



**results**

# **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



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**Media Training**

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

Source: Congressional Management Foundation, 2017

# Letters to the editor

results

## 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

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### 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 45 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)

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

## 3 components

Local & timely hook

Why it matters

Call to action



# 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

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

## 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

## 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



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## 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

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## 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

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## 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 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

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## 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



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

# Timely



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- **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](https://news.google.com).
- Follow papers on social media

The New York Times



THE DENVER POST



**Denver's Warren Village helps single parents and their families with affordable housing, child care**

***Scientists Are Gaining on R.S.V., a Persistent Threat to Children***

Vaccines and treatments are in trials, but the virus remains a leading killer of infants worldwide.

# Timely

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

*Detroit Free Press*

ELECTIONS

**Election 2022 in Michigan: Your top ballot questions, answered**

**Leaf Chronicle**

WEATHER

**Clarksville Frost Advisory in effect Thursday morning**

*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!**

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## **3 components in order of writing**

Call to action

Why it matters

Local & timely hook

**Remember – submit in order!**

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# **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 150-25- 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

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

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

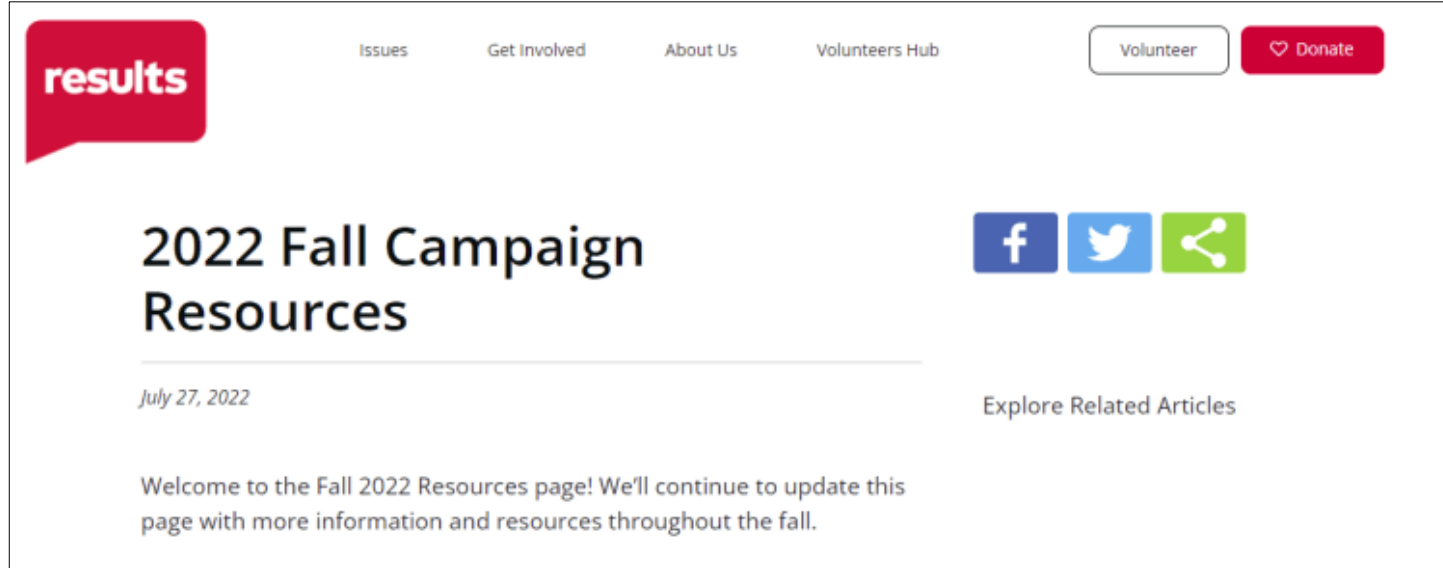
Help us get a combined **100 media pieces published in November!**

## 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

The logo for 'results' is displayed in white lowercase text inside a red speech bubble shape.A screenshot of the 'results' website's '2022 Fall Campaign Resources' page. The page features a navigation bar with the 'results' logo on the left and links for 'Issues', 'Get Involved', 'About Us', and 'Volunteers Hub' in the center. On the right side of the navigation bar are two buttons: a white 'Volunteer' button and a red 'Donate' button with a heart icon. Below the navigation bar, the main heading '2022 Fall Campaign Resources' is prominently displayed. To the right of the heading are three social media icons: Facebook, Twitter, and a general share icon. Below the heading is a horizontal line, followed by the date 'July 27, 2022' on the left and the text 'Explore Related Articles' on the right. At the bottom of the page, a welcome message reads: '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/>



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**Fall Outreach Campaign**

# Join our special, post-election U.S. and Global Poverty Policy Forum

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

***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/tJAufu6upj8sG9c2Hx6HFenFh3vC3lgsLcqO>

**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](https://results.org/experts-on-poverty)

*Deadline is November 30*



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**GivingTuesday 2022**

**Friends & Family Fundraiser**

# *GivingTuesday November 29*

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

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 RESULTS SPEAK FOR THEMSELVES

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

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](https://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!



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**Announcements**

# Apply for the 2023 RESULTS Fellowship

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

[results.org/fellowship](https://results.org/fellowship)

*Deadline is November 30*

# Grassroots Board Town Hall

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

## **“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

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

## **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-Ggqz4vG9ObuUh2QzIbQnMK94FaCDVb>

**Together Women Rise partnership webinar**

**November 15, 8:30 pm ET**

For more information:

<https://togetherwomenrise.org/advocacy/results-partnership/>

# Learning and Sharing Opportunities

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## 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

The logo for 'results' is located in the top right corner. It consists of the word 'results' in a white, lowercase, sans-serif font, centered within a red speech bubble shape that points downwards.

## **U.S. Poverty Free Agents**

November 15, 1:00 pm ET and 9 pm ET (your choice)

Contact Jos Linn at [jlinn@results.org](mailto: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](mailto:lmarchal@results.org) for information on how to join.



# 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).

# See you next month!

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

## 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](#)

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**@RESULTS\_Tweets**



**/RESULTSEdFund**



**@voices4results**

**[www.results.org](http://www.results.org)**