

The logo for RESULTS is a white speech bubble with rounded corners and a tail pointing towards the bottom-left. Inside the bubble, the word "results" is written in a bold, lowercase, red sans-serif font.

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**RESULTS National Webinar**

**Who Deserves to Be Poor? Work and Income  
Requirements as Tools of Oppression**

**October 14, 2023**

# Welcome!

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

## Lakeisha McVey

Senior Associate, Experts on Poverty

RESULTS

Des Moines, IA

## Our Values & Resources

*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.*

**Read our full anti-oppression values statement here at [results.org/values](https://results.org/values).**

Check out the [2023 Fall Anti-Oppression Workshop Schedule](#) for training opportunities.

**Find these resources and more at [results.org/volunteers/anti-oppression](https://results.org/volunteers/anti-oppression):**

- Resource Guides from our Diversity & Inclusion trainings, including:
  - Interrupting Microaggressions
  - Creating Space for Critical Conversations
- Information on how RESULTS responds to oppressive incidents

# Welcome!

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**Joanne Carter**  
RESULTS Executive Director



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**Music Break!**



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**Laser Talk Training Using the E.P.I.C. Format**



# Kazmyn Ramos

Expert on Poverty  
Indianapolis, IN

# Overview



- What is a laser talk?
- How do you prepare to create one?
  - Step 1: Know Yourself
  - Step 2: Know Your Audience
  - Step 3: Know the Message/Ask
- Bringing a laser talk together using the E.P.I.C. format
- Q&A



# What is a laser talk?

**A laser talk is a short, compelling pitch you can use as a starting point to influence someone to take action on an issue.**

How/where can you use a laser talk?

- Lobby Meetings
- Townhalls
- To write a letter to the editor (LTE)

**How do you prepare for  
a laser talk?**

# Step 1: Know Yourself

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What is your story?

Why do you volunteer with RESULTS?

Why are you passionate about the issues RESULTS advocates on?



## Step 2: Know Your Audience

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Who is your member of Congress?

What do you know about them and their values?

What connections exist between you, the issue, and your member?

## Step 3: Know Your Message

What issue do you want addressed?

Why is this issue important? Why does it matter?

What are you asking your member of Congress to do about it?

# The E.P.I.C. Format

**E** is for **Engage** the audience

**P** is for state the **Problem**

**I** is for **Inform** on the solution

**C** is for **Call to Action**

## E – Engage

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What fact or personal statement will grab your member of Congress's attention?

Example:

The recently released Census Bureau data showed the poverty rate in 2022 was 12.4%, an increase of 4.6% from 2021. This is the first increase in the overall poverty rate since 2010.

[Source: Sept 12 Census Bureau Press Release](#)

# P – Problem

What is the problem? Why does it matter? How does it impact you or your community?

Example:

Under current income requirements, 19 million children live in homes that do not receive the full benefit of the Child Tax Credit (CTC).

Seventeen million of these children have parents with jobs, and they disproportionately come from rural areas.



# I – Inform

What is the policy solution?

Example:

When the CTC is paid monthly and the reaches more families, especially those earning the lowest incomes, it helps provide economic stability.

# C – Call to Action

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Ask a yes or no question. What do you want your member of Congress to do?

Example:

Will you speak to your colleagues on the Ways and Means Committee or Senate Finance Committee about expanding the CTC so that more working families with low incomes receive the full benefit?

# Final Laser Talk using the E.P.I.C format

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The recently released Census Bureau data showed the poverty rate in 2022 was 12.4%, an increase of 4.6% from 2021. This is the first increase in the overall poverty rate since 2010.

Under current income requirements, 19 million children live in homes that do not receive the full benefit of the Child Tax Credit (CTC). Seventeen million of these children have parents with jobs, and they disproportionately come from rural areas.

When the CTC is paid monthly and reaches more families, especially those earning the lowest incomes, it helps provide economic stability.

Will you speak to your colleagues on the Ways and Means Committee or Senate Finance Committee about expanding the CTC so that more working families with low incomes receive the full benefit?

# Questions?

# Resources

- [Crafting an EPIC Laser Talk Worksheet](#)
- [Researching your member of Congress](#)
- [Child Tax Credit \(CTC\) Leave Behind](#)
- [Example CTC EPIC Laser Talk](#)
- [1-Minute Video: How to Create an EPIC Laser Talk](#)

# Breakout Rooms



Start drafting your EPIC Laser Talk based on what you heard today and your own experience



**Let's hear your  
EPIC Laser Talks!**

**Any last questions?**



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**Next Steps & Announcements**





**Joanna DiStefano**  
Senior Associate  
Grassroots Impact

# Bringing it all together

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**How will I use what I've  
learned today?**

# Build the Buy In Campaign

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- **250 media pieces** from Sept. 1 through the end of the year
- At least **1 media piece published in all 50 states**
- At least **1 media piece published by each RESULTS group and Free Agent**

# Build the Buy In Campaign cont.

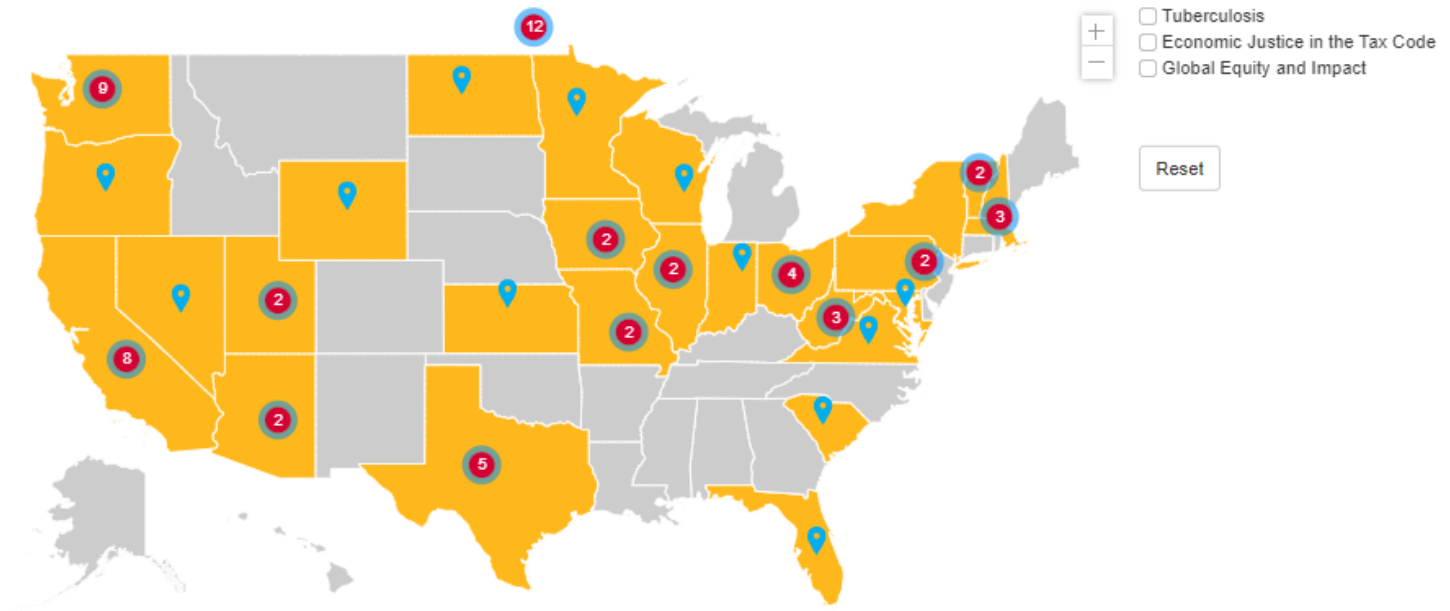
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- **Total media - 70**
- **States with published media - 27**
- **Groups published - 26**

# Let's fill this map!



Total Media Published: 70



# Build the Buy-In Campaign

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## RESOURCES

- Build the Buy-in page: <https://results.org/build-the-buy-in>
- Media actions: <https://results.org/volunteers/action-center/action-alerts>
- Working with the media: <https://results.org/volunteers/media-tools>
- 2023 Grassroots Media Packets: <https://results.org/resources/2023-grassroots-media-packets>
- Report published media: <https://results.org/report-media>

# Living our AO Values



- **Acknowledge responsibility to act**
- **Commit to being there**
- **Seek out more perspectives and skills**

# Apply for the 2023 Experts on Poverty Cohort



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

*Deadline is November 30*



# Experts on Poverty Program Information Session

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Hear from program lead, Lakeisha McVey, and a current Expert on Poverty about what the program is all entails and to ask questions.

**Tuesday, October 24, 12:00 pm ET**

Registration: <https://tinyurl.com/oct24infosession>

**Tuesday, November 7, 8:00 pm ET**

Registration: <https://tinyurl.com/nov7infosession>

# RESULTS Grassroots AO Learning Community

Join the AO Learning Community – a discussion group to advance RESULTS' anti-oppression learning.

**Join our next meeting**  
**Friday, October 20, 12:00 PM ET**

**Register:**

**<https://tinyurl.com/AOlearningcommunity>**



# Thank you for joining us!

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*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 next  
**RESULTS National Webinar**  
**Saturday, November 4 at 1:00 pm ET**

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**@RESULTS\_Tweets**



**/RESULTSEdFund**



**@voices4results**

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

# Upcoming In-Person Events

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- **Oct 21 – Capital Regional Conference – Winchester, VA**
  - Contact Joanna DiStefano – [jdistefano@results.org](mailto:jdistefano@results.org)
- **Oct 21 – Midwest Regional Conference – St. Louis, MO**
  - Contact Jos Linn – [jlinn@results.org](mailto:jlinn@results.org)
- **Oct 21 – Western North Carolina Fall Advocacy Social – Hickory, NC**
  - Contact Emily Bird - [movewithemily@gmail.com](mailto:movewithemily@gmail.com)
- **Dec 2 – Northern California – Oakland, CA**
  - Contact Sarah Izabel - [izabelss@alumni.vcu.edu](mailto:izabelss@alumni.vcu.edu) or Sue Oehser - [soehser@earthlink.com](mailto:soehser@earthlink.com)

# In-Person Events Support

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## *Event Planning and Outreach Office Hours*

**Thursday, November 9, 2:00 pm ET**

**Thursday, December 14, 2:00 pm ET**

Join via Zoom at <https://results.zoom.us/j/98524229370> or call (312) 626-6799, Meeting ID: 985 2422 9370. No registration required.

*Or message Joanna DiStefano ([jdistefano@results.org](mailto:jdistefano@results.org)) to set up a time to talk through your plans.*

# Free Agents Webinars

## U.S. Poverty Free Agents

**Tuesday, October 17, 1:00 pm ET and 8:00 pm ET (your choice)**

Contact Jos Linn at [jlinn@results.org](mailto:jlinn@results.org) for information.

## Global Poverty Free Agents

**Monday, October 23, 7:00 pm ET**

Contact Lisa Marchal at [lmarchal@results.org](mailto:lmarchal@results.org) for information.



# Partner Organization Webinars

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**Together Women Rise partnership webinar**

**Tuesday, October 17, 8:30 pm ET**

Join at <https://tinyurl.com/TWRRP>

**Global Allies Program: Partners Ending Poverty  
with Returned Peace Corps Volunteers**

**Thursday, November 9, 8:30 pm ET**

Register at <https://tinyurl.com/GAPSummer23>

# Other Support Calls

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## Action Network Managers Webinar

**Wednesday, October 18, 12:30 pm and 8:00 pm ET**

[Click for the 12:30 session](#); [Click for the 8:00 session](#)

No registration required.

# Group Leader Training Series

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

Are you a current (or even aspiring) RESULTS Group Leader? You are welcome to this four-part learning series to be held on four successive weeks starting **October 18, from 8:00-10:00 pm ET.**

Based on a series of trainings held 2015-2018, these interactive sessions will get you in touch with fellow Group Leaders, offer encouraging information about leadership itself, give you practical tools for leading your RESULTS group, and provide some fun.

[Register today!](#) Questions? Contact [Lisa Marchal.](#)

# October Policy Forums

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**Thursday, October 19**

**U.S. Policy Forum, 8:00 pm ET**

Focus:

Register: <https://tinyurl.com/USPFSEPT23>

**Global Policy Forum, 9:00 pm ET**

Focus:

Register: <https://tinyurl.com/GPFSEPT23>

# RESULTS Merchandise Shop

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

- RESULTS Merchandise Shop linked at the bottom of every page
- **results.threadless.com**



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Reach out to **communications@results.org** with any questions