



**Welcome to the RESULTS February 2014
U.S. Poverty National Conference Call**

***Generating Op-Eds on
Building Ladders Out of Poverty***

**Saturday, February 8, 12:30 pm ET
(888) 409-6709**

Welcome from Meredith Dodson, RESULTS Director of U.S. Poverty Campaigns



Photo of
Meredith and
her daughter Iris
with Senators
Reid and
Stabenow from
the *New York
Times*

SNAP Update – Thank You!

- Farm Bill passed the House [251-166](#) on January 29
- Passed in Senate, [68-32](#), on February 4.
- Signed by President Obama on February 7.
- Bill includes the [\\$8.6 billion cut to SNAP](#) over ten years.
- RESULTS opposed the final Farm Bill
- Does not kick ANYONE off the program. Because of you, 3.7 million Americans will continue to receive SNAP benefits and put food on their table. You made that happen!
 - 80 face-to-face meetings with members of Congress
 - Generated 155 media pieces

Thank you for all your great work on protecting SNAP over the last year!

Come to the RESULTS International Conference, June 21-24!

Speakers include:

- President of the World Bank, Dr. Jim Kim
- Founder of the Children's Defense Fund Marian Wright Edelman
- *New York Times* and *Washington Post* columnists David Bornstein and Michael Gerson
- Experts on poverty in America

Plus top-notch advocacy training, hundreds of Congressional meetings.

Invite and bring someone new to the conference — help us expand our reach and impact!



Marian Wright Edelman

Registration is live at www.results.org/events and the early bird rate will be active through April 6.

Guest Speaker – Margot Friedman

- Head of [Dupont Circle Communications](#)
- Specializes in writing op-eds for nonprofits
- Has worked with writers published in *NY Times*, *Washington Post*, *LA Times*, *Huffington Post* and others
- Has [Op-ed Talk with Margot](#)” Facebook page where she offers advice and tips to people looking to get op-eds published in print and online
- Previously did communications at National Women’s Law Center and People for the American Way



February Action

Generate Op-eds about Expanding Economic Mobility

- 2014 marks the 50th Anniversary of the “War on Poverty”
- This occasion has already created a lot of discussion about poverty in America and how to deal with it
- In 2014, RESULTS will focus on expanding economic mobility in America and building ladders out of poverty
- Harvard researchers found that [economic mobility in the U.S. has remained stagnant for the last 50 years](#)
- The anniversary provides a great “hook” for op-eds about the success of the War on Poverty and the need to finally finish it

February Action

Generate Op-eds about Expanding Economic Mobility

Talking Points for Your Op-eds

1. The **War on Poverty was a great success**, spawning successful programs such as Head Start, Medicaid, Medicare, and the modern food stamp program (SNAP). As a result, poverty was reduced by almost half between 1960 and 1975.
2. If you are able, share how poverty or some of the programs that help families keep out of poverty has impacted your life or those you work with, your family, etc.
3. Unfortunately, **policymakers have backtracked on the War on Poverty by cutting programs and services in the name of deficit reduction**. For example, Congress recently cut SNAP by \$8.6 billion in the Farm Bill.
4. If we want to end poverty in America, **we must support policies that increase economic mobility in America**.
5. This means helping families earn what they need by **expanding the Earned Income Tax Credit and Child Tax Credit, encouraging low-income entrepreneurship through social business development, and increasing the minimum wage**.

February Action

Generate Op-eds about Expanding Economic Mobility

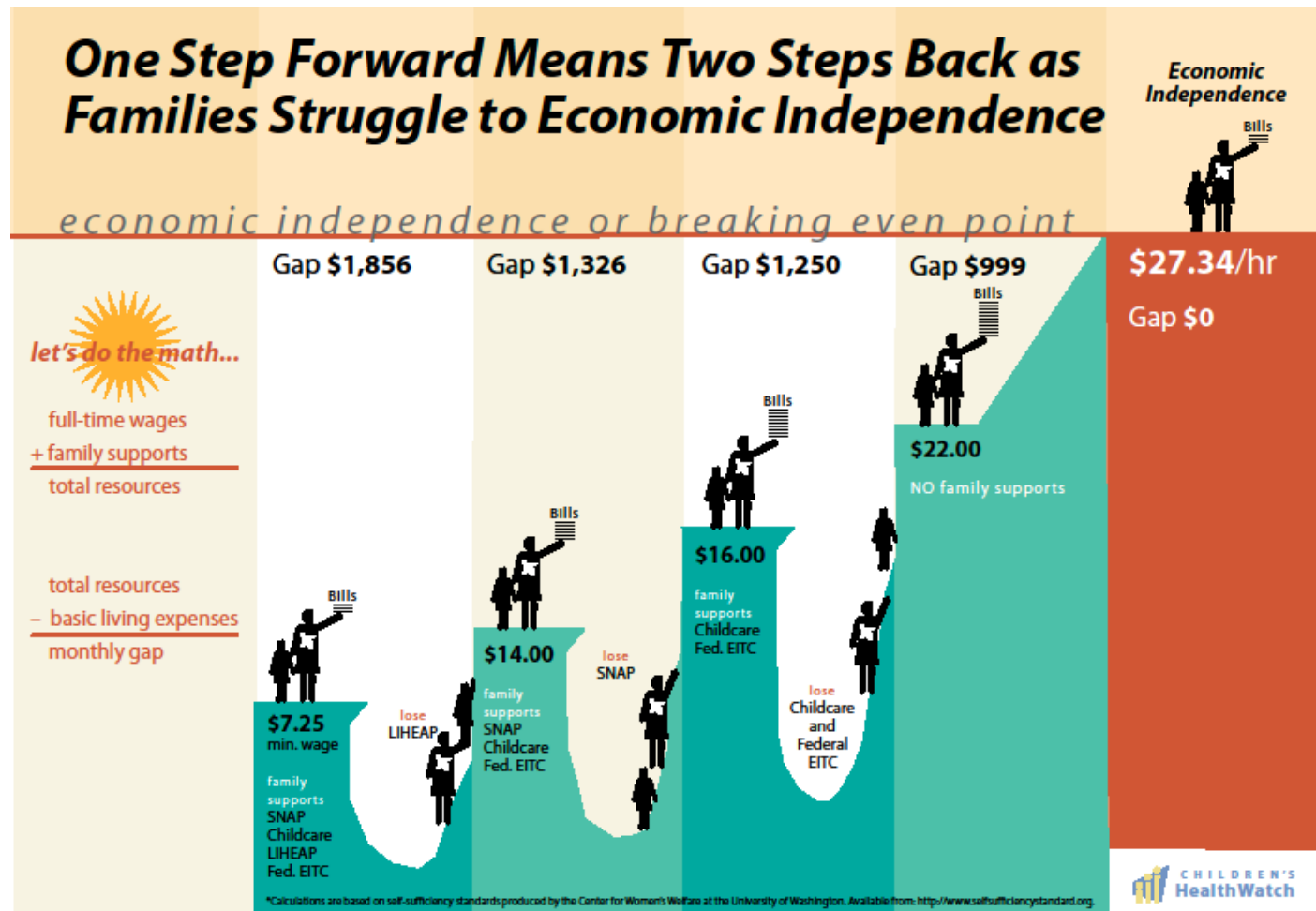
Talking Points for Your Op-eds

6. This means supporting families as they get on their feet. Instead of allowing key supports such as child care, SNAP, and housing assistance drop off precipitously (the so-called “cliff effect”) at the slightest increase in income, **benefits should gradually decrease as a person’s income grows** (see next slide for graphic).
7. Finally, we need to help families save for the future. **Ideas like the Financial Security Credit** – a matched savings account for low-income taxpayers – **would allow working families to save for financial emergencies and build a better future for their children.**
8. The War on Poverty has had its victories and its setbacks. Instead of lamenting its shortcomings, **I call on our members of Congress to build on its successes and declare a new national commitment to end poverty in the U.S. once and for all.**

Find these talking points, background info and a sample op-ed at:

http://www.results.org/take_action/february_2014_u.s._poverty_action/

The “Cliff Effect”



February Action

Generate Op-eds about Expanding Economic Mobility

Be strategic in submitting your op-eds. We urge each member of your group to write an op-ed and then submit them to various news outlets. This increases the chance of getting published and getting to a wider audience. In addition to your local paper, look for suburban papers, alternative papers, weekly papers, and online blogs or news outlets. Divvy up amongst your group where each person will send his/her op-ed.

Get Support in Your Media Advocacy. The **RESULTS Media Support Team** is here to provide you coaching and support in your media advocacy. The team is made up of RESULTS staff and volunteers who meet each month to support you in generating media on our U.S. poverty and global poverty issues. This month, RESULTS Deputy Director of Communications Colin Smith will be our featured speaker on the call to help with the month's op-ed push. The Media Support Call is **Tuesday, February 18 at 8:00 pm ET**. To join, dial **(712) 775-7300**, passcode **954747#**. If you have questions, please contact Ginnie Vogts at vmvogts@yahoo.com.

February Training

Let's test our knowledge of basic facts about poverty in the United States. Let's take the:

War on Poverty Quiz!

February Training

The War on Poverty Quiz

1. **By whom, when, and where was the “unconditional war on poverty” declared?**
 - a) Lyndon Johnson in Birmingham, AL on April 15, 1964
 - b) Sargent Shriver in Washington, DC on June 1, 1964
 - c) Lyndon Johnson during his State of the Union address before Congress on January 8, 1964

February Training

The War on Poverty Quiz

Answer C. Lyndon Johnson declared the War on Poverty on January 8, 1964 during his State of the Union address.

“This administration today, here and now, declares unconditional war on poverty in America. I urge this Congress and all Americans to join with me in that effort. It will not be a short or easy struggle, no single weapon or strategy will suffice, but we shall not rest until that war is won. The richest nation on earth can afford to win it. We cannot afford to lose it... Poverty is a national problem, requiring improved national organization and support. But this attack, to be effective, must also be organized at the state and the local level and must be supported and directed by state and local efforts. For the war against poverty will not be won here in Washington. It must be won in the field, in every private home, in every public office, from the courthouse to the White House.”

February Training

The War on Poverty Quiz

2. What program was NOT created as part of the original War on Poverty?

- a) Head Start
- b) Medicaid
- c) Medicare
- d) Earned Income Tax Credit (EITC)
- e) Modern Food Stamp Program (now SNAP)
- f) Expansion of Social Security
- g) VISTA
- h) Community Action
- i) Child Nutrition Act

February Training

The War on Poverty Quiz

Answer D. All the programs listed were enacted under the Johnson Administration as part of the War on Poverty, except the Earned Income Tax Credit (EITC). The EITC was created under President Gerald Ford in 1975 and is one of our most successful poverty-reduction programs.

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The War on Poverty Quiz

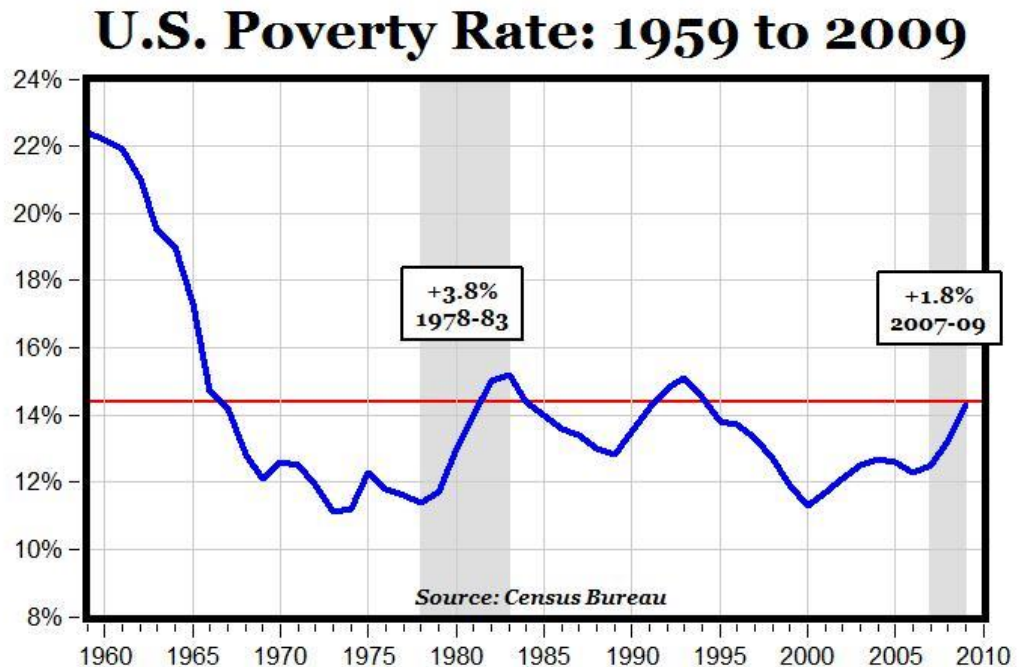
3. By how much did the War on Poverty initially reduce poverty in America?

- a) By one quarter
- b) By one third
- c) By half

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The War on Poverty Quiz

Answer C. The War on Poverty cut the U.S. poverty rate in half, from 22 percent in 1960 to 11 percent by 1973.



For a great infographic on the War on Poverty, go to:

<http://www.heartlandalliance.org/the-war-on-poverty.html>

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The War on Poverty Quiz

4. Please rank these programs 1-4 in order of effectiveness in reducing poverty.

- SNAP
- Unemployment benefits
- Social Security
- Earned Income Tax Credit and Child Tax Credit

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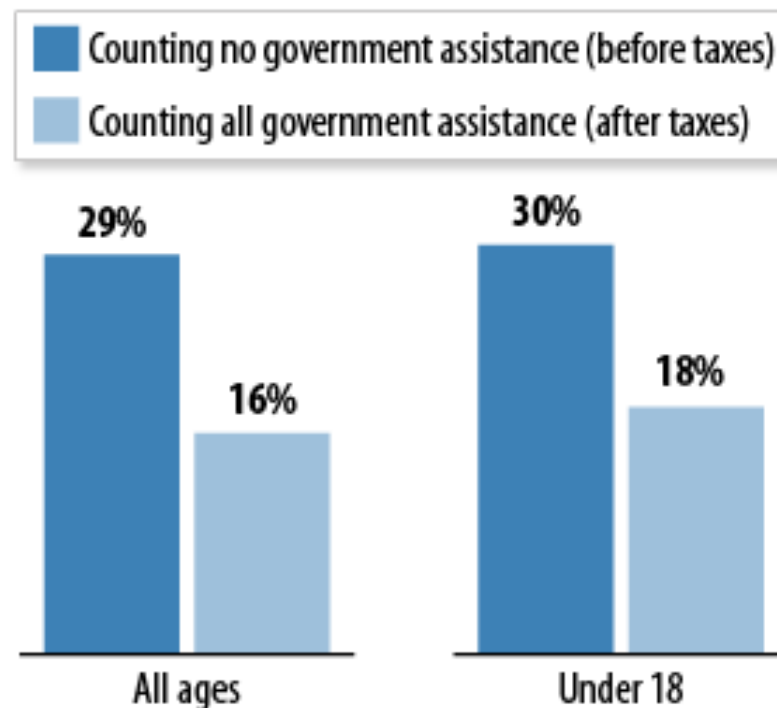
The War on Poverty Quiz

Answer (2012 US Census Data):

1. Social Security lifted 26.6 million out of poverty
2. EITC and CTC = 9.4 million
3. SNAP = 5 million
4. Unemployment Insurance = 2.4 million

According to the Center on Budget and Policy Priorities (CBPP), the overall safety net [kept 41 million Americans out of poverty in 2012](#), including 9 million children.

Safety Net Cuts Poverty Nearly in Half



Note: Figures use the federal government's Supplemental Poverty Measure (SPM).

Source: CBPP analysis of Census Bureau data from the March 2013 Current Population Survey and SPM public use file.

Center on Budget and Policy Priorities | cbpp.org

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The War on Poverty Quiz

- 5. What are the overall U.S. poverty rate and the U.S. child poverty rate?**
- a) 15 percent and 22 percent
 - b) 10 percent and 15 percent
 - c) 5 percent and 8 percent
 - d) 30 percent and 10 percent

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The War on Poverty Quiz

Answer A. Based on the most recent [U.S. Census data](#), 15 percent of Americans were living in poverty in 2012, or 46.5 million people. The child poverty rate was 21.8 percent of children, which amounts to 16 million children.

February Training

The War on Poverty Quiz

6. What is the current threshold for poverty in the U.S. for a family of four?

- a) \$15,730
- b) \$23,850
- c) \$36,030
- d) \$40,090

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The War on Poverty Quiz

Answer B. A family of four is considered living in poverty if they earn less than \$23,850 in 2014. According to the [Economic Policy Institute](#), in 2008, a family with two parents and two children needed to earn \$48,778 to meet basic needs.

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The War on Poverty Quiz

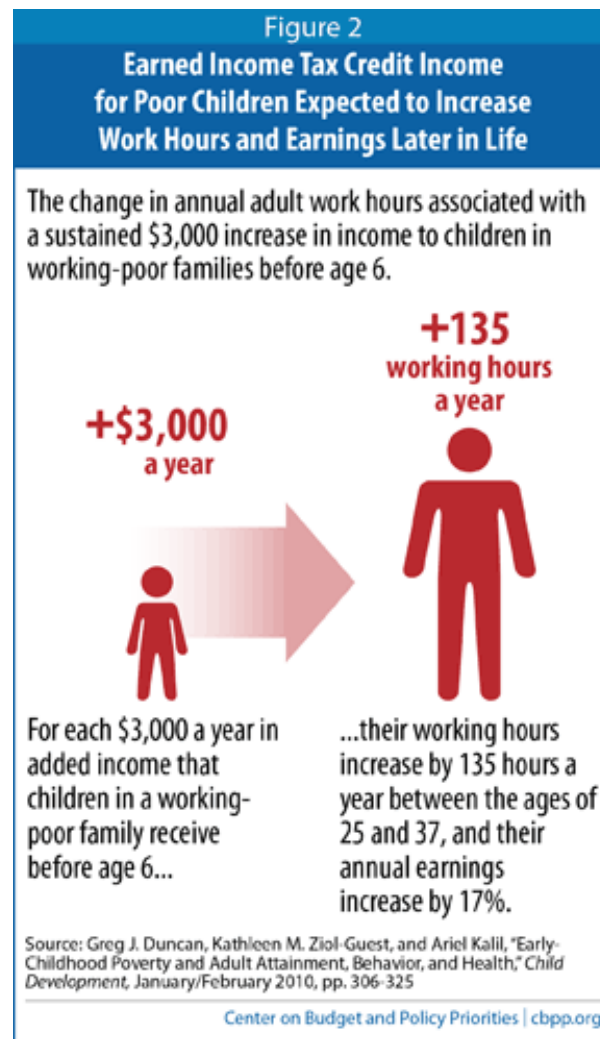
7. The Earned Income Tax Credit does which of the following:

- a) Lifts more children out of poverty than any other program
- b) Improves a child's performance in school
- c) Improves a child's likelihood of attending college
- d) All of the above

February Training

The War on Poverty Quiz

Answer D. The Earned Income Tax Credit is one of our most effective anti-poverty tools. It lifts more children out of poverty than any other program and is second only to Social Security in lifting people out of poverty. [According to CBPP](#), children who live in EITC households have higher school test scores, are more likely to attend college, and work more hours/earn more income as adults.



February Training

The War on Poverty Quiz

8. What is the U.S. asset poverty rate?

- a) 5 percent
- b) 25 percent
- c) 20 percent
- d) 13 percent

Asset poverty rate = If faced with a loss of income, the household does not have enough assets (cash, savings, investments, home, etc) to live above the poverty line for more than 3 months.

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The War on Poverty Quiz

Answer B. CFED reports that in 2011, the asset poverty rate in the U.S. was 25 percent. More astounding is that the liquid asset poverty rate (assets that are cash or can be converted to cash quickly) was 43 percent. This means that nearly one half of all Americans are only one financial crisis away from poverty!

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The War on Poverty Quiz

- 9) What is the impact of a child having a savings account in his/her name?**
- a) Orientation toward the future
 - b) Seven times more likely to attend college
 - c) Four times more likely to graduate college
 - d) All of the above

February Training

The War on Poverty Quiz

Answer D. [According to the Center for Social Development](#), children in low- to moderate-income households who have a savings account in his her name are seven times more likely to attend college and four times more likely to graduate than those who don't. They also form a more positive outlook toward the future.

February Training

The War on Poverty Quiz

10) What is the idea that RESULTS supports that would help low-income families building savings?

- a) The Financial Security Credit
- b) The Saver's Option
- c) The Family Saving's Account Tax Thing

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The War on Poverty Quiz

Answer A. The [Financial Security Credit](#) would help low-income families start saving. Taxpayers would simply check a box on their tax return designating that all or part of their refund be deposited into a savings product. If the taxpayer maintains the deposit for at least 8 months, the government would match the initial deposit up to \$500 per year.

By providing the right opportunity (when filing your taxes), ease (check a box on tax return), and incentive (matched deposit), people will save.

Urge your members of Congress to support the FSC using our [online e-mail alert!](#)

Shares from the Grassroots



Myrdin Thompson
RESULTS Grassroots Organizer
Louisville, KY



Bruce Kessler
Chambersburg, PA

Sharing about his success in getting
op-eds published in his local paper



Tom Carson
Cincinnati, OH

Sharing what his group is
excited about from their
2014 Group Plan

February Roll Call



Judy Zobel
RESULTS Des Moines Group Leader

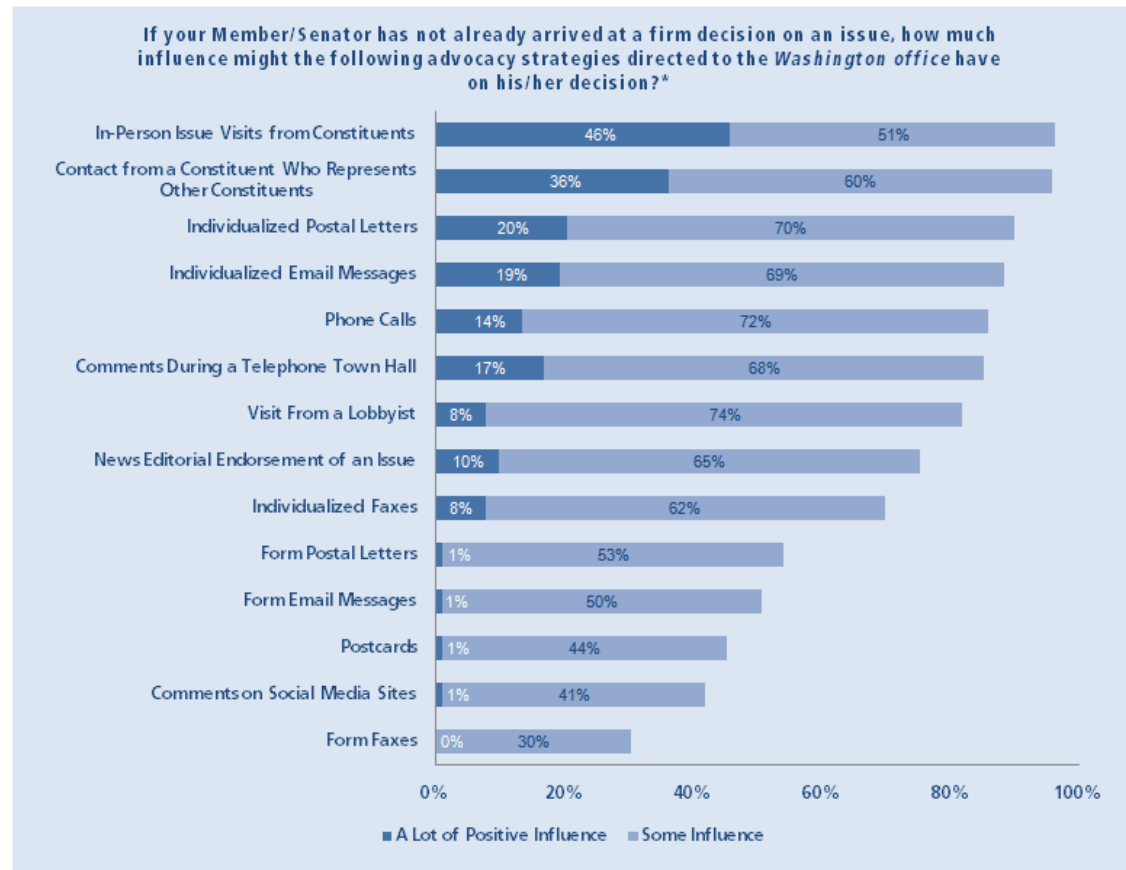
- 1. How many people are in the room?**
- 2. How many “War on Poverty” op-eds will your group submit this month?**

Follow Up on Face-to-Face Meeting Requests!

Members of Congress will be home on recess the week of February 17.

97 percent of Congressional staff say that in-person issues visits from Constituents influence policymakers, with 46 percent reporting it has a lot of influence. (Source: poll of more than 250 congressional staff by the [Congressional Management Foundation](#)).

Ask about meetings and town halls!



Fundraising Update

2014 Friends & Family Campaign

- Instead of month-long effort, F&F will be ongoing campaign from Feb-Oct
- YOU can choose when & how to participate
- Donations solicited via letter-writing, emails, or webpages count towards \$25,000 goal
- We'll create 3 seasonal online campaigns

Valentine's Date Night IN!

- Encourage friends to stay in and donate what they would have spent on a date night out to RESULTS as an expression of love for the world
- Visit www.tinyurl.com/2014RESULTSLove

Please thank donors & update them with your successes!



Cindy Levin
Fundraising Coach

Announcements

Please send in Your 2014 Group Plans! We've gotten about half of them so far. Please finish and submit your plan to Jos Linn at jlinn@results.org today!

RESULTS Introductory Calls: Wednesday, February 12 at 9:00 pm ET and Friday, February 28 at 1:00 pm ET. Register at www.tinyurl.com/RESULTSMeeandGreet/.

RESULTS Media Support Call: Tuesday, February 18 at 8:00 pm ET. To join, dial (712) 775-7300, passcode 954747#.

RESULTS U.S. Poverty Free Agents Calls: Tuesday, February 18 at 1:00 pm and 9:00 pm ET. (443) 453-0034, passcode 703096.

RESULTS Expansion Support Call: Wednesday, February 26 at 9:00 pm ET. <http://fuze.me/22978863> or dial: (201) 479-4595, meeting number: 22978863.

Announcements

Don't forget to **register for the 2014 RESULTS International Conference!** We're looking forward to another great conference this year so make your plans today! You can register at: http://www.results.org/events/IC_2014/.

You can find a full list of upcoming events, along with call-in numbers on the [RESULTS Events Calendar](#).

Thank you for being on today's call!

**Next RESULTS National Conference Call
Saturday, March 8, at 12:30 pm ET**

*We would “love” to see YOUR op-ed
published this month!*

Happy Valentine’s Day!