or in person) to talk about the campaign. Use the event to engage young people, issue experts, and others. If funds are needed to support components of the campaign, consider including a financial “ask” as part of these small social events.
- Use STRIPED infographics and your network’s social media platforms to recruit people to join and support the campaign.
- Meet personally with decision-makers for a “getting to know you” meeting to share your stories about why body confidence and this legislation matter to you.
- At community events, lead an onsite community mobilization activity such as phone banking, voter enrollment, capturing personal stories on video or in print, postcard writing, petition-gathering, and grassroots advocate sign-ups.

## **Fundraising and Development Coordinator**

- Once the campaign is laid out, work with the campaign coordinator to develop a realistic budget to cover all associated costs.
- Create a specialized fundraising event to raise funds and interest to support the campaign. It may be very narrow in scope such as a house party to raise money to cover printing costs for a petition drive or pay for buses to take grassroots advocates to a state body confidence lobby day depending upon the skills and availability of the volunteer and support staff.

## **Media Advocacy Coordinator**

- Attend a media advocacy training to learn about the nuts and bolts of working with the media, staying on message, and becoming an issue spokesperson.
- Meet with local reporters who cover the beat most related to your policy area (health, youth and schools, business, public interest, etc.). Start with a “getting to know you” meeting before asking them to cover your story.
- Write and submit letters-to-the-editor on your body confidence policy topic. Ask other grassroots advocates to do the same.
- Attend an editorial board meeting arranged by campaign staff or consultants on key policy issues – perhaps as a content expert.

- Hold a press conference or media event in a key legislative district about the ways in which the diet industry markets to kids through its product advertising, retail placement, and celebrity influencers.
- Serve as prepared media spokespeople who can be activated with little notice to respond to media inquiries.
- Monitor media stories in key areas to ensure an appropriate and timely response any time body confidence, eating disorders, child mental health, weight discrimination, corporate marketing practices, product regulation – or lack thereof – or other relevant issues are noted in news stories. Any of those issues could be good hooks to talk about your campaign.
- Serve as social media influencer for the campaign, generating content and momentum around body confidence and exposing the diet industry’s manipulation of young people.

### **Decision-Maker Advocacy and Lobbying Coordinator**

- Meet in person with target decision-makers and try to include other grassroots activists in the meetings. Remember to take notes and complete a meeting feedback form to return to staff at completion of the meeting.
- Assist campaign staff in inviting decision-makers to attend community events. Serve as a special “host” or “handler” at the event to ensure the decision-maker gets personal attention and recognition.
- Organize a tour of your state house to coincide with a Body Confidence Advocacy Day.
- In election season, ask all candidates for office what their position on your legislation is at public candidate forums.