

2016 Group Planning Guide

We are all committed to “creating the political will to end poverty.” To do this we must “empower individuals to have breakthroughs in exercising their personal and political power.” The Group Planning process is an opportunity to decide how you will empower each other, your members of Congress, the media, and your communities. Below is a guide to help you develop a powerful and effective group plan using RESULTS best practices..

Group Planning will be done in January. Please complete your 2016 Group Plan no later than January 31, 2016. We encourage you to use the January 9 U.S. Poverty and Global Poverty National Webinars as an opportunity to plan. Schedule enough time to complete your planning that day, if possible. If someone from your group cannot be there, please get their [2016 Individual Planning Sheet](#) and input before your group meets. If your group cannot meet on January 9, please schedule a separate group planning meeting in January.

Before you work on your plan:

1. Review the 2016 Campaign Summaries: [U.S. Poverty](#) / [Global Poverty](#) (to be updated in January 2016).
2. Ask group members to complete the [2016 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. Be creative, be bold, plan to have fun!

A. Set the Stage. Use your completed 2016 Individual Planning Sheets for this section. If you are doing group planning on January 9 as part of the National Webinar, do this section before the webinar.

1. **Choose a facilitator, timekeeper, and set up any rules** you want for planning.
2. **Outline your group norms.** 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 norms” down in section 1 of the 2016 Group Plan Summary.
3. **Spend a few minutes celebrating your 2015 accomplishments.** Share stories about your successes.
4. **Share what excites you about your RESULTS work in 2016.** Share your personal or group aspirations.

B. List all of your group members and their contact information, and then discuss, divide up, and assign [Group Roles and Responsibilities](#). The goal is for everyone to have a meaningful role in the group so that, together, you can achieve what you’ve dreamed of doing, and so everyone can own the successes. 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. RESULTSbaltimore@gmail.com). This allows some continuity if your contact person changes. Note this in your planning form.

C. Create Your Plan

1. **Set your plans for your group’s sustainability and growth.** This includes:
 - a. Be specific about when your two group meetings are each month. Make them regular.
 - b. Healthy groups work to add new people to their groups. New people bring new energy and new ideas. List how many people are in your group right now and how many you plan to add by the end of the year. We encourage you to plan to do at least two outreach events in 2016 to grow and strengthen your group. RESULTS will hold at least one National Outreach Webinar/Call in 2016, which you can use as an outreach event. 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.

- c. List how many people in your group plan to attend the 2016 RESULTS International Conference in Washington, DC (June 25-28). 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.
- d. What is your fundraising goal for the year? Identify how you want to fundraise and when you want to do it. Money raised for RESULTS makes all the work we do possible and we appreciate *any* effort you make – no effort is too small. Friends & Family from April to June in 2016 would be a good time to organize.
- e. How will you grow 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. List how many people you'd like to add to your local Action Network.

2. What are your plans with your Members of Congress?

- a. List each of your members your Congress and your group's point person for each.
- b. Remember that influencing decision makers involves meeting with them and building relationships. Because it can sometimes take time to get on their schedules, please request your face-to-face your meetings now! Write down the date by which you will submit your first meeting request..
- c. Assess where each members of Congress is on the [Champion Scale](#). Identify one or two key actions that the group might take to move each member of Congress up the Champion Scale and have each point person take notes of these strategies for their member of Congress.

3. What are your plans with the Media this year?

Discuss your current media successes and how you can improve and expand your efforts in 2016. Include print media, social media, and other media in your goals. Make sure to write down the media outlets you plan to work with.

Congratulations! You have completed your 2016 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 send a copy of your 2016 Group Plan to your Regional Coordinator and share with each other no later than January 31.**

One helpful tip our RESULTS Kitsap (WA) group does is that they take a copy of page 2 of their Group Plan Summary and copy it to the back of their group's local meeting agenda. We encourage you to do this as well. This is a great way to keep your goals fresh in your mind throughout the year.

Helpful Links:

- Champion Scale: http://www.results.org/skills_center/champion_scale/
- Power-mapping Support: http://www.results.org/uploads/files/bonner_powermapping.pdf
- 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
- Sign-up for RESULTS Introductory Calls: <http://tinyurl.com/RESULTSMeeandGreet>.
- Fundraising Tools: http://www.results.org/skills_center/fundraising_info/fundraising_tools/