

## Action Workshop Agenda

Are you looking to expand your advocacy impact in your community? Below is a sample agenda and script to invite people into action, which is a great way to inspire people. Adapt the 60-minute agenda below to suit your group. If you need assistance with an online platform, like Zoom, for your meetings, contact Lisa Marchal at [lmarchal@results.org](mailto:lmarchal@results.org).

### I. Setting the Stage – 15 Minutes

#### **2 min: Welcome and acknowledge people for being there.**

*“There are a lot of ways you could be spending your time, and I want to thank all of you for joining us and learning more about how YOU can play a role in the movement to end poverty. Let’s share a bit about why we’re here.”*

#### **3 min: State the purpose of the meeting.**

*“Our purpose today is to inspire you all about the difference you can make, working with others, to create the political will to end hunger, poverty, and inequity. In the next few minutes, we’ll . . .*

- *Learn a bit about RESULTS, the group organizing this.*
- *Learn about an issue of poverty.*
- *Take powerful action on the issue.*
- *And, finally, see who is interested in continuing to make a difference with RESULTS.”*

#### **10 min: Center the room and do introductions.**

*“Let’s see who’s here and get in touch with why we are here. Please give us your name and tell us briefly why acting on the issue of poverty is important to you.”*

### II. The Basics of RESULTS – 10 Minutes

*“RESULTS is movement of passionate, committed, everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. As volunteers, we receive training, support, and inspiration to become skilled advocates. In time, we learn to effectively advise policy makers, guiding them toward decisions that will improve access to health, education, and economic opportunity. Together we realize the incredible power we possess to use our voices to change the world. ”*

1. Share our values (<https://results.org/values>) via the “Share Screen” function on Zoom.

3. Share an example of a recent success. Perhaps it is a victory on one of our issues, e.g., passage of a bill or signers onto a letter. It could also be a local success, like a recent meeting with your member of Congress or a powerful media piece your group got published.
4. Share a local example of RESULTS' role in creating change (perhaps a way in which you moved a legislator to take action).
5. A few more details if you have time. Tailor these to reflect what your group does:
  - *"Our local RESULTS group meets twice per month to plan and take action."*
  - *"During one of our meetings, we connect to a national webinar to learn about an issue, learn to speak powerfully, and take action to influence Congress."* Give an example someone you heard or something you learned on a national webinar.
  - *"We also develop plans for influencing our decision makers through face-to-face meetings, the media, and other community actions."*

### **III. Issues and Action Component - 30 Minutes**

1. Read the current Action Sheet together as a group, either silently or out loud.
2. Ask if people have any questions about the issue.
3. Facilitator shares why this issue is important to them and then asks if anyone else would like to share their thoughts or comments about the issue.
4. Urge folks to take the action together. You can have people write silently, break into pairs to work together, or collaborate as a group.
5. After writing your letters, ask for volunteers to read their letters aloud for feedback and encouragement.
6. Strategize on how best to maximize the impact of your letters. If letters to Congress, who will follow up with the office after they are submitted, If letters to the editor, will you submit them all to the same paper or try different papers in your state? How will you track to see if any letters get published? If you do get published, who will send the media to the relevant aides in Washington, DC.
7. Work with attendees to find how best to submit your letters. If letters to members of Congress, have the point person gather letters and e-mail them to the relevant congressional aide or mail/deliver them to the local office in your area. If letters to the editor, find the best way to submit the letters (via e-mail or online form). You'll often find this information on the paper's website under "Opinion".

8. Debrief on taking action.

- *“How did it feel to write your letter?”*
- *“Is there something you would do differently the next time?”*
- *“Does this excite you to take more actions on poverty issues?”*

## **IV. Invitation to Attend the Next Meeting & Closing – 5 Minutes**

*“Thank you all for coming. We appreciate you taking time to make a difference on these important issues. No action is too small to create change. As anthropologist Margaret Mead said, ‘Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.’*

*“Who would be interested in taking action like we did today? If you enjoyed this experience, as we noted before, we meet twice each month as a group to take action such as writing letters, generate media, and meet with our members of Congress to talk about these issues face-to-face. Who would like to join us? Our next meeting is \_\_\_\_\_. Also, if you would like a little more information on RESULTS – we have a great, short orientation program you can attend.”*

Hand out of sign-up sheet, or link to online sign-up form or sheet for a virtual meeting, to capture contact information: name, phone, email, address. Add them to your Action Network list in your Group Roadmap and stay in touch with them. Be sure to follow up with those who expressed interest in coming back to thank them individually, check up on the results of their action, and remind them of your next meeting.

For those who only want to take action on occasion, please contact Sarah Leone (sleone@results.org) about Action Networks. Sarah can provide support on how to start one, and get you connected to the larger Action Network Manager community. Additionally, she can advise you on managing, engaging, and conducting outreach for your Action Network.