

# Advocacy Action Meeting

The logo for RESULTS, featuring the word "results" in white lowercase letters inside a red speech bubble shape.

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 new to advocacy to take action, and to build our power and influence.

Adapt the 60-minute agenda below to suit your meeting goals and objectives. Invite your group members to take a role in planning and facilitating the different parts of the meeting agenda.

## 1.) Setting the Stage – 5 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. [write to our members of Congress, write letters to the editor or other media pieces, etc.]
- 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.”*

## 2.) The Basics of RESULTS – 10 Minutes

- *“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.”*

### **3.) 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,** share resources where they may learn more: laser talks, templates on our Action Center, leave behinds, etc..

**3. Ask if anyone else would like to share their thoughts or comments about the issue.**

**4. Take the action together: [write the letter to Congress or letter to the editor] .**

Share an example of a letter you have written. 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. Support attendees to find how best to submit your letters.**

- Letters can be sent either directly to the office of the member of Congress, on the news publication website or via email, or on the RESULTS website (via [the Action Center](#)).
- 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."
- For additional guidance, check out resources under "[Working with the Media](#)."

**7. Strategize 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.

#### 8. Debrief on taking action.

- “How did it feel to write your letter?”
- “Would you be interested in taking more actions on poverty issues?”

## 4.) 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. 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.”*

- **If working with a partner organization:** give them an opportunity to share their upcoming activities and priorities, especially highlighting where they intersect with RESULTS’ priorities.
- **If working with individuals:** 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.