

2017 Group Planning Campaign Planning Guide

2017 has begun in an energetic and inspiring fashion. Our First 100 Days Campaign has been a great success, with over 75 percent of all RESULTS groups meeting face-to-face with members of Congress or their staff. This success was predicated by the group planning you did in January.

Now it is time to build on that success. The rest of 2017 will be pivotal for our global and U.S. poverty work. Threats abound to core programs that alleviate domestic and international poverty. There may also be opportunities to build consensus around common-sense solutions to poverty.

When you look back on 2017, what do you want to say you did to make the world a better place? You've already gotten a great start with the First 100 Days Campaigns. Let's finish the job by planning for success for the rest of this year. Below is a guide to help you complete your planning for 2017.

Please complete your 2017 Group Plan Summary no later than May 31, 2017. We encourage you to use the May U.S. Poverty and Global Poverty National Webinars as an opportunity to plan. Otherwise, meet to plan some other time that month.

Before you work on your plan:

1. Have a copy of your First 100 Days Plan available (if you don't have it, contact Mark Campbell at mcampbell@results.org).
2. Have the Group Plan Summary or the [online 2017 Group Plan Summary Form](#) (or both) with you for planning (you'll fill out the online form during or after your planning session).
3. Ask any new group members to complete the [2017 Individual Planning Sheet](#) and bring it to your planning meeting. Existing members can use their forms from January.
4. Have pen and paper available in case people want them for notes and exercises.
5. Be creative, be bold, plan to have fun!

A. Set the Stage. Use your First 100 Days Plan for this section.

1. **Choose a facilitator, timekeeper, and set up any rules** you want for planning.
2. **Outline your group norms.** Revisit the norms you did in January? Do they still apply? Do they need to be changed? If not, simply reiterate them in the space provided on the Group Plan Summary. If you are doing this for the first time, write down the attributes you want your RESULTS group to abide by for this year? Some ideas might be accountability, meeting regularly, speaking honestly to each other, following through on actions, etc.
3. **Spend a few minutes celebrating your First 100 Days accomplishments.** Share stories about your successes.
4. **Share what excites you about your RESULTS advocacy for the remainder of 2017.** Share your personal or group aspirations.

B. Create Your 2017 Group Plan

1. Working with your Members of Congress

- a. Hopefully your group has already met with at least one member of Congress or their staff this year. Who is left? Who needs to meet with your members of Congress again? Remember, the more frequently you meet with your congressional offices, the more successful your advocacy will be.
- b. Put a date by which you will submit your next face-to-face meeting request for each member of Congress.
- c. Please list the name(s) of the key aides on our issues so they can be included in your plans.

- d. We encourage you to assess where each of your members of Congress is on the [Champion Scale](#). Identify and discuss 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.
- e. Just like during the First 100 Days Campaign, if you cannot get a face-to-face meeting, request an in-person meeting with the closest local staff and ask if the appropriate aide in DC can join that meeting remotely.
- f. Set up a lobby prep call with Meredith Dodson (mdodson@results.org, US Poverty), Cricket Nicovich (cnicovich@results.org, Global Poverty) once you get a meeting scheduled.

2. Additional 2017 Goals.

- a. Please list your Group Leader name(s) and when your **monthly meetings** will take place in 2017. Remember that for U.S. Poverty volunteers, the monthly webinars have been moved to the second Tuesday of the month at 8:00pm ET. This will last at least through July 2017, and perhaps beyond.
- b. The First 100 Days of 2017 has clearly demonstrated that people are hungry for the kind of deep advocacy that RESULTS does. Outreach to new people and groups in our communities is at a fever pitch. We want to continue that momentum for the rest of the year. Set a goal of how many people you will engage (talk to, invite to a meeting, and engage in taking action) for the rest of 2017 and an approximate date of your next outreach opportunity/event. Take some time with your group to brainstorm when, where, and how you will reach out to new people.
- c. List how many people in your group plan to attend the **2017 RESULTS International Conference** in Washington, DC (July 22-25) and their names. Contact Jos Linn (jlinn@results.org, U.S. Poverty) or Lisa Marchal (lmarchal@results.org, Global Poverty) for coaching/support to get people to the Conference.
- d. Do you plan to do a **fundraiser** before the end of the year? If so, please circle what kind you plan to do (online Friends & Family Campaign, an event, or something else) and list the approximate date you will do it. Note that RESULTS' annual Friends & Family fundraising campaigns will take place in May and November. If you are doing a fundraiser, please contact Grassroots Fundraising Manager Mea Geizhals (mgeizhals@results.org) for assistance.
- e. Having a robust **Local Action Network** (people additional to your group who can take quick action) is still so important key in helping influence Congress. These advocates not only take key actions at pivotal times of the year, they also serve as future volunteers for your group. List how many new people you'll engage into your Local Action Network for the remainder of the year?
- f. Media is also a vital tool in our advocacy work, influencing policymakers and our communities alike. What and how many **local media** pieces will you generate for the rest of 2017?

Congratulations! You have completed your 2017 planning. Well done! Remember, your Group Plan is meant to be a living document. Revisit it to assess your progress and adjust your goals and strategies as needed. If you did your Group Plan on paper, please take a few minutes to enter this information in our [online 2017 Group Planning Form](#). **Please fill it out no later than May 31, 2017.** If you cannot enter your plan into the online form, please send a copy of your 2017 Group Plan Summary to your Regional Coordinator and Mark Campbell (mcampbell@results.org, Global Poverty) or Jos Linn (jlinn@results.org, U.S. Poverty).

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
- Fundraising Tools: http://www.results.org/skills_center/fundraising_info/fundraising_tools/