

RESULTS Guide for 2025 Group Roadmaps

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

Getting Ready

It's time again to plan for success! Each year, RESULTS groups and advocates gather to discuss shared responsibilities, interests, and goals, and use that information to form a Group Roadmap for the year. This roadmap helps you plan and focus and helps RESULTS staff better coach you to create the political will to end poverty. The process is important, enlightening, and fun.

In January 2025, we begin the year with a new Congress and a new President. If we want Congress to take our priorities seriously, we need to talk to them early. To do that, we will kick off the year with our First 100 Days Campaign. Our goal is that by the end of April, RESULTS advocates will have met with all 100 Senate offices and key leadership offices in the House to talk about our U.S. and global poverty priorities. Your 2025 Group Roadmap is your first step in reaching this goal. So, let's get started.

Here are a few things to do to prepare for a great 2025 Roadmap meeting:

1. Schedule your Roadmap meeting in December or early January so that you can complete it by January 15, 2025.
2. Schedule your Roadmap meeting for at least 90 minutes.
3. Complete your 2025 Roadmap document (Google Spreadsheet) as you plan. Your 2025 Roadmap will be a whole new spreadsheet. But have no fear! It will include the link to your previous Roadmaps.
4. Each person should fill out the [Individual Planning Form](#) *before* your meeting. This will help you create a plan that meets everyone's needs.
5. Use this Guide as you plan. It is helpful in fostering a meaningful and successful discussion.
6. Be creative, be bold, and have fun!

If you don't have the link to your Roadmap or if you have other questions, please contact Jos Linn (jlinn@results.org) for assistance.

Good luck!

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Your 2025 Roadmap Discussion

REVIEW THE STATEMENT OF VALUES

Start your discussion by reading the RESULTS Values Statement together.

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.

Discussion: In light of the new Congress and leadership in the White House, what do these values mean to you? Does everyone in the group agree to respect and practice the RESULTS Values Statement as part of your RESULTS work? What goals does your group have to put these values into action?

CELEBRATE AND ASPIRE

Recall your 2024 accomplishments. What are you and/or your group proud of from your 2024 advocacy work with RESULTS? Is there an action or experience from last year that stands out? Also, what success from 2024 would you like to build on in 2025? What excites you about your 2025 work with RESULTS?

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COMPLETE GROUP NORMS

As a group, how do you want to work together? What behaviors and guidelines will help you be the kind of group you want to be? Take a few minutes to discuss any group norms you would like to establish, e.g., everyone being accountable for taking action, meeting regularly and on time, speaking honestly and respectfully, addressing oppressive behaviors, having fun, etc. Type your norms into the space provided at the top of the Group Roster. Plan to review your norms at the beginning of each RESULTS meeting and change them as needed (reviewing and updating them is particularly helpful when a new group member joins).

PONDER and DISCUSS HOW YOU SEE ADVOCACY WORK

As you begin the formal planning process, take time to envision and discuss what success looks like in 2025. Don't focus on how many lobby meetings you will do or how many media pieces you'll generate just yet. Instead, ask yourselves this question:

How can our group best create the political will to end poverty in our community?

What does it look like in how you meet? In how you interact with each other? In how you share tasks and responsibilities? Don't assume that the old ways are the best ways. Is your group ready for a leadership change? Is it time to switch up roles? Are you providing new people opportunities to step into leadership/shared leadership? These questions are important to ask. If you decide to keep things the same, that's your decision. But please have the discussion. Otherwise, you might be missing opportunities to be stronger, more effective, and more successful.

Once you have explored old and new ways of doing things, each person in the group should ask themselves this question:

How can I best help our group be successful in creating the political will to end poverty?

It is important that each person in your group "finds their fit" in the group. RESULTS groups are not machines, and our volunteers are not cogs in a wheel. Each person is unique and brings specific skills and talents to this work. Don't overlook them – use them! It is in your group's best interest to have people doing what they are good at. And that includes the desire to do something new. Your group will be successful when people feel invested in the work both individually and collectively.

Now let's turn to completing your Roadmap.

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COMPLETE 2025 GROUP ROADMAP TAB

As you complete your 2025 Roadmap, keep in mind the roles, goals, and responsibilities you discussed above. For each section, if you have someone in that particular role, please list that person or persons in your Roadmap.

GROUP HEALTH and SUSTAINABILITY

Who is your Group Leader(s)? Having a strong group leader or leaders is pivotal. The group leader coordinates and manages monthly meetings, communicates with group members, attends regular Group Leader support calls, works with group members to delegate tasks, and takes action. This person is not the boss, but rather the one who helps call others into leadership. Ideally, the Group Leader role is a shared role with at least two people. Please indicate in the Roadmap the person(s) who are your group leaders.

Meetings. In 2025, we strongly encourage groups to meet in-person as much as possible, preferably monthly. Meeting in-person was once a staple of the RESULTS model, but was upended by the pandemic. Meeting together fosters a stronger sense of community and accountability than online-only meetings. Please discuss and indicate when your group will meet each month and how often you will gather in person.

Who coordinates outreach for your group? With a new Congress and Administration, 2025 has the potential to be a great year for outreach. Don't waste this opportunity. Having a designated Outreach and Partnership Coordinator (OPC) will help your group better engage potential advocates and community partners. Holding events, doing 1:1 conversations, tabling, partnering with local organizations, and holding local advocacy trainings are all great ways to get your group's name out in the community. Your OPC can spearhead that. If you have an OPC, please list them in your Roadmap. For more information about being an OPC, please contact Errolyn Gray (egrays@results.org).

Also, please think about what kind of outreach you want to do. Is it targeted to a certain area? Do you have a key member of Congress you want to cover? Indicate any congressional districts you want to expand into in 2025 and articulate specific ways you will reach out into these areas.

Also, we are planning a speaker tour in spring 2025. The tour would feature an international expert visiting several cities to speak about a global poverty issue. In past tours, local RESULTS groups have helped with the planning, promotion, and hosting of local events, meetings, media, and other activities involving the expert. If your group is interested in serving as a stop on the tour, please answer Yes or No (note that answering

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“Yes” does not guarantee that your area will be a stop on the tour). Tour stops will be finalized in early 2025.

Finally, if you want RESULTS staff to run online ads to recruit new people in your area, please answer Yes or No in your Roadmap.

Who oversees welcoming new volunteers to your group? A key part of outreach is retention of new volunteers. Having a New Advocate Mentor (NAM) helps make that process easier. Your NAM works with the group to develop a plan to welcome new people and acclimate them after they join. Please indicate who your group’s NAM will be. Also, discuss what concrete steps your group will take to welcome new people into the group. If you need help with developing your support plan, see our [Group Guide to Welcoming and Supporting New Advocates](#).

Does your group have or want to develop a local Action Network? A effective way to magnify your influence is to create a local Action Network (LAN). Action Networks are made up of people willing to take action on our issues (emails, calls, letters) but not formally join your group. These networks can provide invaluable support for your advocacy, e.g., generating calls and emails on a lobby day, submitting additional media pieces. If you have a LAN or want to build one, an Action Network Manager is a must. This person helps coordinate communication with your LAN, manage memberships, and grow the network. If you have an Action Network Manager, please list that person in your Roadmap and document steps you plan to take to build/support your LAN in 2025. For more information, please contact Sarah Leone (sleone@results.org).

WORKING WITH CONGRESS

RESULTS’ bread and butter is building influence with members of Congress, through meetings, phone calls, emails. Building trust and influence takes time and planning. Please fill out this section of your Roadmap in as much detail as possible.

- Use the menu to choose the representative(s) and senators your group covers.
- List the Point Person(s) for each member of Congress (MoC). Congressional Point People manage relationship-building with congressional offices, such as scheduling meetings, contacting/working with relevant aides, and monitoring MoC actions on our issues. If you have more than one point person for a lawmaker, list each of them and what issues they focus on.
- Indicate the last time your group met with the congressional office.
- Indicate when you will submit a request to meet with each office for our First 100 Days Campaign.

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- Rank as best you can where this person is currently on the [RESULTS Champion Scale](#) for our U.S. and global poverty issues. Seeing how MoCs move up the scale is a great way to measure progress throughout the year.
- Discuss and document at least three specific actions your group will take in 2025 to move each member up the Champion Scale, (e.g., lobby meetings, getting to know key aides, mentioning lawmakers in media, growing your Action Network, etc.).

If your group covers more members of Congress than there is space for in the form, please contact Jos Linn (jlinn@results.org) for help in adding room for more MoCs in your Roadmap.

INFLUENCING POLICY WITH MEDIA

Media can play a powerful role in influencing policy on our issues. RESULTS volunteers have gotten thousands of media pieces published over the years. Generating media should be a regular part of your advocacy. As you look to 2025, please discuss how you want to use media to influence policy. Indicate how many media pieces, and what kinds, you want to get published during the year. Think big. If you are experienced at letters to the editor, try for an op-ed or editorial. Also, lay out a plan for how you will leverage published media to influence lawmakers (e.g. sending them to lawmakers, promoting to action networks, sharing on social media). If someone is willing to coordinate your media activities, please list them as your Media Point Person.

SUPPORTING THE WORK OF RESULTS

RESULTS volunteers and supporters play a critical role in ensuring we have the resources to carry out our mission. Fundraising through in-person events in your community and online friends and family fundraisers are great ways to raise money, strengthen your group, and spread the word about your important work to end poverty.

Does your group plan to fundraise for RESULTS in 2025? If so, who will coordinate those activities for your group? Also, what is your goal? Would you like to raise a certain amount of money, secure a particular number of gifts, hold a team peer to peer fundraiser (or support several group members to launch peer to peer fundraisers), plan an in-person fundraising event, or something else? If you have any questions, thoughts, or ideas regarding group fundraising, please contact RESULTS Director of Development Melissa Strobel at mstrobel@results.org.

OTHER PLANS, ROLES, OR STRATEGIES. What other exciting activities do you plan to do in 2025? If your group has created other roles not outlined above (see our [comprehensive list of roles](#)), please list them and the persons taking them on.

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COMPLETE THE GROUP ROSTER TAB

To complete your Roadmap, please fill out your Group Roster. ***We cannot stress enough the importance of an accurate roster.*** This is our most accurate census of our groups each year. It shows us which offices we cover, what roles are being filled, and how to contact you. We use this information target specific actions and messages to volunteers for maximum impact.

For 2025, we have created a new Roster sheet. You can certainly transfer information from your previous roster if you like, but if you do, *please carefully review and update the information for each person.* This includes updating who is “currently active” in your group. “Active” is defined as someone who attends group meetings, regularly takes action, and stays in communication with the group. Finally, please make sure to fill out which House member each person is a constituent of.

FINISH THINGS UP

As you complete your Roadmap, please remember that it is meant to be a living document. We encourage you to revisit your Roadmap at least once during the year. If your goals change, be sure to note that. Also, any time the make-up of your group changes (e.g., adding new volunteers), please note that in your Group Roster. Similarly, if someone changes roles during the year, change that in the roster as well.

RESULTS staff and volunteer Regional Coordinators are here to help you. Helping you create an inspiring and achievable 2025 Roadmap is our priority. Please do not hesitate to reach out if you need help. Also, if you have questions about the online Roadmap forms, please contact Jos Linn (jlinn@results.org). Again, **please complete your new Roadmap and updated Group Roster by January 15, 2025.** Once you do...

Congratulations! Your 2025 Roadmap is done!