RESULTS National Webinar

November 5, 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/
Joanne Carter  
Executive Director  
RESULTS/RESULTS  
Educational Fund
Guest Speaker
Jeff Gerritt
Editorial Page Editor
Pittsburgh Post-Gazette
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:

<table>
<thead>
<tr>
<th>Advocacy Strategy</th>
<th>A Lot of Positive Influence</th>
<th>Some Positive Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person Issue Visits from Constituents</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>Contact from Constituents’ Reps</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>Individualized Email Messages</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Individualized Postal Letters</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Local Editorial Referencing Issue Pending</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>Comments During Telephone Town Hall</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Letter to the Editor Referencing Your Boss</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Visit From a Lobbyist</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Form Email Messages</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Groups Social Media Platforms</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>Your Office’s Social Media Platforms</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Form Postal Letters</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Petitions</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Postcards</td>
<td>42%</td>
<td>58%</td>
</tr>
</tbody>
</table>

RESULTS volunteers have gotten over 3,700 media pieces published since 2017!

Source: Congressional Management Foundation, 2017
Letters to the editor

Rise in poverty shows need for Child Tax Credit

A couple of tanks of gas. Boots, coat, and mittens. Diapers. Ground beef, peanut butter and jelly, milk, bread, apples. After six months of receiving monthly deposits that provided some added economic stability, families lost the financial equivalent of these staples when Child Tax Credit (CTC) payments didn’t arrive in January. Just like that, the number of children in the United States living in poverty increased dramatically, according to a study reported by The Associated Press on Wednesday.

The expanded CTC not only offered increased financial security and improved nutrition. A recent study found that children in families who had extra income coming from sources such as the CTC were more likely to have brain patterns associated with the development of thinking and learning, counteracting the damaging effect that poverty has on brain development.

Cruelly, this transformative program was allowed to expire with the stalling of the Build Back Better Act. How did it happen that we turned our back on the development of children in our country? How much potential for innovation or knowledge or beauty or peace are we squandering by failing these children?

I call on our Ohio’s senators, Rob Portman, R-Cincinnati, and Sherrod Brown, D-Cleveland, to make the CTC monthly payments permanent and extend payments to our poorest families. This could be a historic moment in the lives of our children. You can make it happen.

ALLISON GALLAHER
Grafton

Perfect storm

While we plan picnics, the world is experiencing a perfect storm — pandemic, Ukraine's harvests obliterated, and global inflation jacking up food prices. Millions of parents can’t feed their kids. In 2020, 150 million children were stunted (too short), and 43 million were wasting (too thin), lacking enough calories for growth and development.

Less than 1% of global development dollars goes toward nutrition. The bipartisan Global Malnutrition Prevention and Treatment Act of 2021 (SB 2956) helps USAID maximize high-impact, proven, affordable interventions like prenatal vitamins, breastfeeding support, vitamin A supplementation, and therapeutic foods to treat starving children.

The U.S. must provide leadership on this urgent need. Time is of the essence. We call on Sens. Pat Toomey and Bob Casey to step up, bring the bill to the Senate floor, and pass SB 2956.

Betsy Teutsch, Philadelphia,
bpteutsch@comcast.net
Structure of LTEs
(works for Op-eds too)

3 components
Local & timely hook
Why it matters
Call to action
Letters to the Editor
Structure

How it appears
Local & timely hook
Why it matters
Call to action

How you write it
Local & timely hook
Why it matters
Call to action
Letters to the Editor
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Why it matters
Call to action
Letters to the Editor
Structure

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
Call to Action

Be specific

• Legislation name? Funding number? Person to speak to?

Be succinct

• Letters: keep to one sentence if possible, with a clear, concise request

Mention lawmaker’s name

• Tell them by name what you want them to do
Call to Action

CTC or Housing
• Extend the Child Tax Credit (CTC) including monthly payments before the end of the year
• Enact a renter’s tax credit in the next Congress

Global Poverty
• Pass the End TB Now Act before the end of the year

Find all resources about our current campaigns at:
https://results.org/resources/2022-fall-campaign-resources
Letters to the Editor/Op-ed
Structure

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

Why do I care about this issue?
What makes this compelling now?
Why does my member of Congress/candidate need to know about it?

When possible, use STORIES to help illustrate your facts

“Facts make you credible. Stories make you memorable.”
Letters to the Editor/Op-ed Structure

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
Can you connect your issue to something happening in your community?
Timely

- A recent news story in the paper you are submitting to is always a good hook (election, poverty, taxes, housing, inflation, COVID, health care, etc).
- Search newspaper website for headlines, or keywords on news.google.com.
- Follow papers on social media.
Timely

- **Current event** in the news, e.g. local event, holiday, etc.

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**Detroit Free Press**

Elections

Election 2022 in Michigan: Your top ballot questions, answered

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**Leaf Chronicle**

Weather

Clarksville Frost Advisory in effect Thursday morning

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**Los Angeles Times**

Civic Engagement

Shape Your L.A.: How to get civically engaged and make Los Angeles work for you
Timely

- **Invoking a commonly-shared community value** can also be compelling.
  - Democratic process
  - Making our voices heard
  - Members of same community
  - Golden Rule
  - State motto
Remember - write in reverse!

3 components in order of writing

Call to action
Why it matters
Local & timely hook
Remember – submit in order!

3 components in order of submission

Call to action

Why it matters

Local & timely hook
100 percent of unsent media never gets published!

Submitting your LTE:

• Check the paper’s website for how to submit – usually via e-mail or an online form

• You can also submit it on the RESULTS website (https://results.org/volunteers/action-center/)
Additional Tips

• Always check your word count.
  • Check your paper’s website for word limits; LTEs generally 150-250 words

• Just write.
  • If you’re stuck, just start writing. Get into the flow. You can worry about length, cohesion, etc. in editing.

• Be persistent and patient – keep at it!
  • If paper doesn’t publish, try again or try another

• Leverage your media
  • Send copies of your media to relevant congressional aides
  • Share on social media
  • Urge others to respond to your media
  • Let RESULTS know at https://results.org/report-media
November Action

Get media published on the Child Tax Credit and global tuberculosis.

Help us get a combined **100 media pieces published in November**!

**TAKE ACTION!**

- **If you have two minutes...** personalize the media templates on our website and hit send!

- **If you have twenty minutes...** use our November Action Sheets to draft your letters to the editor and send them to your local newspaper.

  If you need help with your letters, please contact Jos Linn for assistance.
Fall 2022 Campaign Resources

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/
Fall Outreach Campaign
Join our special, post-election U.S. and Global Poverty Policy Forum

RESULTS Post-Election Webinar: What's next in the fight against poverty?
Thursday, November 17, 8:30-9:30 pm ET

This is a fantastic opportunity for new and current advocates to get informed, energized, and motivated to move our U.S. and global poverty agenda forward!

Register at:
https://results.zoom.us/meeting/register/tJAufu6upj8sG9c2Hx6HFenFh3vC3IgsLcqO

Use our outreach guide to make it easy to invite people to attend
Breakout Rooms

Who have you invited or who do you plan to invite to the Post-Election Webinar?
Apply for the 2023 Experts on Poverty Cohort

results.org/experts-on-poverty

Deadline is November 30
GivingTuesday November 29

This year our fall Peer-to-Peer fundraiser will take place on just one day, **GivingTuesday, November 29**. Just like advocating, fundraising is a powerful way to raise awareness and secure funding for the critical work ahead in 2023.

Following the midterm elections, many people will be looking for a way to continue engaging in our democracy and improving the world. We have the opportunity to share our stories and successes, while raising resources to help fund our work. Not everyone has the time or inclination to join a RESULTS group, but you can inspire friends and family to take action against poverty by asking them to support you as a volunteer and give to RESULTS on GivingTuesday.
Our goal for this GivingTuesday fundraiser is to increase the number of donors to our organization. Each participant sets their own goal for how many donations they can inspire on GivingTuesday. Every donation of any size counts.

Visit www.results.org/donate/fundraise to create your own fundraising page and view a GivingTuesday toolkit with email and social media templates, fundraising tips, and helpful information!
Apply for the 2023 RESULTS Fellowship

results.org/fellowship

Deadline is November 30
Grassroots Board Town Hall

“Amplify Grassroots Capacity”
November 10, 9:00 pm ET

RESULTS now faces great opportunities to fulfill our mission but must amplify the capacity of our volunteers. What will it take to become more capable and increase our impact? How do we inspire members of Congress before the year’s end?

This Town Hall will be a focused discussion, please come to share your needs, ideas, and resources. We will include a brief update on the Board of Directors, a review of resources provided by staff, inspiring shares of volunteers’ successes, and a detailed discussion on amplifying our capacity to impact Congressional action.

Join at: https://results.zoom.us/j/96979080608
Embracing our Anti-Oppression Values

Diversity and Inclusion 101: Implicit Bias, Microaggressions and Understanding of Systemic Racism and Oppression

November 15, 8:30-10:00 pm ET

https://tinyurl.com/November15DI

December 1, 12:00-1:30 pm ET
https://tinyurl.com/December1DI
Partner Org. Webinars

Global Allies Program: Partners Ending Poverty with Returned Peace Corps Volunteers
November 10, 8:30 pm ET
Register: https://results.zoom.us/meeting/register/tJEld-Ggqz4vG9ObuUh2QzlbQnMK94FaCDVb

Together Women Rise partnership webinar
November 15, 8:30 pm ET
For more information:
https://togetherwomenrise.org/advocacy/results-partnership/
Learning and Sharing Opportunities

Action Network Managers webinars (your choice)
November 16
Register for 12:30 pm ET webinar: https://tinyurl.com/RANMW1230
Register for 8:00 pm ET webinar: https://tinyurl.com/RANMW9

Media Office Hour
November 16, 2:00 pm ET
Join via Zoom at https://results.zoom.us/j/93668005494
or (312) 626-6799, meeting ID 936 6800 5494.
Learning and Sharing Opportunities

U.S. Poverty Free Agents
November 15, 1:00 pm ET and 9 pm ET (your choice)
Contact Jos Linn at jlinn@results.org for information on how to join.

Global Poverty Free Agents
November 28, 7 pm ET
Contact Lisa Marchal at lmarchal@results.org for information on how to join.
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).
See you next month!

Join the

November National Webinar

Saturday, December 3 at 1:00 pm ET

Register at: https://results.zoom.us/meeting/register/tJ0pc-2spjkiY3WkF4QbtgAWikteQvMT2A
Make your voice heard on November 8 – VOTE!

Photo courtesy of Unsplash