

# 2015 Group Planning Guide

We are all committed to “creating the political will to end poverty.” But in order to do that, we must “empower individuals to have breakthroughs in exercising their personal and political power.” The Group Planning process is an opportunity to do some critical thinking and plotting about how you will empower each other, your members of Congress, the media, and your communities. While it is up to your group how you do group planning, below is a guide to help you develop a powerful and effective group plan using best practices groups have found successful.

Both the January 10 RESULTS National Conference Calls (U.S. Poverty at 12:30pm ET and Global Poverty at 2:00pm ET) will include time for 2015 Group Planning. Please plan to meet as a group on January 10 to do your planning. Schedule enough time to complete your planning that day, if at all possible. If someone from your group cannot be there, please get their [2015 Individual Planning Sheet](#) and input for planning before your group meets so their ideas can be included in your plan. If your group cannot meet on January 10, please schedule a separate group planning meeting in January.

## Before you work on your plan:

- 1) Review the 2015 Campaign Summaries: [U.S. Poverty](#) / [Global Poverty](#) (to be updated in January 2015)
- 2) Ask each group member complete the [2015 Individual Planning Sheet](#) and bring it to your planning meeting
- 3) Have pen and paper available in case people want them for notes and exercises
- 4) Plan to have fun!

**I. Set the Stage** (recommended time (20-30 minutes). Use your completed 2015 Individual Planning sheets for this section. If you are doing group planning on January 10 as part of the National Conference Call, plan to do this section before the call.

- A. Choose a facilitator, timekeeper, and set up any rules you want for planning.
- B. Think about the best group you’ve ever been part of. What were the things that made it great? Write them down. Once you have your list, what attributes from those groups do you want as part of your RESULTS group? Some ideas might be accountability, meeting regularly, freedom to speak honestly to each other, etc. Write these group attributes down and keep them handy during planning.
- C. Spend a few minutes celebrating your 2014 accomplishments. Share stories about your successes.
- D. As you work on your plan, please note that we have identified the following grassroots goals for 2015. Keep these goals in mind as you create your plan. RESULTS staff and your Regional Coordinators will work to help you reach these goals:
  - 1) **Having each group meet face-to-face with each member of Congress your group covers**
  - 2) **Generating at least one op-ed or editorial in 2015**
  - 3) **Moving your members of Congress up the Champion Scale**
  - 4) **Strengthening the health of your group** (e.g. meeting regularly, taking regular action, getting new members, etc.)
- E. Share what excites you about your RESULTS work in 2015. Share your personal or group aspirations.

**II. Create Your Plan** (recommended time: 45-60 minutes)

- A. **List all of your group members and their contact information, and then discuss, divide up, and assign [Group Roles and Responsibilities](#).** These responsibilities are very important as they help all group members have a role in the success of the group. The goal is for everyone to have a meaningful role in his/her local group so that, together, you can achieve what you’ve dreamed of doing. Key roles to fill are Group Leader(s), Rep./Sen. Point People, Media Point Person, and Action Network Manager.

We would also like to list contact information for your group on the RESULTS website so new people have a local person to contact. We strongly encourage your group to set up a separate group e-mail to list on the website (e.g. [RESULTS Baltimore@gmail.com](mailto:RESULTS Baltimore@gmail.com)). This allows some continuity if your contact person changes.

- B. **Set your plans to improve group health.** This includes:

1. Be as specific as you can on when your group will meet each month. Remember that groups have a better chance of thriving when they have *two regular meeting times each month*.
2. Healthy groups work to add new people to their groups. New people bring new energy and new ideas. List how you plan to grow your group this year. **Remember that the February 14 Joint National Conference Call with New York Times columnist Nicholas Kristof is a great opportunity for outreach.** Plan your first outreach event for that day (RESULTS will make promotional materials available in early 2015). Also, RESULTS hosts bi-monthly [RESULTS Introductory Calls](#) to help you and staff and your Regional Coordinator are here to support you in your outreach plans.
3. What is your fundraising goal for the year? Identify how you want to fundraise and when you want to do it. If you have ideas of what you want to do, please write them down. Money raised for RESULTS makes all the work we do possible and we appreciate *any* effort you make – no effort or event is too small.
4. How will you develop your Local Action Network. i.e. people additional to your group who can take quick action? These are folks who are willing to make a call or send an e-mail during important legislative events. They can also be potentially new group members down the road.
5. List how many people in your group plan to attend the 2015 RESULTS International Conference in Washington, DC (July 18-21). If you know who will or might attend, list their names. Discuss any challenges/reservations people may have about attending and how the group can overcome them.

### C. Lobbying Plans

1. Quickly assess where each members of Congress is on the [Champion Scale](#). Identify 1 or 2 key actions that the group might take to move each member of Congress up the Champion Scale. You will reassess this periodically throughout the year so you can adjust your strategies. If your group covers more than three members of Congress, put information for your additional members in section E.
2. Remember that influencing decision makers involves meeting with them. Because it can sometimes take time to get on their scheduled, please request your face-to-face your meetings now! Write down the date by which you will get your first meeting request submitted.

### D. Media Plans

Discuss your current media success and how you can improve and expand your efforts in 2015. Include print media, social media, and other media in your goals. Make sure to write down the media outlets you plan to work with this year.

### E. Additional Information

If you have additional information you want to share with RESULTS staff, please do so here. This can include new resources you'd like to have, training call ideas, or any other information you feel would be helpful in meeting your group's goals.

**Congratulations! You have completed your 2015 Plan.** Just by doing this exercise, you are well on your way of achieving your goals. Well done! Remember, your Group Plan is meant to be a living document. Revisit it frequently to assess your progress and adjust your goals and strategies as needed. **Please make a copy of your 2015 Group Plan and send it to your Regional Coordinator and share with each other as soon as possible.**

#### Helpful Links:

- 2015 U.S. Poverty Campaigns: [http://www.results.org/issues/us\\_poverty\\_campaigns/](http://www.results.org/issues/us_poverty_campaigns/) (to be updated in Jan 2015)
- 2015 Global Poverty Campaigns: [http://www.results.org/issues/global\\_poverty\\_campaigns/](http://www.results.org/issues/global_poverty_campaigns/) (to be updated in Jan 2015)
- Champion Scale: [http://www.results.org/skills\\_center/champion\\_scale/](http://www.results.org/skills_center/champion_scale/)
- Powermapping Support: [http://www.results.org/uploads/files/bonner\\_powermapping.pdf](http://www.results.org/uploads/files/bonner_powermapping.pdf)
- Activist Toolkit: [http://www.results.org/skills\\_center/activist\\_toolkit/](http://www.results.org/skills_center/activist_toolkit/)
- Group Roles and Responsibilities: [http://www.results.org/uploads/files/2010\\_gr\\_job\\_descriptions\\_v2-17.doc](http://www.results.org/uploads/files/2010_gr_job_descriptions_v2-17.doc)
- 2015 RESULTS International Conference: [http://www.results.org/events/IC\\_2015/](http://www.results.org/events/IC_2015/)
- Sign-up for RESULTS Introductory Calls: <http://tinyurl.com/RESULTSMeetandGreet>.
- Fundraising Tools: [http://www.results.org/skills\\_center/fundraising\\_info/fundraising\\_tools/](http://www.results.org/skills_center/fundraising_info/fundraising_tools/)