Organizing Training: “I Gotta Do Something!”
Engaging New Advocates in Uncertain Times

May 6, 2020
Objectives

1. Identify barriers to getting involved in advocacy with RESULTS
2. Learn from each other how one can overcome those barriers
3. Review tools & practices for helping new advocates overcome barriers to engagement
## Expansion #s

<table>
<thead>
<tr>
<th>Fall (Aug-Dec) 2019: Busy Time</th>
<th>Spring (Jan-April) 2020: Slower</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Inquiries: 347</td>
<td>Inquiries: 533</td>
</tr>
<tr>
<td>• Oriented: 101</td>
<td>Oriented: 141</td>
</tr>
<tr>
<td>• Intros to groups: 96</td>
<td>Intro to Groups: 103</td>
</tr>
</tbody>
</table>
Unprecedented Interest = Opportunity

How do we seize it?
Motivation Must Be Greater than Barriers to Entry
What are the Barriers?

Don’t know the issues
Feel like an outsider
Never did this before
Overwhelm
Exercise

Take 2 Minutes to Answer this Question:

Thinking about your experience of getting involved in RESULTS, what was the turning point or critical moment when you decided to become a RESULTS advocate or to stay involved with RESULTS?
Exercise

Take 2 Minutes to Answer this Question:

What barriers did you overcome to get involved with RESULTS? How did you overcome them?
What are the Barriers?

• It’s overwhelming
• I could never be as good as “they” are at this
• I don’t know anything about these issues
• I’ve never done advocacy—it seems hard
• Nobody cares I’m around—I don’t feel welcome
• Hard to get to know people—I feel like an outsider
• The group isn’t organized—I don’t know when they meet
• There’s so much lingo
• I don’t think this really makes a difference
Based on Your Experience, How Can We Help New People Overcome Each Barrier?

• It’s overwhelming
• I could never be as good as “they” are at this
• I don’t know anything about these issues
• I’ve never done advocacy—it seems hard
• Nobody cares I’m around—I don’t feel welcome

• Hard to get to know people—I feel like an outsider
• The group isn’t organized—I don’t know when they meet
• There’s so much lingo
• I don’t think this really makes a difference
Other Barriers You Came Up With
What would a first conversation with someone who is newly interested sound like?
Some Tools

• Engagement Process Chart
• “Organizing” Practices
• Ladder of Engagement
Engagement Process

Don't know if I can make a difference, but want to try
### Organizing vs Mobilizing

<table>
<thead>
<tr>
<th>Organizing</th>
<th>Mobilizing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizing is about leadership development and growing long-term people</td>
<td>Mobilizing is about getting the most # of people to take an action to</td>
</tr>
<tr>
<td>power</td>
<td>demonstrate broad support</td>
</tr>
<tr>
<td>Personalized Communications (1:1s)</td>
<td>Mass Communications</td>
</tr>
<tr>
<td>Relationship Based</td>
<td>Not Relationship Based</td>
</tr>
<tr>
<td>High value for time</td>
<td>Low value for time</td>
</tr>
</tbody>
</table>
Organizing Characteristics

1. Relationship
   - Give volunteers work that bring them in contact with others

2. Agency
   - Provide strategic autonomy on how the work is done

3. Purpose
   - Show volunteers how their work fits into the bigger picture—the campaign, the change they are creating in the world
Ladder of Engagement

• Let’s navigate there

Opportunities

1. Writing LTEs: Both May Action Sheets focus on media. You can do this remotely.
2. International Conference: have people in your network register before 5/26 to lobby.
3. Other ideas?
Resources

- Where you’ll find this recording and resources: https://results.org/volunteers/training-webinars/
- Organizing: https://results.org/orientation-and-advocacy-training/
- Engagement Process Chart: In these slides.