



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

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

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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.

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