



results

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/>

3

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

HOUSE	Introduced	Cosponsors	Committee	Passed	SENATE	Introduced	Cosponsors	Committee	Passed	Law!
Tuberculosis	<input type="radio"/>	0	<input type="radio"/>	<input type="radio"/>	Tuberculosis	<input checked="" type="radio"/>	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrition	<input checked="" type="radio"/>	102	<input checked="" type="radio"/>	<input checked="" type="radio"/>	Nutrition	<input checked="" type="radio"/>	16	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input checked="" type="radio"/>	38	<input type="radio"/>	<input type="radio"/>	Education	<input checked="" type="radio"/>	6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edit					Edit					

results.org/fall2022

Achieving Economic Justice through the Tax Code

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

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.
 - 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.



results

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?

results

I was literally born an advocate..



Photo by [kaushal mishra](#) on [Unsplash](#)

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



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





Fall 2022 Is a Big Opportunity!

(but not the only opportunity...)

Your Community NEEDS to Hear from You

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

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

results



Maxine Thomas

RESULTS Grassroots Board
Member and Advocate

How I use my passion for
change to mobilize the
community



results

Outreach & Advocacy Goals
Defining (or redefining) Success

What Does Success Look Like?

The RESULTS logo is a red speech bubble shape with the word "results" in white lowercase letters.

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...

results



Photo by [Thanos Papazoglou](#) on [Unsplash](#)

Sign up to volunteer!

Join our group!

***Come to our next
meeting / event!***

**Community Outreach
for Connection &
Awareness**

CREATE A FOLLOWING

Build community awareness.

Mobilize for Action

ENGAGE YOUR FOLLOWING

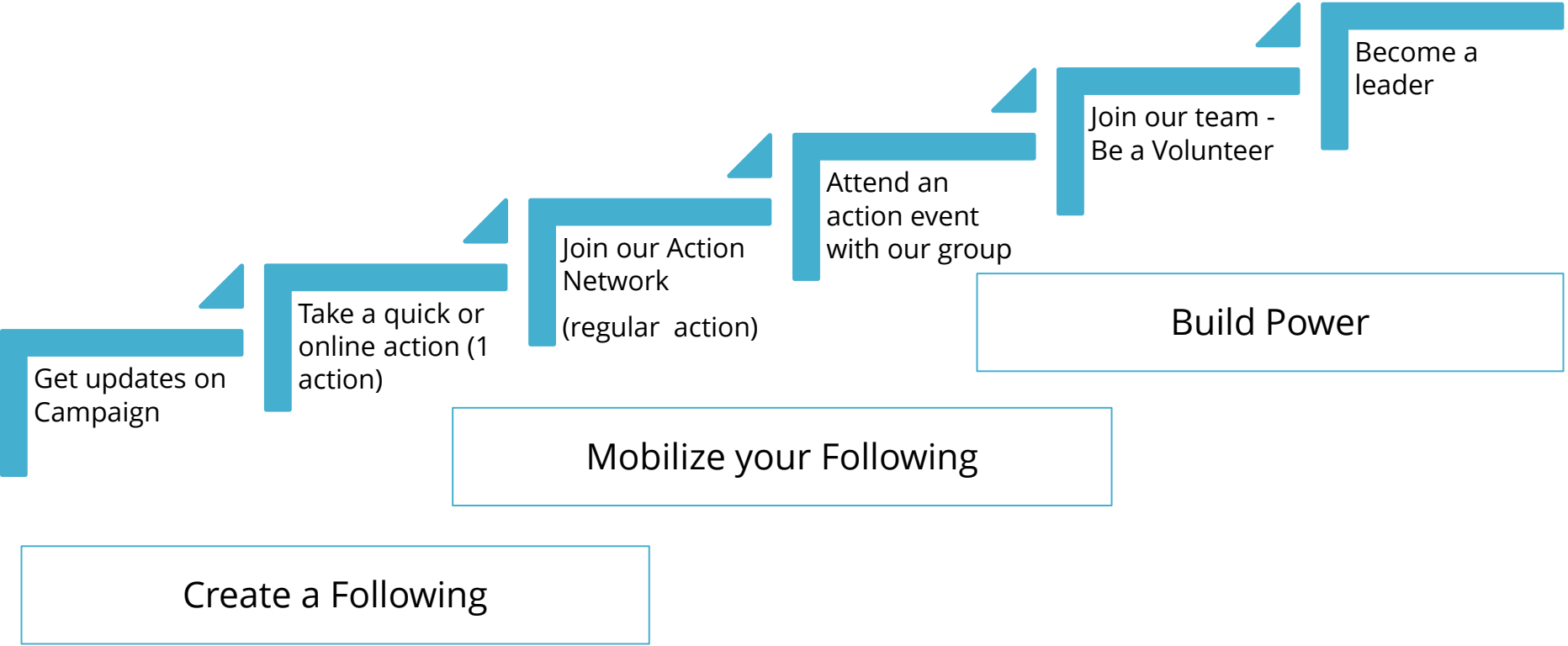
Support community to act.

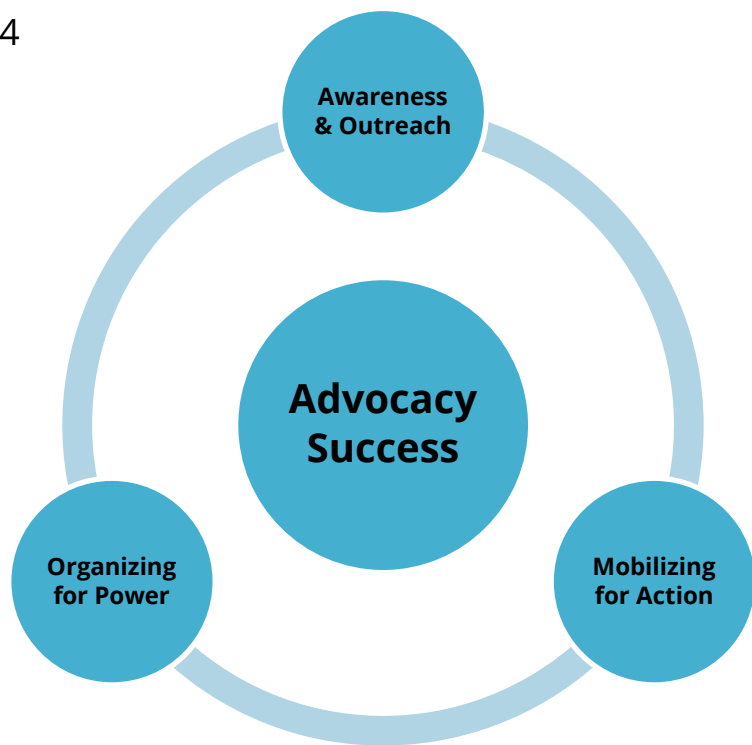
Organize for Power

BUILD POWER

*Connect community for long-term advocacy.
Nurture new relationships. Enlist new
advocates. Develop new leaders.*

Small Steps → Big Results





- More members to sustain group
- New leaders to drive change
- Strong partnerships to demonstrate broad community support

More people ..

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

results

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

Meet Advocacy Goals Through Outreach Activities

What *Could* Success Look Like?

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

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



results

**Fall Outreach Activities to Build, Mobilize, and
Organize a Following**

RESULTS Fall Outreach & Organizing Campaign August-December 2022

The RESULTS logo is a red speech bubble shape with the word "results" in white lowercase letters inside.

- **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

results

Mobilizing personal contacts within your network

This can be a...

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

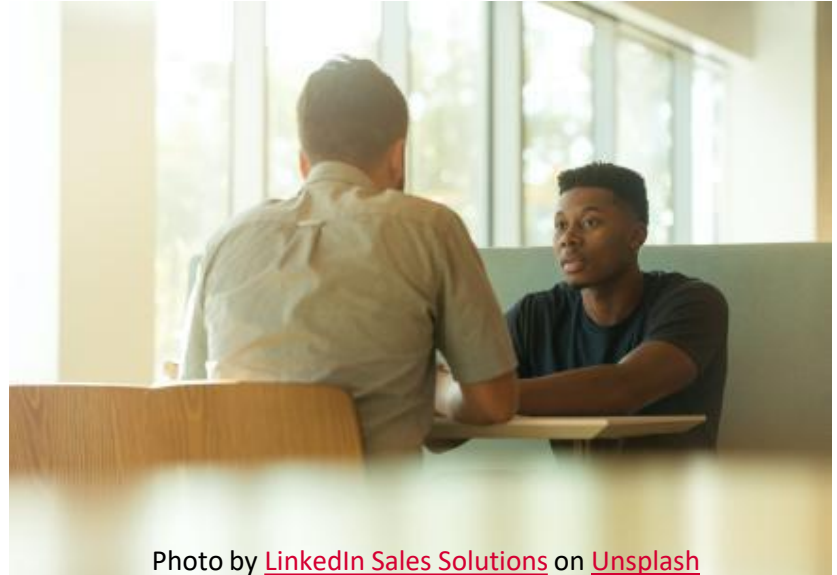


Photo by [LinkedIn Sales Solutions](#) on [Unsplash](#)

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

Digital Outreach

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

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

The logo for 'results' is displayed in white lowercase letters inside a red speech bubble shape.

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?

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

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



results

Preparing For & Welcoming New Advocates

Preparing for New Advocates

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

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
 - Create a plan beforehand for welcoming new advocates
- Be prepared to be flexible. New member, new group.
 - 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
 - Welcome new advocates and give them coaching and support
- Understand that commitment is a journey
 - Redefine what commitment looks like

Meeting Informational Needs

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

Share: New Advocate Support = Success

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

Molly Dreznick

Grassroots Advocate

Mentorship and clear communication empowered me to take powerful action as a new advocate

Share: New Advocate Support = Success

results



Rita Egan

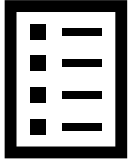
Grassroots Advocate

Personal relationships and
invitations to engage
helped me to succeed as
an advocate

Breakout Room Prompts

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.

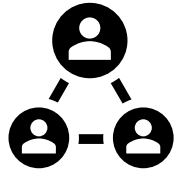
Outreach: Preparing for Success

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

Set outreach goals and create a plan



Prepare to receive new advocates



Engage with candidates and community

Outreach: Preparing for Success



AL_BIRMINGHAM_GLOBAL 2021 x +

docs.google.com/spreadsheets/d/16bHkolxrH0D9qo4VvSrlc7DVx5UliWqazo5g5ZWQ91A/edit#gid=510109702

AL_BIRMINGHAM_GLOBAL 2021 Roadmap

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .0 .00 123 Default (Ca... 12 B I A

A1 fx Group Name:

	A	B	C	D	E	F	G
1	Group Name:	AL_BIRMINGHAM_GLOBAL					
2	Outreach & Partnerships						
3	What 1-3 goals do you have for growing your group?						
4	1)						
5	2)						
6	3)						
7	We plan to do the following outreach activities (add number of each activity)						
8	1:1 Conversations	Tabling	Attend an event	Host an advocacy training	Host an Education and Action meeting		
9							
10	Other ways that we can engage our community are:						
11	1)						
12	2)						
13	3)						
14	We can explore partnerships with (add organization names here)						
15	1)						

+ Group Roster 2022 Roadmap Outreach Planning Sheet2 2021 Roadmap Extra

Outreach: Preparing for Success



AL_BIRMINGHAM_GLOBAL 2021 Roadmap

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .0_ .00 123 Default (Ca... 12 B I A

A1 Group Name:

	A	B	C	D	E	F	G	
15	1)							
16	2)							
17	3)							
18	Who from our group will take the lead as Outreach and Partnership Coordinator?							
19								
20	Continued Group Growth (2nd half of the year)							
21	Our plan for welcoming new volunteers is:							
22	Who will mentor new advocates (name of New Advocate Mentors)?							
23	Do you want continued support from RESULTS staff to help grow your group? (Yes/No)							
24	Please list the congressional district(s) you want to recruit from? (e.g MO-04, MO-05)							
25								
26								
27								
28								
29								
30								

Group Roster 2022 Roadmap Outreach Planning Sheet2 2021 Roadmap Extra

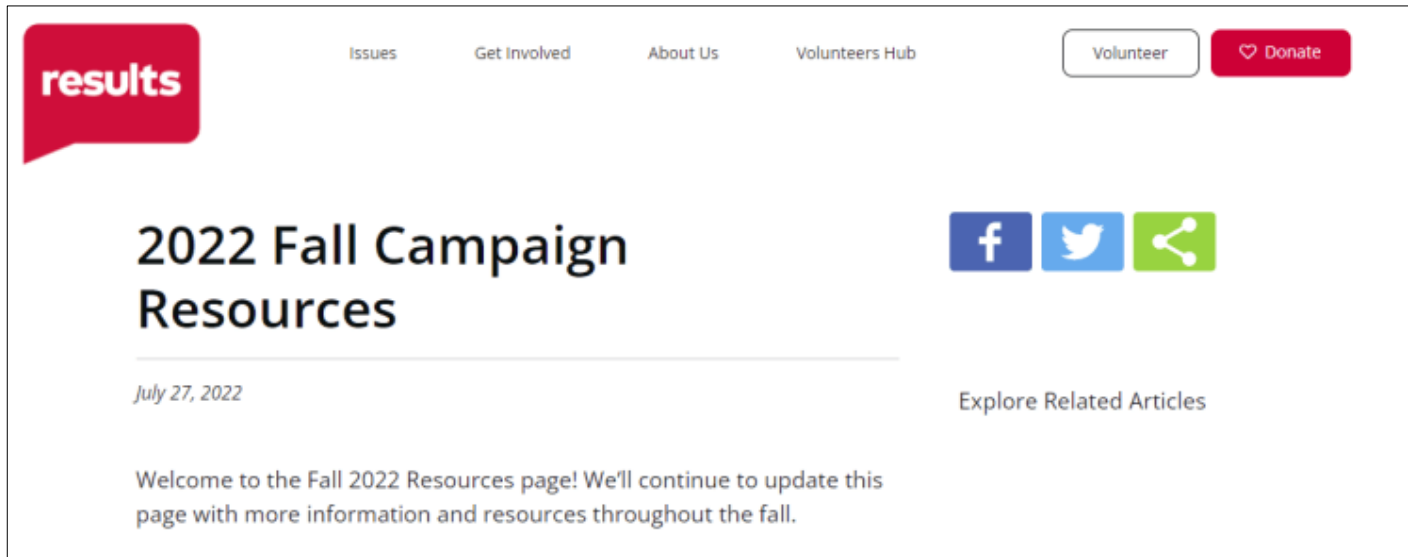
Candidate Engagement Training

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

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



results

Issues Get Involved About Us Volunteers Hub

Volunteer Donate

2022 Fall Campaign Resources

July 27, 2022

Explore Related Articles

Welcome to the Fall 2022 Resources page! We'll continue to update this page with more information and resources throughout the fall.

Link: <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!

results



**Please complete your
lobby reports and your
outreach reports!**

Thank you for joining us!

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

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



results.org/fellowship

Upcoming Events

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

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

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

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.](#)

Upcoming Events

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

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!

results



Photo by [Hannah Busing](#) on [Unsplash](#)

results



@RESULTS_Tweets



/RESULTSEdFund



@voices4results

www.results.org