

The word "results" is written in a bold, lowercase, sans-serif font in red. It is centered within a white speech bubble that has rounded corners and a small tail pointing towards the bottom-left. The speech bubble is set against a solid red background.

**results**

**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

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

Fall (Aug-Dec) 2019: Busy Time

Spring (Jan-April) 2020: Slower

- Inquiries: 347
- Oriented: 101
- Intros to groups: 96

Inquiries: 533  
Oriented: 141  
Intro to Groups: 103



**Unprecedented Interest = Opportunity**

**How do we seize it?**

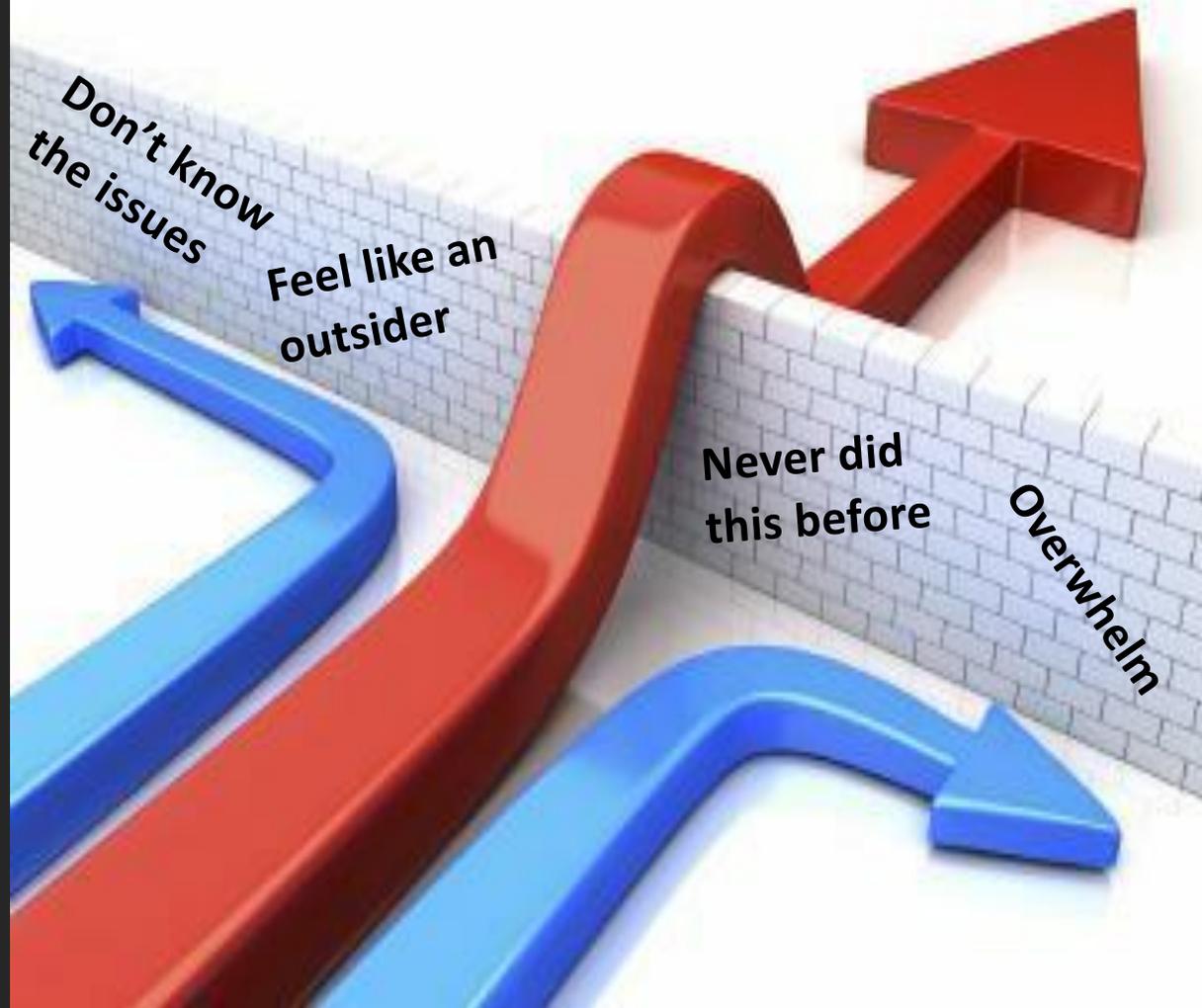
**Motivation  
Must Be**

**Greater than**

**Barriers to  
Entry**



# What are the Barriers?



# Exercise

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

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?

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

- 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?

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

- 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



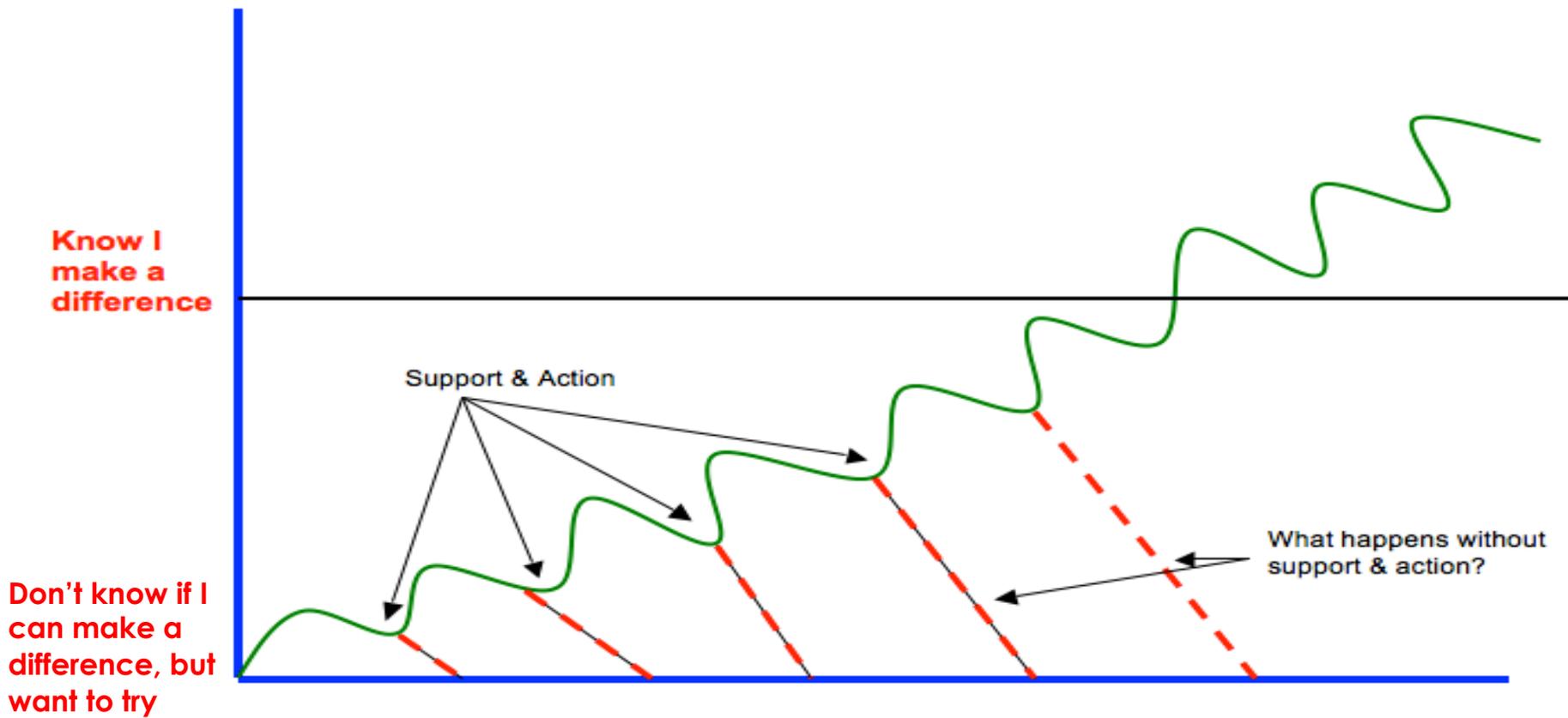
**What would a first conversation  
with someone who is newly  
interested sound like?**

# Some Tools



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

# Engagement Process



# Organizing vs Mobilizing

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

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

# Organizing Characteristics

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

## 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
- Link: <https://results.org/wp-content/uploads/The-RESULTS-Ladder-of-Engagement-Jan-2020.pdf>

# Opportunities

The logo consists of a red speech bubble shape pointing downwards, containing the word "results" in white lowercase letters.

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/>
- Ladder of Engagement: <https://results.org/wp-content/uploads/The-RESULTS-Ladder-of-Engagement-Jan-2020.pdf>. In GL Training Module 2
- Engagement Process Chart: In these slides.

**results**

 [@RESULTS\\_Tweets](https://twitter.com/RESULTS_Tweets)

 [/RESULTSEdFund](https://www.facebook.com/RESULTSEdFund)

 [@voices4results](https://www.instagram.com/voices4results)

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