

AMPLIFY EVERY VOICE

A MEDIA CAMPAIGN TO END POVERTY

Raise your voice on our poverty priorities in the media.
Every story. Every voice. Every time.



Our voices.
Our communities.
Our power.
END POVERTY.

ABOUT THE CAMPAIGN

As part of the **Amplify Every Voice** media campaign, we encourage every advocate to write and submit a piece of media—such as a Letter to the Editor, op-ed, or guest column—on our poverty priorities.

Consider reaching out to a friend, family member, action network member, or local community partner and inviting them to submit media. This will build our power and amplify our message to members of Congress to take action.

TOGETHER, WE AMPLIFY OUR IMPACT.

The more voices we elevate, the stronger our message to decision-makers.

OUR POVERTY PRIORITIES



Increase Rental Assistance

More resources for people struggling to afford a safe, stable place to call home.



Make the Child Tax Credit Expansion Permanent

Keep lifting children and families out of poverty and building a stronger future for us all.

KEY ACTIONS FOR ACTION NETWORK MANAGERS

Lead your network through these simple steps.

- 1 RECRUIT** Invite members, friends, family, and partners to add their voice.
- 2 WRITE** Encourage them to write a Letter to the Editor (LTE), op-ed, or guest column on our priorities.
- 3 SUBMIT** Keep them find the right outlet and submit their piece.
- 4 AMPLIFY** Share and celebrate published pieces to build momentum and inspire more voices.
- 5 FOLLOW UP** Thank contributors, celebrate publications, and invite others to take the next step.

PLAN A LETTER WRITING GATHERING

Use the sample outreach agenda to host a letter writing gathering in your community or online.

[Access the agenda here.](#)

THE LADDER OF ENGAGEMENT

Everyone can take a step.
Every step moves us closer to change.



Meet people where they are. Invite them up the ladder. Celebrate every step forward!

SUCCESSFUL ACTION NETWORK MANAGEMENT



DON'T OVERUSE YOUR NETWORK

Activate your network at key moments—not every week. Keep it meaningful and respectful.



BE STRATEGIC

If there's no immediate action, share a powerful article, invite for coffee, or say thank you. Keep the connection warm and two-way.



DON'T BE THE ONLY KEEPER

Share leadership with a trusted co-manager so your network can be activated and supported—even when you're unavailable.



KEEP THE DOOR OPEN TO RESULTS

Invite your entire network to every opportunity. Consistently keeping the welcome mat out increases the chances of someone becoming a RESULTS advocate.



CELEBRATE & SAY THANK YOU

Recognize every submittal and publication. Appreciation builds a strong, sustainable network.