RESULTS National Webinar

August 6, 2022

Welcome!
Our Anti-Oppression Values

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 ableism, ageism, biphobia, classism, colonialism, homophobia, racism, religious discrimination, sexism, transphobia, white saviorism, and xenophobia.

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/
Congratulations to our newest Grassroots Board Member
Lynne Patalano!

And thank you to Maxine Thomas for her exceptional service on the Board
Equity & Impact in Global Anti-Poverty Programs

Goal: Three bills, signed into law, requiring equity & impact in the fight against global poverty

1) Tuberculosis

2) Nutrition

3) Education

Join the Global Poverty Policy Forum: August 18 at 9:00 pm ET for more details
Fall resources and tracker

results.org/fall2022
Goals:

1) Expansion of the Child Tax Credit by end of year

2) Reduce poverty & housing instability with a Renter's Tax Credit in the next Congress

Join the US Poverty Policy Forum on August 18 at 8:00pm ET for more details
U.S. Poverty – Quick Policy Updates

• Congress currently working on a reconciliation bill, but without RESULTS' domestic policy priorities.
  o Note that the bill does have important provisions to make health care more affordable and bring more equity to the tax code

• Build on your prior advocacy on CTC and housing to seize an opportunity to advance our goals at an end-of-the-year tax bill.

• The work continues to make the tax code more equitable at a time of high inflation.
Building Power for Lasting Change
I know, but ...
I’ve tried this before...
No one shows up...
It’s discouraging...
“Failing” feels bad...
I don’t wanna do it....
I must not be good at it...
It just doesn’t work...
Why are you here?

I was literally born an advocate..

I dreamt I was an advocate and when I woke up it was true...

Photo by kaushal mishra on Unsplash

Photo by Kate Stone Matheson on Unsplash
Why are you here?

I responded to an invitation to be an advocate
Steps to Take Today

1) Get inspired by Fall Outreach Opportunities to Maximize Advocacy Success
2) Set Your Goals for Fall Outreach and Advocacy Success
3) Prepare Your Group for New Advocates

Coming Soon: Outreach skills training & messaging
Fall Outreach & Organizing Timeline

- **August**: Set Outreach Goals & Plans
- **September**: Training & Resourcing, Start Outreach Actions
- **October**: Outreach Actions
- **November**: Convene New Advocates Post-Election
- **December**: Celebrate & Recommit for 2023
Fall 2022 Is a Big Opportunity!

*but not the only opportunity...*
Your Community NEEDS to Hear from You

Without an Invitation to Act

• Hopelessness
• Anxiety
• Frustration
• Apathy
• Cynicism
• Disengagement
• “Doomism”

With an Invitation to Act

• Hopeful
• Engaged
• In Action
• Sense of Agency
• Powerful
• Supported
• Connected
You are the most effective messenger to make invitations in your community!
Share: Using My Passion to Connect My Community

Maxine Thomas
RESULTS Grassroots Board Member and Advocate

How I use my passion for change to mobilize the community
Outreach & Advocacy Goals

Defining (or redefining) Success
What Does Success Look Like?

Volunteer with RESULTS

Our volunteers come from all walks of life, but share a desire to stand up for issues they care about, be heard, and make an impact. At RESULTS, we teach you the nuts and bolts of how to do that. We teach you how to become an advocate. Get involved today.

SIGN UP TODAY!

Sign Up to Become a RESULTS Volunteer
Commitment is a JOURNEY
(not a single action)
Redefining Success...

Sign up to volunteer!

Join our group!

Come to our next meeting / event!

Photo by Thanos Papazoglou on Unsplash
Community Outreach for Connection & Awareness

CREATE A FOLLOWING
Build community awareness.

Mobilize for Action

ENGAGE YOUR FOLLOWING
Support community to act.

Organize for Power

BUILD POWER
Small Steps → Big Results

- Get updates on Campaign
- Take a quick or online action (1 action)
- Join our Action Network (regular action)
- Attend an action event with our group
- Join our team - Be a Volunteer
- Become a leader

Create a Following

Mobilize your Following

Build Power
Meet Advocacy Goals Through Outreach Activities

More people ..
- Know about & trust RESULTS
- Are aware of issues & solutions
- Are in touch with their values
- Have opportunities to be in action

MoCs hear from more people through increased..
- Letters/emails generated
- Media published
- Calls to the office at important decision points
- Community participation in MoC meetings and events

- More members to sustain group
- New leaders to drive change
- Strong partnerships to demonstrate broad community support
What *Could* Success Look Like?

**Build a Following**
- Have a 1:1 conversation with 5 people in my network
- Add 30 new people to RESULTS email list
- Connect with 3 possible new community partners
- Show up vocally at 3 community / election / tabling events

**Mobilize for Action**
- Support 25 people to take an online / supportive action
- Grow our local Action Network by 15 people
- Invite 5 new people to election event or MoC meeting

**Organize for Power**
- Support 3 members to take on new leadership
- Host 2 Group Action events with 10 potential new advocates
- Welcome 4 new advocates to our team
Fall Outreach Activities to Build, Mobilize, and Organize a Following
RESULTS Fall Outreach & Organizing Campaign
August-December 2022

- **Online Recruitment** (RESULTS Staff Led)
- **Word of Mouth Recruitment** (Local Volunteer Led)
  - Relational Organizing
  - Digital Outreach
  - Candidate & Community Events
  - Partnership Development / Strengthening
  - Hosting Education & Action Events
Relational Organizing

Mobilizing personal contacts within your network

This can be a...

• Text
• Call
• Social media direct message
• Friendly chat at work
• Coffee date...

Upcoming Trainings (more details soon): RESULTS National Webinar, September 10; Relational Organizing training, September 13

Photo by LinkedIn Sales Solutions on Unsplash
Digital Outreach

This could look like...

• Sharing your ‘why’ on social media, connected with a picture of you in action and invitation to ‘sign up for updates’
• Sharing visuals/graphics RESULTS creates with invitations to take an online action

This could lead to...

• Bigger following & Action Network to be mobilized
• Anyone added to RESULTS emails will receive a “Welcome Series”
Candidate & Community Events

This could look like..

Candidate Events:

• Advocacy: Showing up at a Town Hall / Candidate Events to ask a question

• Outreach: While there, striking up conversations with other attendees & exchanging contact information

Upcoming Training: RESULTS and Right2Health “Birddogging” Training, Tuesday, August 9 at 8:30pm ET
**Candidate & Community Events**

*This could also look like..*

Community Events:

- Outreach: Tabling at university fairs, community events, farmer’s markets, or other high traffic areas to advertise RESULTS opportunity.
- Outreach: Attending other local orgs community events related to RESULTS values / issues and connecting with allies.
- Advocacy: Asking people to take a ‘quick action’ at your table to support RESULTS policy campaigns.

*Chat Box: What other opportunities exist in your community? Where do people gather?*
Partnership Development & Strengthening

This could look like..

• Connecting with your local Returned Peace Corps or Together Women Rise group to take a joint action

• Identifying like-minded organizations at fairs / community events and setting up a one-one conversation
Tips for Making the Most of Outreach

Be present – show up!
Be aware – look for signs of interest in the crowd
Be ready – always have a way to collect contact info
Be active – bring Action Sheets for quick actions anytime

**Remember: Commitment is a process.**

Anyone who signs up for campaign updates or actions will receive a Welcome Series tailored to increase commitment
Education & Action Events

Use November & December group meetings to bring people together for collective action & relationship building.
Share: Relational Organizing

Jennn Koo
RESULTS Grassroots Board Member and Advocate

Connecting my friends, family, and local network with advocacy opportunities
What are you excited to work towards this fall?

**Build a Following**
- Have a 1:1 conversation with ___ personal contacts
- Add ___ new people to RESULTS email list
- Show up vocally at ___ community / election events
- Connect with ___ new community partners

**Mobilize for Action**
- Support ___ people to take an online / quick action
- Grow our Local Action Network by ___ people
- Invite ___ new people to election event or MoC meeting

**Organize for Power**
- Support ___ members to take on new leadership
- Host ___ Group Education & Action events with ___ potential new advocates
- Welcome ___ new advocates to our team
Preparing For & Welcoming New Advocates
Preparing for New Advocates

Barriers to advocacy
General Best Practices
Meeting emotional needs
Meeting informational needs
Barriers for New Advocates

• Sense of overwhelm
• Not feeling connected to the group / Struggling to see how they fit in
• Not feeling connected to all the issues
• Lack of understanding of the impact of RESULTS actions
• Not feeling like they are having impact
• Feeling that this is "unbelievable"
General Best Practices

• Revisit the Group Guide to Welcoming & Supporting New Advocates

• Be intentional
  o Create a plan beforehand for welcoming new advocates

• Be prepared to be flexible. New member, new group.
  o Be "rigid" with the why, but flexible with the how
Meeting Emotional Needs of New Advocates

- Create a sense of belonging
  - Take the time to do introductions
- Create a sense of community
  - Do a group building activity that will help the group connect on a personal level
- Utilize the Outreach and Partnerships Coordinator role
  - Grow your group through local outreach
Meeting Emotional Needs of New Advocates

• Utilize the New Advocate Mentor role
  o Welcome new advocates and give them coaching and support
• Understand that commitment is a journey
  o Redefine what commitment looks like
Meeting Informational Needs

• Walk new advocates through resources and tools
  o Take the time to show and tell
• Help new advocates become familiar with campaigns
  o Provide resources
  o Reiterate webinar and forum opportunities
  o Encourage new advocates to make the issues personal
• Prepare beforehand to utilize shared leadership within your group
  o Group Leader, Outreach and Partnerships Coordinator, New Advocate Mentor, and Action Network Manager
Share: New Advocate Support = Success

Molly Dreznick
Grassroots Advocate

Mentorship and clear communication empowered me to take powerful action as a new advocate
Share: New Advocate Support = Success

Rita Egan
Grassroots Advocate

Personal relationships and invitations to engage helped me to succeed as an advocate.
1. What outreach ideas are you most excited about trying and what would that success look like for you?

2. Despite past outreach challenges, what can you do now to reach new advocates in your community? This is an opportunity to be creative and think outside of the box.
Outreach: Preparing for Success

- Set outreach goals and create a plan
- Prepare to receive new advocates
- Engage with candidates and community
### Outreach & Partnerships

What 1-3 goals do you have for growing your group?

1) 
2) 
3) 

We plan to do the following outreach activities (add number of each activity)

1:1 Conversations  Tabling  Attend an event  Host an advocacy training  Host an Education and Action meeting

Other ways that we can engage our community are:

1) 
2) 
3) 

We can explore partnerships with (add organization names here)

1)
Outreach: Preparing for Success

### Continued Group Growth (2nd half of the year)

- Our plan for welcoming new volunteers is:
- Who will mentor new advocates (name of New Advocate Mentors)?
- Do you want continued support from RESULTS staff to help grow your group? (Yes/No)
- Please list the congressional district(s) you want to recruit from? (e.g. MO-04, MO-05)
Candidate Engagement Training

Join us on Tuesday! August 9 @ 8:30 pm - 10:00 pm EDT

• Learn tactics of “birddogging” candidates
• Get ideas about engaging people in your community in transformational advocacy
Fall 2022 Campaign Resources

Link: [https://results.org/resources/2022-fall-campaign-resources/](https://results.org/resources/2022-fall-campaign-resources/)

- Organizing Resources for working with congress, candidates and community
- Global Policy Campaign Resources
- U.S. Policy Campaign Resources
Important Reminder!

Please complete your lobby reports and your outreach reports!
Thank you for joining us!

Who is joining you in the room today?

In the poll, please respond with the number of people in the room with you (including yourself).
Join the August Policy Forums

Thursday, August 18

U.S. Poverty Policy Forum, 8:00 pm ET. Focus: Using the tax code to address America’s housing problem. Register here.

Global Poverty Policy Forum, 9:00 pm ET. Focus: Fall global campaigns overview. Register here.
2023 Fellowship application open!

results.org/fellowship
Upcoming Events

Tuesday, August 9: Candidate Engagement Training, 8:30 pm ET. Join using this Zoom link or dial 669-900-6833, meeting ID: 967 3380 6790, passcode: 764508.

Thursday, August 11: Global Allies Program (with Returned Peace Corps Volunteers), 8:30 pm ET. Register today!

Tuesday, August 16: U.S. Poverty Free Agents, 1:00 pm and 9:00 pm ET. If you are interested in joining, contact Jos Linn for more information.

Tuesday, August 16: Together Women Rise Advocacy Chapter with RESULTS, 8:30 pm ET. Check out more information.
Upcoming Events

Wednesday, August 17: Media office hour, 1:00 pm ET. Get your media questions answered. Join via Zoom at: https://results.zoom.us/j/93668005494 or (312) 626-6799, meeting ID: 936 6800 5494.

Monday, August 22: Global Poverty Free Agents Webinar, 7:00 pm ET. Contact Lisa Marchal at lmarchal@results.org for more information.

Tuesday, August 23: Diversity and Inclusion 101, 12:00 pm ET. Register here.

Saturday, August 27: Building Resilience in Challenging Times, 11:00 am ET. Read more and join here.
New Advocate Orientations are on-going! Register for an upcoming orientation at: www.results.org/volunteer.

See all events on the RESULTS Events Calendar: https://results.org/events/.

Join the September National Webinar
Saturday, September 10 at 1:00 pm ET
(delayed a week due to Labor Day holiday)

Register at: https://results.zoom.us/meeting/register/tJ0pc-2spjkiY3WkF4QbtgAWikteQvMT2A
Let’s do this!

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