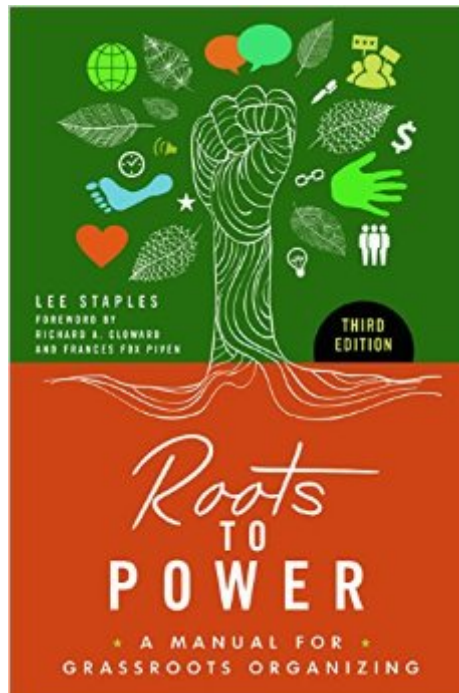


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Roots To Power: A Manual For Grassroots Organizing, 3rd Edition



Synopsis

The third edition of the manual for community organizers tells readers how to most effectively implement community action for social change, clearly laying out grassroots organizing principles, methods, and best practices.â

- Provides clear, step-by-step guidelines for building grassroots organizations, selecting and framing issues, establishing goals, developing leadership, planning and implementing actions, and assessing results
- Explores the distinct roles of members, leaders, and organizers
- Shares case materials that demonstrate community organizing strategies and tactics used to leverage institutions at the state, regional, and national levels
- Discusses why some strategies succeed while others fail
- Includes campaign-planning worksheets and small-group exercises suitable for community-based training sessions and workshops as well as for undergraduate or graduate level courses

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