



results

How to Build Your Action Networks 101
March 31st, 2021

RESULTS Believes

The logo for RESULTS, featuring the word "results" in white lowercase letters inside a red speech bubble shape.

- The end of poverty is possible and achievable. Political will is lacking.
- **Poverty is driven by oppression.** RESULTS opposes all forms of oppression.
- Government has an important role to play in ending poverty. Elected officials work for us. We need to supervise them.
- Poverty is not partisan.
- Nobody should be denied their basic rights to healthcare, education, or economic opportunity.

results.org/our-anti-oppression-values/

Agenda

- Quiz
- Action Networks
 - What are they?
 - Why are they important?
- How do you build one?
 - Action Alerts
- How do I manage my Action Network
 - Action Network Manager role
 - Role Play (if time permits)
 - Discussion & Next Steps

QUIZ TIME

What are Action Networks?

The logo for 'results' is a red speech bubble with the word 'results' in white lowercase letters.

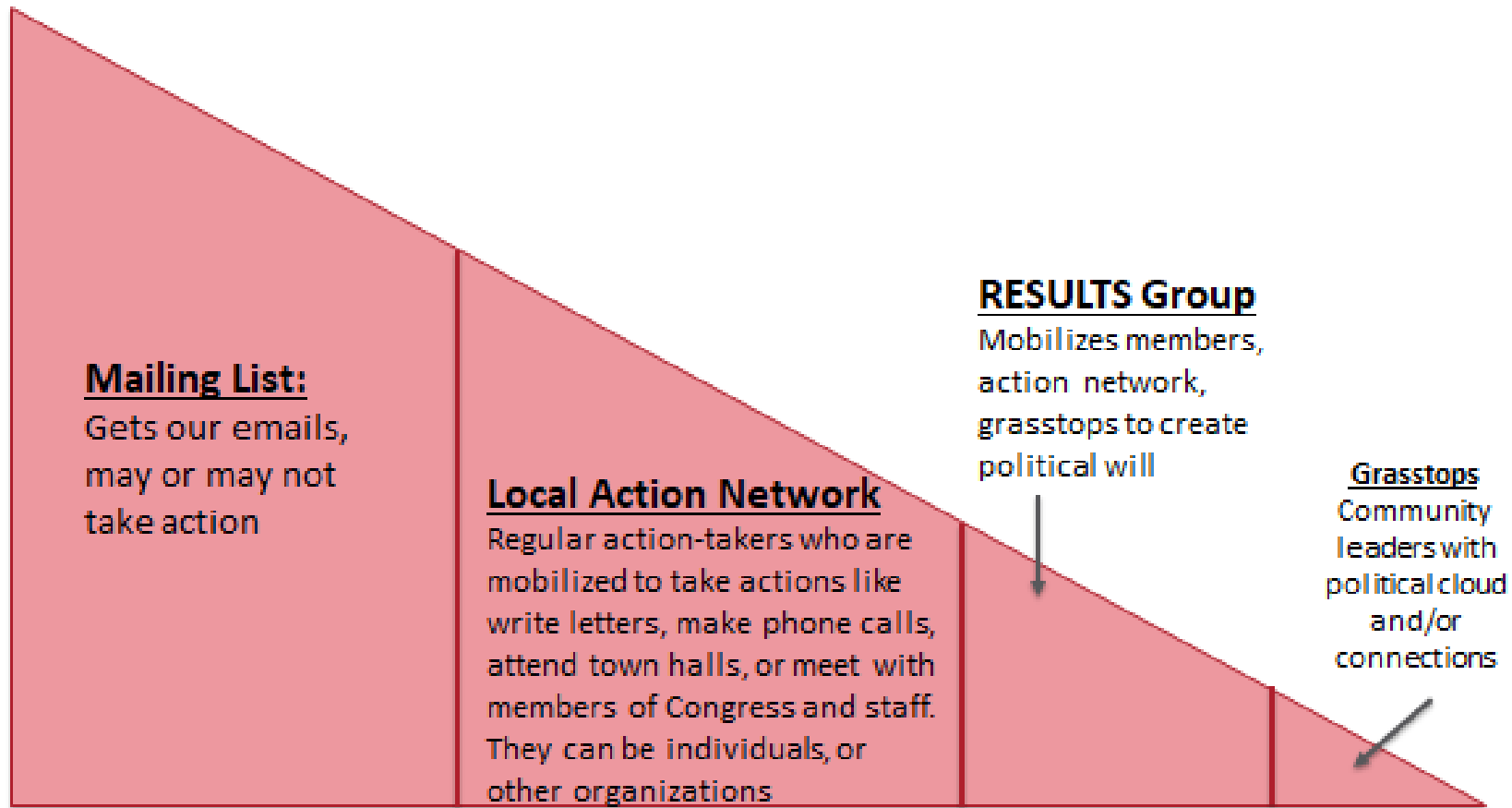
- A local group of committed action takers who regularly take action on our issues (domestic and global)
- Not just a mailing list!
- May not be able to join the group

Why are they important?

The logo for 'results' is located in the top right corner. It consists of a red speech bubble shape with the word 'results' written in white, lowercase letters inside it.

- To engage people who are interested in RESULTS but aren't choosing to commit to full advocate status
- To expand your group's impact
- To create an active pipeline of new activists
- Action Networks cultivate leadership, exercise leverage, empower advocacy, and aid group expansion

The RESULTS Ecosystem



How do you build one?

Where do you find interested people?

- Youth Organizations
- Community Centers
- Local Urban League
- Food Pantries/Soup Kitchens
- Faith/Interfaith Groups
- Legislative Coalitions (Sarah's example)

Ways to reach these people, and more:

- Tabling at community events and Conferences (with COVID-19 still rampant, be careful, this will probably be used the least UNLESS the event is virtual, overall just use good judgement)
- Networking with friends, family, colleagues, other associates (you may already have unofficial action networks, use that as a foundation to be empowered to reach out to others)
- **SOCIAL MEDIA!**

Inviting to your Action Network: In-Person Conversation

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Engage	I've told you how I'm working to end poverty, right? We're at a pivotal moment and we need people in our community taking action regularly on this.
State the Problem	Sadly, too few people are taking action on poverty with our elected officials.
Inform on a Solution	But you can help do something about that. We are forming a local Action Network here in _____. This is a group of people who would be willing to do things such as send e-mails, make calls, or submit letters to the editor on poverty issues. We'd send you an e-mail or give you a quick call when we need your help; on average, perhaps twice per month. We would send you all the information you need to take a quick and effective action. And the good news is that when you do this, lawmakers will listen. It makes a big difference.
Call to Action	I would love your help in getting Congress to make ending poverty a priority. Would you be willing to do that by joining our Action Network?

The Process of the Action Alerts

The logo consists of the word "results" in a white, sans-serif font, positioned inside a red speech bubble shape that points towards the bottom-left.

- The Action Network managers(s) would receive the Action Network alerts from Sarah Leone via email
 - One email every two weeks!
- From there, utilize whatever medium you want to disperse that information to your action network.

The Process (part two)

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- The members contact information of the Action Network stays confidential with whoever is the Action Network manager(s) and/or Group leader(s).
- They won't receive anything regarding donations UNLESS the individual Action Network member (from your list) wants to donate or sign up as a donor on the website.

Example of Communicating with Your Action Networks

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Jennie Vano – Group Leader of the Tacoma, Washington group

- https://www.youtube.com/watch?v=hwZA6DRTclQ&ab_channel=ResultsTacoma

Ann Erdmann – Group Leader of the Cheyenne, Wyoming group

- Contacting members from Mailchimp – does it work?

How do I manage my Action Network?

The logo consists of a red speech bubble shape pointing to the right, containing the word "results" in white lowercase letters.

- Keep a spreadsheet (Excel, Google Sheets, etc.) of your Action Network members
 - Keep this list private, only the Group Leader and the Action Network Manager should have access
- Resources
 - Private Facebook group
 - Listserve (Google group)
 - Mailchimp
 - Any other ideas you have, just be organized!
- Dedicated Action Network Manager

Who is the Action Network Manager?

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- Member of a RESULTS group (or Free Agent) that oversee the email and phone list of people who aren't able to be part of your local group, but have agreed to **write letters, take online actions, sign petitions, write letters to the editor, etc.**
- The Action Network Manager will monitor the list as it grows.

What does an Action Network manager do?

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- Stay connected with your group leader and activists in your group so that you are a bridge between action-taking and the network
- Participate in monthly Action Network Community in Practice support call
- Make phone calls to action network members after emailing them an action.
 - Even if you call a few each time, their desire to partake in advocacy will grow with a personal invitation
- Provide feedback back to the members on the actions they have taken —“10 of you took action which made a real impression on the representative.”
- Being creative on how to build action in this group. This is potentially a great pipeline into becoming partners

Identifying your Action Network Manager

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- What does it look like to ask an advocate with identifiable leadership skills if they would like to be the groups AN Manager?
- As Group Leaders, don't take this project on by yourself, this is a great way to expand leadership within your group
- This can help empower your advocates to want to be more involved
 - Opportunity to shine a light on their accomplishments within their advocacy
 - Opportunity for shared leadership (two advocates can be co-managers).

Ongoing Support for Action Network Manager

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- Please attend our newly reinstated Action Network - Community of Practice webinars will be once a month starting on April 14th, 2021
 - We will be reviewing the action alerts for the month as well as to cultivate ideas and troubleshoot dilemmas.
 - Reviewing mediums for managing Action Networks (i.e., Facebook groups, Mailchimp, Listserve, GroupMe, etc

Role Play!

To access the script, click [here](#).

Discussion

Next Steps

- **Community of Practice Monthly Webinars for Action Networks on April 14th, 2021 at 8:30 pm ET.**
- I will be emailing out the registration link in the coming weeks and it will also be available [here](#) on the Results events page.
- Please know that I am here to help answer any questions you have, and we will work together to find a solution!

The logo consists of a white speech bubble with a tail pointing towards the bottom-left corner. Inside the bubble, the word "results" is written in a bold, lowercase, sans-serif font. The entire logo is set against a solid black background.

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