

How to Create a Powerful Grassroots Movement



Written by [Luis Miguel](#) on May 13, 2023

they banded together into unions.

Similar to the unions were the big-city political machines, such as New York City's infamous Tammany Hall. The machines were able to dominate city politics despite most of their constituents coming from poor immigrant stock; the key was that the machine had to have an unbreakable hold on the immigrant community and get them to vote as a bloc.

Right-wing activists who wish to make a difference locally must learn from these various historical examples.

The first step to building such an organization is to develop a core group of activists who will serve as the leadership. It is likely that anyone starting off in such an endeavor already has at least a few like-minded associates on board.

Together, you must iron out what your policy goals are, how your group will run, how leaders will be chosen, what activities you plan to hold.

One recommendation is to organize legally as a 501(c)(4), a tax designation that allows an organization to openly promote candidates and causes, give endorsements, and even put its funds toward independent expenditures for political races (so long as such expenditures account for less than half of their spending).

Additionally, get a website, social-media accounts, logos, and flyers with which to pitch your group. Schedule a set time once or twice a month where your membership can meet to plan, coordinate, socialize, and learn.

Once you get these technical aspects out of the way, it's time to grow your membership. The best way to start off is to go through voter lists and start knocking on doors of Republican super voters. These are voters who have voted in at least three out of the last four elections. They are the most motivated and informed Republicans in your area, and are generally the most conservative.

You can get the list of super voters, usually free, from your county supervisor of elections. There is also paid software you can get, such as WebElect in Florida, which not only gives you the data, but allows you to easily organize it into walk books, maps, call lists, and mailing lists.

Have membership dues so that you can begin growing a financial war chest. When you have some money, invest it into mailers and other advertising that will help grow your organization. Just as any successful business uses a portion of its income for marketing and advertising to continually gain new customers, you should likewise always — no matter what other activities you have going on — have a focus on gaining new members.

This point is key. Many conservative grassroots organizations, such as Tea Party groups, are never a true power in their communities because they simply don't have enough people. Having 50 or even 100 committed activists might seem like a lot, but it really isn't when you're working in a county of 200,000 registered voters.

As you grow, organize events and outreach groups for the community and publicize them. Have a presence at school-board meetings, the city council, and the county commission. Have a representative of your group present at every governmental meeting. Send your representatives to meet with elected representatives and civic leaders. Make sure they know you are a force to be reckoned with.

If you properly grow your group, then you will have a significant war chest of both money and volunteers to support your candidates come election season.



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Avoid the pitfall of the Tea Party, which too readily threw its support behind establishment politicians who said the right words. Make it a goal to run your own candidates — people from your group whom you know closely and whose character is backed by the volunteering they have put in.

Though nonpolitical in nature, The John Birch Society, parent company of The New American, is a grassroots organization that has successfully utilized most of the above methods for over 60 years. Click below for more information.

A banner for The John Birch Society. The top half features the text "The John Birch Society" in a large, white, serif font, with "SINCE 1958" in a smaller font to the right. Below the text is a silhouette of a group of people of various ages holding hands in a line, set against a background of a sunset or sunrise over a body of water. At the bottom left, the text "Our mission is to bring about less government, more responsibility, and — with God's help — a better world!" is written in a white, sans-serif font. At the bottom right, there is a button with the text "CLICK HERE TO TAKE ACTION" in a white, sans-serif font.

The John Birch Society
SINCE 1958

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