



**EFFECTIVE STRATEGIES IN GRASSROOTS MOVEMENTS:  
ROLE OF CAMPAIGN OPERATIONS**

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**Abstract:**

In order for a budding grassroots ideological, political, or religious movement to be successful, the movement must be legitimized by a growing support base. Certain strategies pertaining to the campaign operations team are necessary to grow support amongst the available constituency. The most important factors in growing and cultivating a successful grassroots movement through campaign operations are effective communication strategies to your support base at all phases of the campaign, the careful delegation and hierarchy of roles within your team, and the accumulation of necessary funds. Strict adherence to this plan is of the utmost importance and any deviation will result in loss of efficacy.

With the current state of social media and other online avenues, a campaign will be able to operate communication at all times. Communication to the campaign's support base in the introductory and early growth stages should be personal and directed to specific supporters, and as the support base grows, communication must shift to the broad and far reaching dissemination of information.

The hierarchy of roles in a campaign is necessary to ensure the available talent pool is being fully utilized and that the efforts of each team are reaching maximum efficiency. A campaign manager is a crucial part of the campaign, and is tasked with organizing and focusing efforts, facilitating the communication between teams, and providing the candidate with all the necessary knowledge and resources. All other leaders of the remaining campaign teams must report and acquiesce to the campaign manager.

Effective communication and recruitment of high level talent are very expensive. The accumulation of funds must be pursued constantly via donations from support base, fundraising events, and possibly the formation of or investment in productive corporations.