



results

**Election Candidate Engagement:
Set the Agenda for the Future**

Our Anti-Oppression Values

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

RESULTS is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. Poverty cannot end as long as oppression exists.

We commit to opposing all forms of oppression, including racism, classism, colonialism, white saviorism, sexism, homophobia, transphobia, ableism, xenophobia, and religious discrimination.

At RESULTS we pledge to create space for all voices, including those of us who are currently experiencing poverty. We will address oppressive behavior in our interactions, families, communities, work, and world. Our strength is rooted in our diversity of experiences, not in our assumptions.

With unearned privilege comes the responsibility to act so the burden to educate and change doesn't fall solely on those experiencing oppression. When we miss the mark on our values, we will acknowledge our mistake, seek forgiveness, learn, and work together as a community to pursue equity.

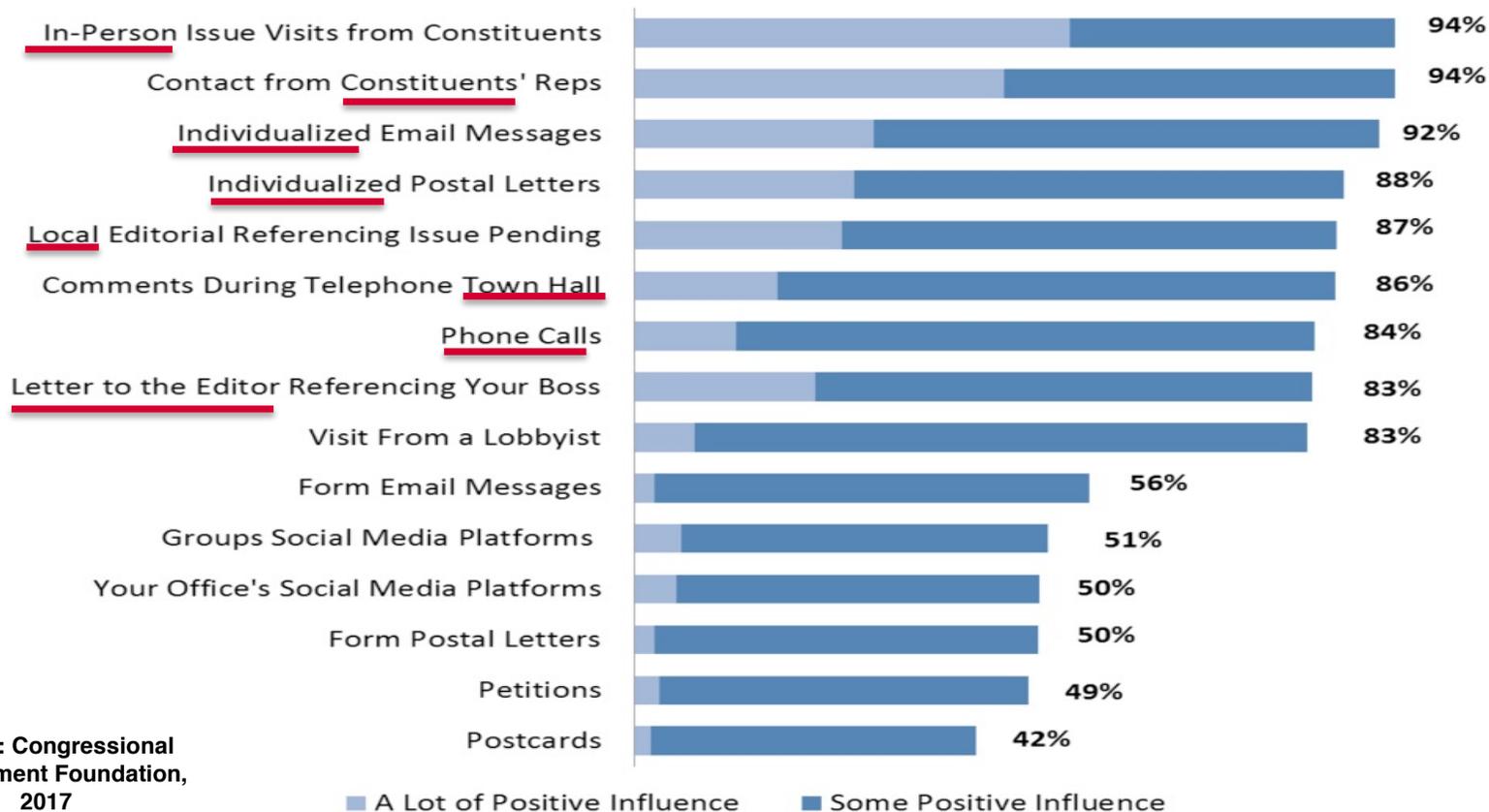
There are no saviors — only partners, advocates, and allies. We agree to help make the RESULTS movement a respectful, inclusive space.

Find all our anti-oppression resources at: <https://results.org/volunteers/anti-oppression/>

Advocacy Works!

If your member of Congress has not already come to a decision on an issue, how much influence do the following advocacy strategies have:

results



Source: Congressional Management Foundation, 2017

Why advocate around the election?

The logo consists of a red speech bubble shape with the word "results" written in white lowercase letters inside.

- Establish early relationships
- Inform/educate candidates
- Educate the public
- Set the agenda for next Congress
- Talk to them when they are interested

COMPETITIVE RACES

*Italicized name denotes Freshman member

LIKELY DEMOCRATIC 16 Dem • 2 Rep	LEAN DEMOCRATIC 16 Dem • 2 Rep	DEMOCRATIC TOSS UP 11 Dem • 0 Rep	REPUBLICAN TOSS UP 0 Dem • 14 Rep	LEAN REPUBLICAN 0 Dem • 14 Rep	LIKELY REPUBLICAN 0 Dem • 16 Rep
CA-10 Harder CA-39 Cisneros FL-27 Shalala IL-14 Underwood IL-17 Bustos KS-03 Davids ME-02 Golden NC-02 Open NC-06 Open NH-01 Pappas NJ-05 Gottheimer NV-04 Horsford NY-18 Maloney NY-19 Delgado PA-07 Wild TX-07 Fletcher TX-32 Allred WA-08 Schrier	AZ-01 O'Halleran CA-48 Rouda GA-06 McBath GA-07 Open IA-03 Axne MI-08 Slotkin MI-11 Stevens MN-02 Craig NJ-03 Kim NJ-07 Malinowski NV-03 Lee OR-04 DeFazio PA-08 Cartwright PA-17 Lamb SC-01 Cunningham TX-23 Open VA-07 Spanberger WI-03 Kind	CA-21 Cox FL-26 Mucarsel-Powell IA-01 Finkenauer IA-02 Open MN-07 Peterson NM-02 Torres Small NY-11 Rose NY-22 Brindisi OK-05 Horn UT-04 McAdams VA-02 Luria	AZ-06 Schweikert CA-25 Garcia IN-05 Open MO-02 Wagner NE-02 Bacon NJ-02 Van Drew NY-02 Open NY-24 Katko OH-01 Chabot PA-10 Perry TX-21 Roy TX-22 Open TX-24 Open VA-05 Open	AK-AL Young AR-02 Hill CO-03 Open FL-15 Open IL-13 Davis MI-03 Open MI-06 Upton MN-01 Hagedorn MT-AL Open NC-08 Hudson NC-11 Vacant NY-01 Zeldin PA-01 Fitzpatrick TX-03 Taylor TX-10 McCaul	CA-04 McClintock CA-22 Nunes CA-50 Vacant FL-16 Buchanan FL-18 Mast KS-02 Open KY-06 Barr NC-09 Bishop OH-10 Turner OH-12 Balderson PA-16 Kelly TX-02 Crenshaw TX-06 Wright TX-25 Williams TX-31 Carter WA-03 Herrera Beutler

Ways to Engage



- Direct Advocacy
- Media

Direct Advocacy: Public events, group meetings, one-on-one interactions

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

- Set up a meeting with your group
- Town halls (virtual or in-person)
- Meet and greets and fundraisers
- Working for the campaign
- Candidate calls to voters

Creating Direct Advocacy Opportunities: Find Events, Set Up a Meeting

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

- **Check website & contact campaign office or party headquarters** for a meeting and/or ask when you can hear candidates speak.
- **Sign up for campaign updates** on their campaign page. Campaign pages are separate from official government websites.
- **Follow candidates and local political parties on Twitter and Facebook**
- **Donate to a campaign**
- **Visit www.townhallproject.com** (mainly current members of Congress)
- **Research their positions on the issues.**

Preparing to Engage – What to say

- **Identify the issue(s) you want to highlight**
- **Research candidate positions on the issues**
 - Campaign website, public statements, third-party ex. League of Women Voters
- **Draft your question(s)** – keep brief; use EPIC format
 - **ENGAGE** the listener in your conversation
 - Identify the **PROBLEM** you want solved
 - **INFORM** them of the solution (tell a story)
 - Provide a detailed **CALL TO ACTION** (Yes/No question)
- **Coordinate with others to participate**
 - Increases chances of personal encounter with candidate
- **Practice, practice, practice**

Prepare to Ask Questions & Listen: Town Hall or Meet & Greet

- **Let them know who you are** and who you represent in your community. The RESULTS laser talk is a good start.
- **Prepare a laser talk** and question related to US or global poverty. You'll likely only do 1, but prepare 2.
- **Listen.** Offer to provide information on our issues.
- **Ask for a meeting with your group.**

Online Town Hall & Meet and Greet Tips

- **Recruit others** to participate and coordinate on questions you'll ask
- **Arrive early to online event** so you don't miss any instructions.
- **Listen carefully to for how to ask questions.**
 - If they are taking live questions, get in the queue as early as possible
 - If they are only taking written questions, submit them early.
- **If using video, don't wear anything political**
- When called on, **ask your question in a succinct, informative way**
- **Follow-up** with campaign staff
 - Provide more details of issue and any materials
 - If you don't get a question asked, ask staffer to speak to candidate and then follow-up about the response

Prepare to Ask Questions & Listen: Group Meeting

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

- **Similar to a meeting with a MoC.**
- **Engage other organizations** if it helps set the meeting
- **Let them know who you are**, who you represent in the community, history of the group, recent successes
- **Prepare laser talks** and questions related to RESULTS issues
- **Listen** and offer to provide more information on our issues
- **Let them know** you want to work with them in the future
- **Take photo**

Sample EPIC Laser Talk: US Housing

Engage: There was already an affordable housing crisis in America, and the COVID-19 pandemic has made it far worse. This is hitting families in our community, especially low-income Black renters and other people of color, hard.

Problem: While the recent national eviction moratorium helps, without funds to help renters get current on their rent, America will face a wave evictions when the moratorium ends in January.

Illustrate or Inform: Keeping low-income renters in their homes must be a national priority in the short-term, but we also need long-term solutions. [Share more about your story and/or why you care]

Call to Action: What are your thoughts on the current affordable housing crisis and how might we address it if you are elected? Will you support emergency rental assistance and long-term solutions, like a refundable renters credit?

Sample EPIC Laser Talk: Global Poverty

Engage: A recent poll by the ONE Campaign confirms my sentiments that the US must also have a global response to this global pandemic. According to the poll, “nearly all voters say it is important for the U.S. to lead the world in responding (85%), preventing (86%), and detecting (85%) global infectious diseases.”

Problem: Projections are that, because of COVID-19, hard fought global health progress could be set back 10-20 years and millions of children and adults could die from lack of healthcare, malnutrition, and disease without additional resources.

Inform: But sustaining and increasing U.S. support to existing global health programs like Gavi, the Global Fund, and PEPFAR, as well as investing in food aid and nutrition, will make a difference now and in the longer-term.

Call to Action: US leadership has contributed to major advances on global health and poverty over the years. What role do you think the US should play in addressing global poverty and global health? And what will you do about these issues once elected?

Working for Campaign or Candidate Calls

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

- **Always have your question(s) ready to go**
 - Take advantage of your opportunities when they come
- **Be polite and friendly**
 - Make sure you have a specific ask (could be policy position)
- **Plan to follow up as needed**
 - Check in on request, provide additional info, materials,
- **Talk to others about the issues you care about**
 - Good way to get others interested in your issues

Direct Advocacy

results

Questions?

Election Advocacy using Media

Cornyn, Senate should pass a relief package

Re: Aug. 16 article, "Americans waiting on help, but Congress is in recess."

I am appalled that the Senate recessed for three weeks without passing emergency legislation to address the pandemic and economic crisis. Sen. John Cornyn shows he is a leader by standing behind Sen. Mitch McConnell on TV. How about he and his colleagues take action to deal with the emergency America faces?

Sen. Cornyn and the Senate need to go back to work and pass a COVID-19 package that provides \$100 billion emergency rental assistance to avert the catastrophe of 20 million Americans evicted. What about the more than 25 million workers who got their last \$600 supplement with their unemployment check at the end of July? And, according to experts, they need to provide \$20 billion to keep the wheels from falling off international humanitarian health work.

This is a real crisis for real Americans. We need real leaders who will take real action right now.

Mark Coats, Austin

Cornyn: I'll keep fighting for more pandemic relief

Re: Aug. 18 letter to the editor, "Cornyn, Senate should pass a relief package."

In his Aug. 18 letter, a writer expressed his desire for Congress to do more to help Texans suffering from the economic consequences of the pandemic. We've passed five coronavirus relief packages so far, and I share his frustration that we're stalled on a sixth.

To date, Congress has passed trillions of dollars in coronavirus relief, including \$312 billion in public health funding and \$28 billion for COVID-19 testing. We've sent recovery checks of up to \$1,200 per individual, boosted unemployment benefits with an additional \$600 per week, and appropriated more than \$25 billion to help Americans suffering from food insecurity.

Still, we need to do more for Texans who are out of a job through no fault of their own. I support an extension of enhanced federal unemployment benefits, another round of recovery checks, and more funding for schools and child-care. I'll keep fighting to deliver that for Texans.

**John Cornyn,
U.S. Senator, Austin**

results

Influence of Letters to the Editor

What does the media landscape feel like these days?

results





Opinion Media Madlibs



results

_____ should _____.

(person) (action)



- ✓ New
- ✓ Unusual
- ✓ Local
- ✓ Personal
- ✓ Important

Letters to the Editor

Structure

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

Typically 150-200 words – the shorter, the better

How it appears

- 1. Local & timely hook**
- 2. Why it matters**
- 3. Call to action**

How you write it

- 1. Call to action**
- 2. Why it matters**
- 3. Local & timely hook**

Letters to the Editor

Structure

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

How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

- 1. CALL TO ACTION**
2. Why it matters
3. Local & timely hook

Letters to the Editor Structure



A good **CALL TO ACTION** is:

- Brief
- Specific
- Mentions people by name

Letters to the Editor

Structure

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

How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

1. Call to action
- 2. WHY IT MATTERS**
3. Local & timely hook

Why it matters

The logo consists of a red speech bubble shape with the word "results" written in white lowercase letters inside.

Why do I care about this issue?

What makes this issue compelling now?

Why does my member of Congress
need to know about it?

Letters to the Editor

Structure

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

How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

How you write it

1. Call to action
2. Why it matters
- 3. LOCAL & TIMELY
HOOK**

Local and timely hook

The logo consists of the word "results" in a white, lowercase, sans-serif font, centered within a red speech bubble shape that points downwards.

Easiest hook – responding to an article or opinion piece in the paper

Racism

2020 election coverage

Coronavirus

Local election

Poverty and homelessness

Unemployment

Public health

Evictions

Pop culture

Health care workers

Candidate endorsement

Gridlock in DC

Local or national budget cuts

Student housing

Health disparities

Charity drives

results



100 percent of unsent letters never get published!

Submitting your LTE:

- E-mail it directly to the paper (e.g. letters@kcstar.com - look on paper's website for address)
- Submit it through your paper's website
- Submit it through the RESULTS website (<https://results.org/volunteers/action-center/>)
- Mailing a hard copy to your local paper (takes longer)

Important! Most papers require you to include your name and contact info to be published. If you are a new writer, they will sometimes contact you to verify authorship.

Leverage your Media

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

Maximize the impact of your media by:

- **Send copies to the candidate if you have contact info**
- **Tag candidates on social media** with your published letters
- Share your media with allies **urging people to write letters in response**
- Plan to deliver all your recent media in **upcoming lobby meetings**
- Share your knowledge and experience – **show someone new how to write and submit their own LTE**
 - Leveraging Your Media info sheet: <https://results.org/wp-content/uploads/Leveraging-Media-Chart.pdf>

The Des Moines Register, October 9, 2012



The Miami Herald
MorrisToons Syndicate

left any that s and itically l while e on sations
sident, e hoping opportu- ditions. iael Woods, Des Moines
th
s
years, I swell and lowing times.
question. of age and 0 per 58 per se Cross 10 per for a total \$3,456 per les. vantage 0 per a plan that he custom- are, which mpany 0,800 per s Medicare ipany I pay s like the ey. Ager, Ankeny

Dear Editor,

Mitt Romney wants to cut PBS Kids. But I won't stand for it. He probably thinks that becuse little kids watch it they won't care. But PBS helped me learn to read. I do better in School becuse of PBS kids. PBS is not just TV to me.

From Stella K Linn, age 7
W. Des Moines, IA 50265

Oath Keepers honor oaths to Constitution

Recently the Oath Keepers organization has come under attack as being not only radical reach, teach and inspire all of us to step back and think about what that oath actually means. Those of us who have taken this oath have not only a moral obligation. but a legal obligation to

to me.
In 2012 the auto deaths in death each da death there at Nationwide, a 40 percent of
In 11 years been 2,000 At the United St days to kill th with autos. W immune to th deaths.
Look at ot ties for drunl Salvador you your last: ex squad. Bulgz for a second Africa's peni prison and a first offense Sweden and one year in j offense. In E is revoked f they require license and : at political l
The Iowa pass meanir drunken dri us in step w
— Dr. W

Ryan, bis the ones

Paul Ry: President C tate to us h rights" botl Courts Catl buque Stop Ryan is dol some of ou mand their what Jesus when he s neighbor a As a pri

Share your skills with others



- Meeting candidates and getting published can be **empowering and fun**
- **Invite others** to write letters with you
 - Attend an event with you
 - Work on drafting questions for a candidate
 - Call a friend and ask him/her to write an LTE (support)
 - Collaborate on writing an op-ed
 - Hold an online training (use this PPT – it's easy!)
 - Make it a game – who can get published first?
- **Always follow up** after to celebrate success/try again

Resources



- **RESULTS Media Tools:** <https://results.org/volunteers/media-tools/>
- **RESULTS Online Media Actions:**
<https://results.org/volunteers/action-center/>
- **Leveraging Media:** <https://results.org/wp-content/uploads/Leveraging-Media-Chart.pdf>
- **RESULTS Media Report Form:** www.tinyurl.com/RESULTSMedia
- **RESULTS Advocacy Basics:** <https://results.org/volunteers/advocacy-basics/>
- **Staff Media Support:** Jos Linn, jlinn@results.org
- **RESULTS Training Resources:** <https://results.org/volunteers/training-webinars/>

Questions?

results

 [@RESULTS_Tweets](https://twitter.com/RESULTS_Tweets)

 [/RESULTSEdFund](https://www.facebook.com/RESULTSEdFund)

 [@voices4results](https://www.instagram.com/voices4results)

www.results.org

Town Hall Tips (in person)

- **Arrive early.**
- **Ask for extra campaign paraphernalia** at the door like stickers. Try to look like a HUGE fan of the candidate.
- **Split up** if in a big group.
- **Sit by an aisle towards the front.** Think about where it is easy for a candidate to see you and for an aide to hand you a microphone.
- **Wear bright colors** that could be easily described by a candidate who is calling on you without knowing your name.
- **Cheer loudly during speech** - especially during parts that don't often get applause. Candidates are more likely to call on friendly, smiling, cheering faces – because they are hoping for positive interactions!

Raise your Hand First, Fast and High!



Town Hall Tips (in person)

- If called on make sure you say who you are, why you care and ask a yes or no question. Keep it very brief (think 30 seconds) and be sure to mention what organization you represent (if appropriate)!
- If you don't get called on head for the handshake line! Hold the candidate's hand firmly but politely. Tell them who you are and ask a shortened version of your question.

Meet and Greets (in person)

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

- Meet and greets are informal events where candidates take pictures and chat with potential voters.
- These can happen at campaign volunteer events or popular local destinations like farmers markets and diners.
- Use the same strategies you would in a rope line at the Town Hall for a Meet and Greet!
 - Approach the Candidate (you may need to wait in line).
 - Shake their hand and ask a question – don't let go until you've finished talking and they've answered.
 - Keep it quick, and make sure you say your name and that you're a RESULTS Volunteer.