



# Grassroots Organizing & Fundraising

Presented by  
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# Tamarre T. Pierre LLC



- Over 15 years of campaign leadership experience
  - Statewide
  - State
  - Local
- Campaign Strategy
- Advocacy Coalitions
- Mobilize Voter
- Influence Policy Outcomes

# What Grassroots Organizing Actually Is...



Community-  
based  
Relationship  
Building



Volunteer-driven  
voter contact



Message  
rooted in direct  
issues

GRASSROOTS

04

POWER

- Voters trust people more than ads
- Local networks outperform paid media
- Relationships beat REACH

# My Experience: Grassroots Organizing Framework



- Identify power map
- Recruit Core Team
- Train Volunteers
- Contact Voters
- Track Data & Adjust

- Most local races are won with small donors
- Early Money= Viability signal
- **CONSISTENCY** beats big events

# Fundraising Reality Check

# Fundraising Methods

- Personal Asks
- House Meetings
- Text Fundraising
- Social Proof Campaigns



# COMPLIANCE

## Compliance Matters

- Know Georgia's reporting rules
- Track EVERY contribution
- Train your finance team early

# Common First Mistakes

- Waiting too late to organize
- Underestimating Field Work
- Focusing ONLY on social media

# What Wins

- Authenticity
- Discipline
- Consistency
- Community Trust

"Every man and woman is born into the world to do something unique and something distinctive and if he or she does not do it, it will never be done."

-Dr. Benjamin E. Mays

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