



GRASSROOTS ADVOCACY WEBINAR SERIES

Why Grassroots Matters to Travel

Join us for a special webinar series that will provide tools and tips you need to grow your grassroots influence in your community and advocate effectively with policymakers, from your City Council all the way up to your Senator. Advocating on behalf of your travel community to local, state, and national decision makers is critical – it can potentially save, and even increase, your tourism marketing budget, as well as bolster travel spending, tax receipts, payroll and employment in your area.

Growing Grassroots in Your Destination

Wednesday, March 16

2:00 – 3:00 p.m. EDT

You may be wondering, what is “grassroots” and what can it do for my destination? During this webinar, you’ll learn about how grassroots can help your destination advocate more effectively on issues that matter most to you on the ground. You will also hear about the U.S. Travel’s Power of Travel Coalition and how the tools and resources the national Coalition provides can help you grow your grassroots capability in your destination. We’ll discuss best practices and ideas for recruiting grassroots in your community, as well as how to cultivate and educate those grassroots members once they’ve signed up to help you. This webinar will focus on building your local networks.

Advocacy 101: Wielding Influence with Policymakers

Tuesday, April 5

2:00 – 3:00 p.m. EDT

Now that you’ve built a sustainable grassroots capability in your destination, how do you activate your members to help champion the industry’s cause at all levels of government? During this webinar, we’ll discuss various methods for activating your grassroots on issues impacting our industry. Through a variety of techniques, you will be able to connect directly to your Coalition members with a simple message and a direct ask. You’ll also hear about the best practices for advocacy, including how to catch the attention of your policymakers, the best way to communicate with them, and how to build a lasting relationship.

**Sign up to participate in the webinars by emailing travelcoalition@ustravel.org.
Please provide your name, organization, email address and zip code.**