

# Your best choice

*for County-wide  
popular-education-based  
leadership training*

The *Grassroots Leadership Academy* is a 4-month/8-session educational program designed to provide tools and develop skills that assist participants in organizing communities for collective actions and to facilitate effective participation in community development.

Members of the *Grassroots Leadership Academy* have the opportunity to exchange knowledge and learn about different aspects of community organizing around common issues affecting low income and underrepresented communities.

Potential participants include community members willing to work for social change, community organizers, activists, advocates, and members of community groups and organizations, such as school PTAs, Parent Site Councils, Public Committees, Commissions, and Non-Profit's Board and Staff.

You will find in this brochure information about the workshops offered in the Academy. If you have any question about this, please contact us. Take the first step in joining us by sending the application enclosed.



**"This training program is a must for every grassroots community leader!"**

*Dr. Omowale Satterwhite, President  
National Community Development Institute*

**Join other grassroots  
leaders and make a  
difference in the  
community!**

## What participants say about our program

### STAYS WITH YOU

"I have gained many tools that will be useful in my community as well as in my employment. It is definitely a good foundation to build on"

Mercedes White



### LEARNING & NETWORKING



"The value in learning not only from the very competent and wonderful facilitators, but from each and every member of this incredible group, has been tremendous. Thank you for this wonderful opportunity."

Lynne Wasley

"The Academy has been a learning experience where we connect with others that work with different projects and this helps us to formulate strategies"

Carlos Herrera



"I am very happy that I could be a part of this. Other community members should participate so that can get great info and get/create allies at the same time"

Juanita Edwards



### CONFIDENCE BUILDING



"The Academy was very informative. I am more confident about moving forward to help improve my community."

Pam Scoggins

## Grassroots Leadership Academy Workshops

### 1. INTRODUCTION TO GRASSROOTS LEADERSHIP

Feb. 09

What is a grassroots leader? • Motivations and needs of grassroots leaders • Developing grassroots leaders • What can you do to create change in your community based on your passions?

### 2. UNDERSTANDING THE SOCIAL & POLITICAL STRUCTURE OF YOUR COMMUNITY

Feb. 23

What is a community? • Community characteristics and assets • Organizations and their roles in your community • Power relationships • How to participate in organizations • How to build inter-organization coalitions

### 3. HOW TO WORK IN COMMUNITY GROUPS

March 15

Recruiting members for your action group • How to outreach • How to make collective decisions • Selecting the action: strategy and tactics • Sharing the work: roles, tasks, and activities • Work evaluations to improve future actions

### 4. PLANNING & FACILITATING COMMUNITY MEETINGS

March 29

Using meetings effectively • Preparation, facilitation, and follow-up of a good meeting • How to outreach • Checklist • Handling Conflicts • Models for Boards, Commissions, and Committee meetings

All workshops are held on the 2nd and 4th Saturdays of each month, from 10 am to 2 pm, except when there are field trips. Free networking lunch is offered in each workshop.

## Grassroots Leadership Academy Workshops

### 5. HOW TO ORGANIZE A COMMUNITY EVENT

April 12

What do you want to accomplish with your event? • Type of events: meetings, celebrations, protests, etc. • How to outreach • How to host and facilitate events • Sharing responsibilities • Why and how evaluate the event?

### 6. HOW TO COMMUNICATE EFFECTIVELY

April 26

What do you want to communicate? • Who is your audience? • Generating one-to-one conversations: canvassing and the basic principles of persuasion • Being a great public speaker • Earning good media coverage

### 7. INFLUENCING PUBLIC POLICY

May 14

Who represents you and your community in public decisions? • How public decisions are made • How is your voice heard? • How to engage resources to bear on an issue • Successful strategies

### 8. GRASSROOTS FUNDRAISING

May 28

The fundamentals of grassroots fundraising • Set a goal • Make a fundraising timeline • Important guidelines • Funding sources • Government and Foundation fundraising • Grassroots fundraising ideas • What is waste • Recycling in Marin and its future

This program was developed based on input from many community members and organizations such as the National Community Development Institute

## Grassroots Leadership Academy Field Trips, Speakers, etc.

### THE METHODOLOGY

The workshops are based on Popular Education, a methodology used to build the capacity for democratic social change. The Grassroots Leadership Academy doesn't have the traditional classroom structure with instructors and lectures but will be encouraging individual initiative and group participation with coordinators, dialogue, and group participants.

### WELCOME DINNER

The participants are introduced in the Academy in a welcoming dinner for the group!

### FACILITATORS & GUEST SPEAKERS

Qualified instructors with community-based experience will lead the workshops of the Grassroots Leadership Academy - all of them from diverse, well-known environmental and social-justice-oriented organizations.

Representatives from different local organizations are also invited to share with participants their expertise on different topics as guest speakers.

### FIELD TRIPS

The Grassroots Leadership Academy include field trips to different sites in the community to provide a lively opportunity for participants to experience the topics discussed.

### ACTION COMMITTEES

Members of the Grassroots Leadership Academy have opportunity to expand their knowledge and take community action on an issue or topic explored in the Academy by participating in Action Committees - small, democratic, highly participatory groups that give participants opportunities to make a difference in their communities with the support of the Grassroots Leadership Network.

### SCHOLARSHIPS

Scholarships are offered to low-income community members upon request (see application enclosed). These scholarships are made possible through grants from Marin Community Foundation, Environmental Protection Agency, and County of Marin.

Apply now!  
Space is limited.

## GRASSROOTS LEADERSHIP ACADEMY APPLICATION

Please provide the information requested below to us by either bringing or mailing the application to our office at 2915-A Kerner Blvd. San Rafael, CA 94901. You can also fax it to us at **(415)451-4357** or e-mail the information requested to [grassroots@mcgln.org](mailto:grassroots@mcgln.org).

If you want to reserve your space in the Academy or if you have any questions, please call us at **(415) 451-4350 x 303**.

Name:

Address:

City:

Zip:

Phone:

E-mail:

Age group: ( ) 18-35 ( ) 36-45 ( ) 46-60 ( ) 61& over

Ethnicity (optional):

**Please provide the following information on a separate page and attach it to this application:**

- 1) Please mention any community/civic organization/council you have been involved with, indicating the position you currently hold.
- 2) Why do you want to participate in the Grassroots Leadership Academy?
- 3) How did you get information about the Academy?  
Please mention any person that referred you.

**FEES (Scholarships available)**

**Registration fee:** \$25.00 for each participant (non-refundable)

**Educational fee:** \$ 325.00 for each participant, including all material to all sessions, translation to Spanish and Vietnamese, coffee breaks, lunches.

**Please include the Registration Fee with your application.**

( ) I have enclosed the Registration Fee

( ) I want to apply for scholarship / childcare

**assistance** (If you chose this option, please answer in a separate page: "Why do you need and deserve scholarship?")

To graduate from the Grassroots Leadership Academy, you must attend all sessions and the Graduation as well as complete all assignments and projects.

*I accept the requirements of the Grassroots Leadership Academy*

Date:

Signature:

# Grassroots Leadership Academy



A program of the  
Marin Grassroots Leadership Network  
2915-A Kerner Blvd.  
San Rafael, CA 94901



## Grassroots Leadership Academy

“Popular Education for  
Community Change”

**FEBRUARY - MAY 2008**

- Improve leadership skills
- Recognize the impact and benefits of diversity in our communities
- Identify and overcome institutional barriers to environmental and social justice
- Network with other community members
- Learn how to implement and evaluate community projects and campaigns
- Serve as an agent for community change