RESULTS Guide for 2024 Group Roadmaps

Getting Ready

Each year, RESULTS groups and advocates around the country take time to discuss their advocacy goals for the end of poverty. They gather to discuss their common interests and goals, synthesizing them into a Group Roadmap. This roadmap is valuable to you throughout the year in maintaining focus on what you want to achieve. It's valuable to RESULTS staff by providing us information to better coach you and maximize our impact with congressional offices. It is also the only way RESULTS knows which offices you work with. The process is important, enlightening, and fun.

In January 2024, we begin what promises to be an exciting year. Because of the election, 2024 will be contentious, but it also creates an incredible opportunity to engage new people in advocacy. Many people will be looking for alternatives to the partisan engagement typical of an election year, as well as ways to stay engaged once the election is over. RESULTS can be that alternative you introduce them to and your 2024 Group Roadmap is where it starts.

Here are a few things to do to prepare for a great 2024 Roadmap meeting:

1. Schedule your Roadmap meeting so that you can complete it by January 31, 2024.

2. Schedule your Roadmap meeting for at least 90 minutes.

3. Complete your 2024 Roadmap document (Google Spreadsheet) as you plan. It is the same spreadsheet as your 2023 Roadmap with an added "2024 Roadmap" tab. Be sure to bookmark the link in your browser and add it to your Google Drive.

4. Each group member should fill out the Individual Planning Form *before* your meeting. This will help you create a plan that meets everyone's needs.

5. Use this Guide as you plan. It is helpful in fostering a meaningful and successful discussion.

6. Be creative, be bold, and have fun!

If you don't have the link to your Roadmap or if you have other questions, please contact Jos Linn (jlinn@results.org) for assistance.

Good luck!

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Your 2024 Roadmap Discussion

REVIEW THE STATEMENT OF VALUES

Start your discussion by reading the RESULTS Values Statement together.

RESULTS is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. Poverty cannot end as long as oppression exists.

We commit to opposing all forms of oppression, including ableism, ageism, biphobia, classism, colonialism, homophobia, racism, religious discrimination, sexism, transphobia, white saviorism, and xenophobia.

At RESULTS we pledge to create space for all voices, including those of us who are currently experiencing poverty. We will address oppressive behavior in our interactions, families, communities, work, and world. Our strength is rooted in our diversity of experiences, not in our assumptions.

With unearned privilege comes the responsibility to act so the burden to educate and change doesn't fall solely on those experiencing oppression. When we miss the mark on our values, we will acknowledge our mistake, seek forgiveness, learn, and work together as a community to pursue equity.

There are no saviors — only partners, advocates, and allies. We agree to help make the RESULTS movement a respectful, inclusive space.

Discussion: When you read the values statement, what thoughts come to mind? Did members of your group participate in any of RESULTS' anti-oppression trainings in 2023? If so, what did you take away from it? What other insights would you like to share about combatting oppression in your advocacy work with RESULTS?

Does everyone in the group agree to respect and practice the RESULTS Statement of Values as part of your RESULTS work? What goals does your group have to put AO values into action?

CELEBRATE AND ASPIRE

Recall your 2023 accomplishments. What are you and/or your group proud of from your 2023 advocacy work with RESULTS? Is there an action or experience from last year that stands out? Also, what success from 2023 would you like to build on in 2024? What excites you about your 2024 work with RESULTS?

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COMPLETE THE GROUP ROSTER TAB

As in every year, an accurate Group Roster of your group is critical. RESULTS uses the information in your Group Roster to identify the congressional offices our network covers. This allows us to target specific actions and messages to volunteers for maximum impact. Your roster also lets us know the role(s) each person has in your group so we can provide ongoing support. ***Please help us get accurate picture of where we have coverage (and where we don't) by carefully reviewing and updating your Group Roster.***

Please identify members who are currently Active (we recommend putting Active members at the top). If you have active members who are current or former RESULTS Fellows, or a current Expert on Poverty, please identify them as such. If a person is no longer active in your group, label them as Inactive. We recommend you only delete people you are sure will not engage with your group again (e.g., moved out of state).

Group Focus. Does your group focus primarily on U.S. poverty issues, global poverty issues, or both? Your group's current focus is part of your group name in the Roadmap document (Domestic, Global, or Joint). Is that still accurate? If not, discuss how you would like to change it. If you are going from a one-issue focus to Joint, think about your group's capacity to effectively cover both sets of issues. If your group is already Joint, do you need additional support you need to be effective? What are they? Please share them with your Regional Coordinator. If your group does plan to change focus areas, please contact Jos Linn (jlinn@results.org).

Designate roles for each active member. RESULTS not only seeks to create advocates, but also leaders. Group roles are the best way to do that. The outcomes you seek will be more easily achieved if everyone takes a role in accomplishing them. Use the Individual Planning Form to assess talents and interests members can bring to various roles.

If you have been in a specific role for a while, please consider co-leading or giving someone else a chance to try it (and take on a new role yourself!). This is particularly important when new members join your group. People want to feel useful. They will feel more invested in the group and its success if they can play a meaningful part in achieving it.

Finally, please be cognizant of how many roles each person has. Taking on too many roles can lead to burnout. Instead of each person taking on numerous roles, think about how you can share leadership and/or grow your group to invite new people to take on roles.

The roles below, while not exhaustive, are critical ones to have filled in 2024. They emphasize the importance of engaging and supporting new advocates. RESULTS staff will

of course provide coaching and support throughout the year to people in these and other roles.

- **Group Leader/Co-Group Leader.** Coordinates and manages monthly meetings, communicates with group members, attends regular Group Leader support calls, works with group members to delegate tasks, takes action. Ideally, the Group Leader role is a shared role with at least two people.

- **Congressional Point People.** Coordinates relationship building with congressional offices including scheduling meetings, contacting/working with relevant aides, and monitoring actions taken by the member of Congress. For each point person, please include the name of the member of Congress and if the point person is covering Global issues, US issues, or both with their office (e.g., Point Person for Sen. Smith, US issues). Having two point people per office, one for Global, one for US, is a way to share leadership.

- **New Volunteer Mentor (NAM).** A critical role when working to grow you group and engage new advocates. This person helps coordinate group activities to engage new people in your local group and makes sure new people feel welcomed and acclimated when and after they join.

- **Action Network Manager (ANM).** Manages the group's local network of people who want to take action on our issues but have not formally joined the group. This includes sending them actions regularly, informing them of successes, and keeping member lists up to date. The Action Network Manager can also help grow your group by inviting action network members to do more. We encourage you to add Action Network members to your Group Roster. Finally, ANMs get monthly support calls with RESULTS staff on actions and strategies for engagements. Contact Sarah Leone (sleone@results.org) for more information.

- **Outreach and Partnerships Coordinator (OPC).** Creates opportunities for the group to engage new potential advocates and community partners through tabling, speaking, Education & Action meetings, advocacy training, and collaboration. For more information, contact Errolyn Gray (egray@results.org).

- **Other roles** can include media point person (coordinates your media advocacy), fundraising coordinator, social media point person, issue specialist, or group record keeper. For a full list of roles to consider, see our [Grassroots Roles Guide](#).

Once you have identified each person's role(s), please enter it in your Group Roster.

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COMPLETE 2022 GROUP ROADMAP TAB

Please fill out the information on the 2024 Group Roadmap tab as best you can. Enter your answers to questions in the shaded areas, some of which include menu options (you can type in text too). Also, we encourage groups to revisit and update their Roadmaps later in the year. We've given you the option of planning in trimesters (this best approximates the legislative calendar).

Group Norms. As a group, how do you want to work together? What behaviors and guidelines will help you be the kind of group you want to be? Take a few minutes to discuss any group norms you would like to establish, e.g., everyone being accountable for taking action, meeting regularly and on time, speaking honestly and respectfully, addressing oppressive behaviors, having fun, etc. Be sure your norms reflect the Anti-Oppression (A/O) Statement of Values. Type your norms into the space provided, including norms related specifically to how you will put the A/O values into practice (space provided). Plan to review your norms at the beginning of each RESULTS meeting and change them as needed (reviewing and updating them is particularly helpful when a new group member joins).

Advocacy: Meetings and Growth

- **Monthly meetings.** Document when your group will meet each month (ideally, twice monthly). Remember to schedule your meeting times so that everyone can participate and attract new people to your group (i.e., if you want younger people in your group, meetings at night are typically more convenient due to work schedules). Will your meetings be virtual or in-person? If you meet virtually regularly, when might you find times to get together in person?

- **Growth.** Every movement succeeds by growing. If we want to create change in the policy area, we need people to do it. And the more you have, the stronger you are. In addition, introducing new people to our issues, inviting people to take action, and supporting them to have transformational experiences is essential to sustaining this work. RESULTS will put a big emphasis on growth in 2024, using the election as an opportunity to engage new people.

  - Please indicate how many new volunteers you would like to add to your group and your plans for how to accomplish that (RESULTS staff can help).

  - Please indicate any new congressional districts your group would like to add coverage to in 2024.

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- o When growing your group, it is essential to have a plan in place for welcoming new volunteers. Articulate how you plan to do that (see our [Group Guide to Welcoming and Supporting New Advocates](#)).
- o RESULTS staff will be doing online outreach (e.g., Volunteer Match) in the spring and fall. If you would like to have them run ads in your area, please indicate yes or no in your Roadmap.

Advocacy: Working with your Members of Congress. Scroll down the form and fill it out for each representative and senators your group currently covers.

- Choose the name of the representative or senator in the space provided (use drop down menu).
- Indicate the last time your group met with this member of Congress and/or their staff in a lobby meeting.
- Indicate when you plan to meet with the office in 2024.
- Rank as best you can where this person is currently on the [RESULTS Champion Scale](#) for our U.S. and global poverty issues. Come back throughout the year and review your progress in moving them up the scale.
- Discuss and document what actions your group will take in 2024 to move each member up the Champion Scale, (e.g., lobby meetings, getting to know key aides, mentioning lawmakers in media, growing your Action Network, etc.). Remember, face-to-face meetings are your most effective tool for influencing members of Congress, so start requesting meetings *NOW*. Once you get a meeting scheduled, contact Grassroots Staff (grassroots@results.org) to schedule a lobby prep call to help you prepare.

If your group covers more members of Congress than there is space for in the form, please contact Jos Linn (jlinn@results.org) for help is creating more space in your Roadmap.

Media. What are your goals for media in 2024? Also, how will you support all your group members to get published this year? An achievable goal is for all members of your group to get published at least once during the year. Also, think big. If you are already great at letters to the editor, try for an op-ed or editorial in 2024. Finally, how will you leverage published media to influence lawmakers and build support for anti-poverty policies?

Fundraising for RESULTS. RESULTS volunteers and supporters play a critical role in ensuring we have the resources to carry out our mission. Fundraising through in-person events in your community and online friends and family fundraisers are great ways to raise

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money, strengthen your group, and spread the word about your important work to end poverty.

Does your group plan to fundraise for RESULTS in 2024? If so, what is your goal? Would you like to raise a certain amount of money, secure a particular number of gifts, hold a team peer to peer fundraiser (or support several group members to launch peer to peer fundraisers), plan an in-person fundraising event, or something else? If you have any questions, thoughts, or ideas regarding group fundraising, please contact RESULTS Director of Development Melissa Strobel at mstrobel@results.org.

Other plans or strategies. What other exciting activities do you plan to do in 2024?

FINISH THINGS UP

As you complete your Roadmap, please remember that it is meant to be a living document. We encourage you to revisit your Roadmap at least once during the year. If your goals change, be sure to note it. Also, any time the make-up of your group changes (e.g., adding new volunteers), please note that in your Group Roster. Similarly, if someone changes roles during the year, change that in the roster as well.

RESULTS staff and volunteer Regional Coordinators are here to help you. Helping you create an inspiring and achievable 2024 Roadmap is our priority. Please do not hesitate to reach out if you need help. Also, if you have questions about the online Roadmap forms, please contact Jos Linn (jlinn@results.org). Again, **please complete your 2024 Roadmap and updated Group Roster by January 31, 2024.** Once you do…

Congratulations! Your 2024 Roadmap is done!