



# How to host a grassroots event to Defend the Great American Grizzly

Whether you're new to organizing or a seasoned advocate, small gatherings can have a big impact. Here's how to make your event powerful and effective.

## Throw an awareness + action event

### Goal

Bring people together to learn, build community, and take immediate action.

### Steps

- Pick a format: Backyard BBQ, film screening, coffeehouse chat, community hike, or brewery night.
- Feature a short program: Invite a local wildlife expert, Indigenous speaker, or conservation advocate to share insights.
- Make it interactive: Set up action stations (letters, postcards, petitions, art builds).
- End with a Call to Action: Encourage attendees to share on social, sign up for future events, or contact Congress.

*Pro Tip: Give your event a catchy name like "Protect the Grizzly Social" or "Save the Bears & Beers Night."*

## Host a letter-writing party

### Goal

Flood decision-makers with personal, passionate messages in support of grizzlies and the ESA.

### Prep checklist

- Venue: Your home, a library room, or local cafe.
- Materials: Pens, paper, stamps, sample talking points.
- Targets: Print out a list of key elected officials and their addresses.
- Sample letters: Provide 2-3 example letters (but encourage personal stories!).

### During the event

- Kick off with a 5-min overview of the issue.
- Set a timer (20–30 min) for quiet writing.
- End with optional sharing + snacks!

*Pro Tip: Ask everyone to write two letters—one to a member of Congress and one to a local paper.*



## Run a phone bank

### Goal

Generate calls to elected officials to demand protection for grizzlies and the ESA.

### What you need

- A list of phone numbers for targeted lawmakers.
- A basic script (below).
- A tally sheet to track calls made.

### Script template

Hi, my name is [NAME], and I'm a constituent calling to urge [SENATOR/REP NAME] to oppose any effort to strip Endangered Species Act protections from grizzly bears. Grizzlies are a national icon and deserve continued protection. Please defend the ESA. Thank you.

### Best practices

- Keep calls under 2 minutes.
- Celebrate each call made.
- Encourage everyone to call from their personal phones—then text 5 friends to do the same.

*Pro Tip: Play music, offer snacks, and keep the energy high!*

## Final tips for all events

### • Capture the moment

Take photos and tag your campaign or organization on social media.

### • Follow up

Send a thank-you note with next steps.

### • Make it ongoing

Turn one-time events into monthly actions or meetups.