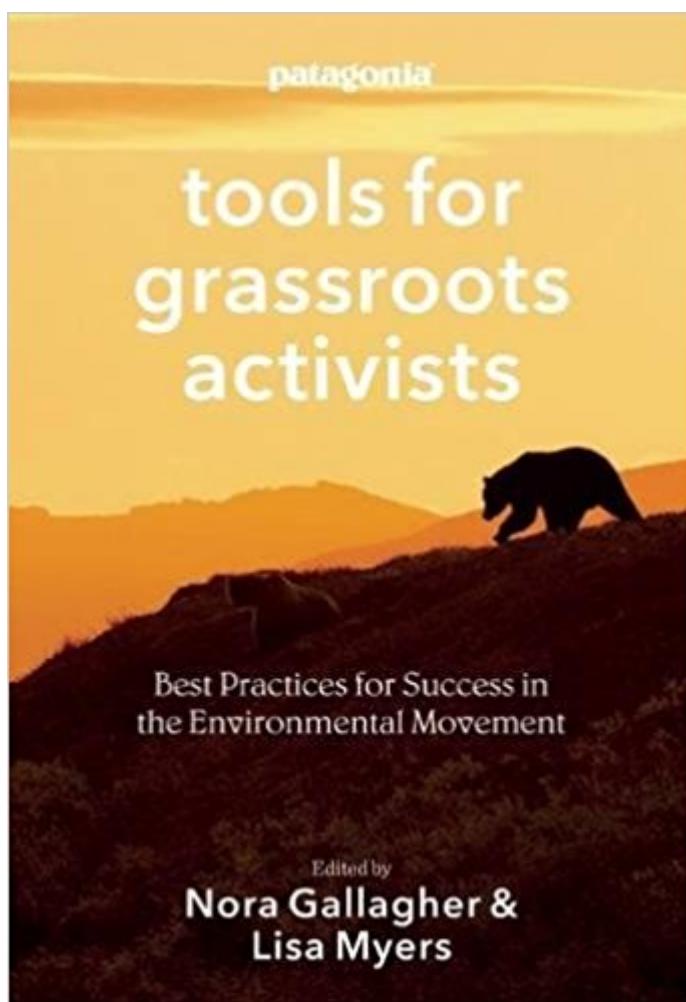


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# Tools For Grassroots Activists: Best Practices For Success In The Environmental Movement



## **Synopsis**

For over twenty years, Patagonia has organized a Tools Conference, where experts provide practical training to help make activists more effective. Now Patagonia has captured Tools™ best wisdom and advice into a book, creating a resource for any organization hoping to hone core skills like campaign and communication strategy, grassroots organizing, and lobbying as well as working with business, fundraising in uncertain times and using new technologies. Patagonia hopes the book will be dog-eared and scribbled in; a solid, inspiring guide and reliable companion. The book is organized in two sections: Strategies, and Tools. Each chapter, written by a respected expert in the field, covers essential principals as well as best practices. A hands-on case study accompanies each chapter and demonstrates the principles in action. Sprinkled throughout are inspirational thoughts from acclaimed activists, such as Jane Goodall, Bill McKibben, Wade Davis, Annie Leonard, and Terry Tempest Williams. An activist's companion in the environmental movement.

## **Book Information**

Paperback: 288 pages

Publisher: Patagonia (February 16, 2016)

Language: English

ISBN-10: 1938340442

ISBN-13: 978-1938340444

Product Dimensions: 6.5 x 1.2 x 9.4 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 8 customer reviews

Best Sellers Rank: #120,753 in Books (See Top 100 in Books) #98 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #99 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Political Advocacy #133 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Environmental Policy

## **Customer Reviews**

GOLD Award Winner, 2016 Foreword Indies, Ecology & Environment Honorable Mention, 2016

Foreword Indies, Business & Economics Silver Award Winner, 2017 IBPA Benjamin Franklin

Awards, Business and Nature categories "This concentration of excellent advice is worth several close reads, not only for environmental activists, but for any nonprofit grassroots movement."

Foreword Magazine "...this book is exactly what I needed. "...a game changer for you and the

environment." --- Ecocult.com "The book . . . offers the ideal balance of useful information for would-be grassroots activists and inspiration for those who are attracted by the milieu but aren't too sure where to start." Ecosalon.com "I highly recommend this book not only to environmental activists, but also those working within organizations of all stripes, looking to improve focus, grow, and help their initiatives succeed." The Walleye The work of grassroots activism can be lonely and tiring. This book will remind you that you are not alone in your fight. Every campaign, every action, every step forward - no matter who or where you are - moves with the grace and power of humanity fighting for our best selves in the places we call home. - Father, actor, and co-founder of the Solutions Project and Water Defense, Mark Ruffalo From strategy to fundraising, communications to lobbying, this book is a toolbox for the grassroots green activists. &#150; Robert Kennedy, Jr., President of Waterkeeper Alliance Everyone should read this book. It is a clear and concise plan on how to mix it up and effect positive change for the environment. I loved it! &#150; Ed Begley, Jr., actor, director, and environmental leader The urgency with which the planet needs our help is staggering but the good news is this book provides all the strategies, tools and motivation to become a serious and effective advocate for good! Start reading immediately!! Laurie David, author, producer, and advocate

Nora Gallagher has written several books, both fiction and nonfiction. She is the enviro editor at Patagonia and lives in Santa Barbara, CA. Lisa Myers is Patagonia's Environmental Grants Manager. She's worked for Patagonia since 2001, where she has been involved in organizing and implementing the Tools for Grassroots Activists Conference, which hosts 75 environmental activists every two years at South Lake Tahoe. She lives in Oak View, CA. Yvon Chouinard is the founder of Patagonia, as well as of 1% for the Planet and numerous other environmental organizations. He lives in Ventura, CA.

Having a serious love affair with this book. Not only should this book be an essential for activists, but also it should be required reading for any marketing/pr students. Thanks Patagonia. You Rule

Everyone needs to read this given today's political scene.

Practical information for anyone to use. If we don't become engaged in solving problems, we have no reason to complain.

Exactly as promised & prompt service.

A well written and thoughtful book.

Just what he wanted!!

Great gift.

After two months in a row of reviewing corporate apologists, it's refreshing to stumble on a grassroots handbook for action published by a very different kind of corporation: Patagonia. This is a book I wish I'd had access to in some of the organizing campaigns I've been involved with for the past 40 years. It's full of diverse advice from activists in the trenches. Some of these are people we've heard of: Bill McKibben, author of several climate change classics and founder of 350.org; Jane Goodall, researcher and activist for chimpanzees; toxics activist Lois Gibbs (who took on Hooker Chemical over the contamination of Niagara Falls' Love Canal neighborhood); and of course, Patagonia's amazing founder Yvon Chouinard, among others. But most of them are known not so much by their names, but their deeds. They leave a trail of success. They have organized or actively participated in movements that saved threatened land. They have expertise in areas such as grassroots organizing, media relations, fundraising, lobbying. Many of them have great advice about how to work with people who don't share your values or lifestyles—engaging ranchers, ethnic or cultural communities, retailers, or commercial fishing operators in the areas where your purposes overlap, or winning over influential conservative politicians. Reflecting on my own experience as the founding organizer of a group that successfully defeated a large development project on our local mountain in 1999-2000 and my participation in a few other successful movements, I found most of the advice was spot on. Specifically:

- Look for common ground
- Include business supporters and other stakeholders outside the environmental groups in victory celebrations
- Stay focused on the big goals—don't drown in minutiae
- Be willing to negotiate a small reduction in your goals in order to vastly broaden your support base
- Focus on stories instead of statistics
- Some provide cautionary tales about how NOT to do this work. For example, when John Sterling, now Executive Director of the Conservation Alliance, was Patagonia's Director of Environmental Programs, he was pressured by an activist with a very short deadline to declare publicly in an ad that the company was not using products from

old-growth forests. The activist gained the signatures of several other companies—but when logging interests declared a boycott on the listed firms, the activist hung them all out to dry. Needless to say, those executives who had gone out on a limb were a lot less receptive to future appeals from environmentalists; the activist had done more harm than good. The book also introduced me to some new resources, or new ways of using familiar tools. I hadn't been aware of Headwaters Economics, a think tank that researches the economic contributions of undeveloped natural resources and generally finds that they have contribute more to the economy than they do when they're extracted. And it hadn't occurred to me that Google Earth could be such a powerful tool to create visual aids such as time-lapse maps that track the melting of a glacier or the land-use impact of a rapidly developing city. Surprisingly, the book doesn't deeply address the issue of coalition partners getting caught up in fighting each other instead of focusing on the wider goal—but this is something I've experienced over and over again in progressive movements. My favorite essay was Jane Goodall's message of hope. She called for activists to celebrate the good news, and noted that there's plenty of it. And her success story showed how a well-executed campaign could impact on multiple levels; her Roots and Shoots project manages to address habitat and species protection, youth empowerment, and bringing people out of poverty all at once. That's just the kind of victory I love to celebrate in my books and talks. Highly recommended.

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