



Grassroots Outreach and Volunteer Training





Background – Oregon Food Bank (OFB)

- Emergency food network
- 900 agencies statewide
- 57.8 million pounds of food delivered in last fiscal year
- More than 200,000 people ate meals from an emergency food box each month



OFB and Public Policy

- Mission – “To eliminate hunger and its root causes...because no one should be hungry”
- Hunger as a poverty issue
- Public Policy and Hunger
 - School breakfast, farmers market coupons
- Public Policy and Root causes
 - Health care, affordable housing, general assistance, pay day loans



Grassroots Organizing for Political Change

- With Volunteers
 - Postcard campaign
 - Advocacy alert
- With Clients
 - Share your story
 - Citizen Advisory Network
- With Public
 - Advocacy alert
 - Action alerts
 - Kitchen table discussions
 - Community projects
 - Community Food Champions



Volunteer Advocacy Training

- Relevant both for communicating to volunteers and in advising volunteer advocates
- Be concise
- Be clear – have a direct ask
- Advertise representation
 - Let's legislator know you represent or are connected to a larger social network (ex. Church)



Different Forms of Communication

- Hierarchy of effectiveness
 1. Personal visit
 2. Letter (personal)
 3. Letter (form)
 4. Postcard (personal)
 5. Postcard (combo)
 6. Phone call
 7. Postcard (form)
 8. Email (personal)
 9. Email (form)



Effect of Communication

- The difference between hard and digital communication
- Constituent contact required to bring notice to an issue
 - Federal – 20 contacts!
 - State/Local – even less!



For more information:

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