



GRASSROOTS Chapter Recognition

Grassroots Self-Audit and Awards Program for ABC Chapters



The Grassroots Chapter Recognition program recognizes chapters at one of three levels—Bronze, Silver or Gold—for outstanding grassroots performance. It also provides a self-evaluation tool to help chapters continue to improve their grassroots activities.

The Bronze, Silver and Gold levels of achievement are based on a point system for actions and policies the chapter has in place. Performance is measured through a chapter self-evaluation similar to the ABC Safety Training and Evaluation Process (STEP) program.

RECOGNITION/REWARDS

Gold Level

- Recognition at Legislative Conference as a Gold Grassroots Chapter
- Recognition in ABC National's weekly Newsline e-newsletter
- Mentioned during Legislative Conference, either in publications or through display
- Certificate as a Gold Grassroots Chapter
- A special designation banner as a Gold Grassroots Chapter for Chapter website

Silver Level

- Recognition at Legislative Conference as a Silver Grassroots Chapter
- Recognition in ABC National's weekly Newsline e-newsletter
- Mentioned during Legislative Conference, either in publications or through display
- Certificate as a Silver Grassroots Chapter
- A special designation banner a Silver Grassroots Chapter for Chapter website

Bronze Level

- Recognition at Legislative Conference as a Silver Grassroots Chapter
- Recognition in ABC National's weekly Newsline e-newsletter
- Mentioned during Legislative Conference, either in publications or through display
- Certificate as a Bronze Grassroots Chapter
- A special designation banner a Bronze Grassroots Chapter for Chapter website

THE SELF-EVALUATION

Eight key components of grassroots activities are listed below (see sections A through H). Each component contains columns that describe different levels of performance. Select the column that BEST describes the chapter's performance. **The score (number above the column) should be circled, and then written in the box labeled "SUB-SCORE."**

(A) GRASSROOTS VOLUNTEER LEADERSHIP INVOLVEMENT:

10	7	5
<ul style="list-style-type: none"> Grassroots committee (standing chapter committee primarily dedicated to grassroots activity and distinct from other standing committees) 	<ul style="list-style-type: none"> Grassroots subcommittee/taskforce, OR Standing chapter committee whose duties include significant grassroots activities, OR Ad hoc group put together for a specific grassroots activity 	<ul style="list-style-type: none"> Absent a standing committee, ad-hoc committee or taskforce, a dedicated member/chapter leader responsible for the chapter's grassroots efforts

Sub-Score for Section A: _____

(B) WEBSITE:

10	7	5
<ul style="list-style-type: none"> Link to ABC's grassroots and/or government affairs portion of the website, AND Dedicate a portion of chapter website to grassroots and/or government relations, AND Provide grassroots resources on chapter website, not just a link to ABC National 	<ul style="list-style-type: none"> Link to ABC's grassroots and/or government affairs portion of the website, AND Dedicate a portion of chapter website to grassroots and/or government relations 	<ul style="list-style-type: none"> Link to ABC's grassroots and/or government affairs portion of the website

Sub-Score for Section B: _____

(C) CHAPTER PUBLICATIONS: Promotion of grassroots activities and communication in chapter publications. Eligible articles' subjects include: grassroots activities, grassroots communications, grassroots member spotlights, grassroots/legislative/election victories, relationship building or lobbying/government affairs involvement. ABC National will provide a number of more generic articles that can be used throughout the year.

7	5
<ul style="list-style-type: none"> Run at least 2 articles provided by ABC National, and Run at least 2 of chapter's own articles on government affairs/involvement annually <p>The ABC-provided articles would be on specific and timely issues sent out to chapters throughout the year (similar to Key Votes)</p>	<ul style="list-style-type: none"> Run at least 2 articles provided by ABC National, or Run at least 2 of chapter's own articles on government affairs/involvement annually <p>The ABC-provided articles would be on specific and timely issues sent out to chapters throughout the year (similar to Key Votes)</p>

Sub-Score for Section C: _____

(D) PROVIDE CHAPTER STAFF CONTACT FOR GRASSROOTS: This person's contact information would be made available to ABC National and would have a dedicated responsibility for a number of grassroots related activities. Depending on the political climate, these could include: pushing out/tracking or creating action alerts, supporting chapter grassroots volunteer leadership, creating/maintaining grassroots portion of chapter website, overseeing grassroots articles in publications, supporting the key contact program and communicating with the ABC National grassroots program.

10	7	5
<ul style="list-style-type: none"> Staff member is wholly responsible for chapter's grassroots efforts and those duties consisting of 25% or more of job duties (see description above). 	<ul style="list-style-type: none"> Staff member's job duties include grassroots-related activities 	<ul style="list-style-type: none"> Grassroots activities are spread among multiple chapter staff

Sub-Score for Section F: _____

(E) CHAPTER INVOLVEMENT IN STATE-LEVEL ACTIVITIES (up to a maximum of 14 points, each worth 2 points)

<ul style="list-style-type: none"> • State lobbyist • State legislative day at capital • Reception for candidates/office holders 	<ul style="list-style-type: none"> • Host local candidate interviews and endorsements • Active in action alerts on state/local issues 	<ul style="list-style-type: none"> • Members testifying at public hearings • In-district meetings
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Sub-Score for Section G: _____

Total Score: _____

(F) ACTION ALERTS: Increase in percentage to be completed by national staff after form is submitted.

10	7	5
<ul style="list-style-type: none"> • Achieve a 15% increase in number of people who took action on alerts 	<ul style="list-style-type: none"> • Achieve a 10% increase in number of people who took action on alerts 	<ul style="list-style-type: none"> • Achieve a 5% increase in number of people who took action on alerts

(G) ACTION ALERTS: Response rate percentage to be completed by National staff after form is submitted.

10	7	5
<ul style="list-style-type: none"> • Have an established system that encourages high response rates and 15% of those receiving alerts taking action 	<ul style="list-style-type: none"> • Have an established system that encourages high response rates and 10% of those receiving alerts taking action 	<ul style="list-style-type: none"> • 5% of those receiving alerts taking action

Chapter: _____

Contact Person: _____

Signature: _____

