

Every Activist's Handbook to the Environmental Movement

Patagonia gathers the best wisdom and advice from those who teach and lead at their Tools Conference, revealing essential strategies and tools for grassroots campaigns

Tools for Grassroots Activists: Best Practices for Success in the Environmental Movement

edited by Nora Gallagher and Lisa Myers; foreword by Yvon Chouinard

Patagonia donates 1% of annual sales to grassroots environmental organizations—supporting nearly 3,500 groups since 1985—but financial support is just part of company's activist commitments. For over twenty years, Patagonia has organized a Tools Conference, where experts in the field provide practical training to help many of those same grassroots environmental activists be more effective in devising and executing their campaigns. Now Patagonia has captured Tools' best wisdom and advice for all in a new book, *Tools for Grassroots Activists: Best Practices for Success in the Environmental Movement*.

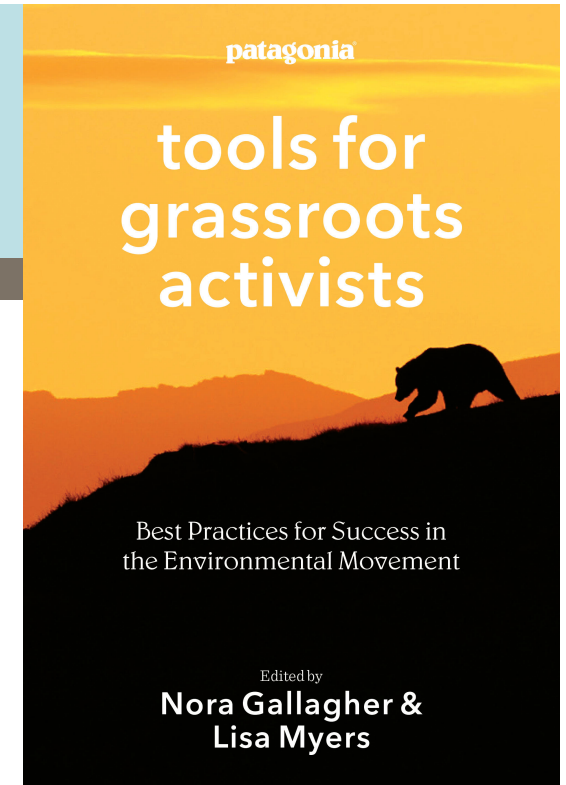
The book is a collection of essays written by presenters from past and upcoming conferences, teaching the tricks of the trade and best practices on grassroots organizing, lobbying, campaign planning and communication strategy, getting the most out of social media, fundraising, using new technologies, how to work with business and more. Packaged together with full-color photos, the book also features case studies, inspirational keynotes and "wins," or uplifting stories of environmental success.

The paradox for environmental activists is that in their crusade to save the world from big business, they, in fact, need to run a business. Patagonia founder Yvon Chouinard writes in the foreword, "While I am often embarrassed to admit to being a businessman—I've been known to call them sleazeballs—I realize that many activists could learn some of the skills that businesspeople possess. When I told that first group of activists [at the 1994 Tools Conference] that they were businesspeople, there was some snickering in the group. They all thought business was the enemy. I told them that their little NGOs had expenses, did marketing, and had to follow budgets: they had all the problems of business."

Tools for Grassroots Activists reveals solutions, combining the teachings of business and environmental responsibility. Sprinkled throughout are motivational essays from acclaimed activists such as Jane Goodall, Bill McKibben, Wade Davis, Annie Leonard and Terry Tempest Williams (the most pointed advice coming from keynote speaker Bruce Hill: "Don't let the bastards get you down"). A hands-on case study accompanies each chapter, including the story behind how Grist built its social media presence, how the Sierra Club stopped the construction of coal plants through its Beyond Coal campaign and more.

With *Tools for Grassroots Activists*, Patagonia reaches beyond their annual grants program recipients and the biannual conference attendees to provide the guidelines and inspiration that every environmental group needs to achieve their goals.

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BOOK DETAILS

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Author Bios

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.

Story Angles

- Lessons Learned from Patagonia's Biannual Tools for Grassroots Activists Conference: Becoming a more effective advocate for the natural world
- Inspiration for Outdoors Enthusiasts: Why we need to protect the places we play
- Case Studies: The individual battles that were the most effective in raising more complicated issues in the public mind, including the Jane Goodall Institute's use of innovative geospatial technologies, Patagonia's Worn Wear program, The Sierra Club's Beyond Coal campaign, The Northern California Coastal Wild Heritage Wilderness Act and more.
- Patagonia's Environmental Grants and Support program. Through their annual grant program, Patagonia supports community-based organizations—often edgy and off the beaten path—working to create positive change for the planet in their own backyards.
- Only 1 in 10 nonprofit organizations receive grants; 80% of NGO funding comes through bequests and donations from individuals. Patagonia donated \$6.2 million to environmental work last fiscal year, awarding grants to 741 environmental groups.
- The large professional environmental organizations (those with budgets over \$5 million) make up just 2% of all environmental groups, yet receive more than 50% of all environmental grants and donations from corporations and foundations. Funding the environmental movement at a grassroots level—where change happens from the bottom up and lasts—has never been more important.
- Nationwide author tour: Boston, MA; New York, NY; Washington, D.C.; Toronto; Chicago, IL; St. Paul, MN; Denver/Boulder: CO; Vancouver, BC; Seattle, WA; Portland, OR; San Francisco, CA; Ventura, CA; Santa Monica, CA

Praise

"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."

—**Mark Ruffalo, father, actor, and co-founder of the Solutions Project and Water Defense**

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