

Champion Scale Tool

Members of Congress (MoCs) don't often come into office as champions on poverty issues. The Champion Scale is a tool to help us move MoCs, step by step, toward becoming champions poverty issues. Use this tool to assess decision makers, develop strategies, track learning and progress, and celebrate progress.

Member of Congress Name	Point Person	RESULTS Group
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Issue	Date
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Tips for getting started with this tool

- ❑ Research the MoC's background and voting history on the issues at www.results.org.
- ❑ Evaluate the MoC and determine where they are on the champion scale for each issue.
- ❑ Always make requests just above their current level to encourage them to move up.
- ❑ Use stories that personalize the issue and move the MoC emotionally.
- ❑ When meeting, always begin by acknowledging them.
- ❑ Listen carefully to everything they say for clues about where they are on the champion scale

Level 4: Champion

Objectives at this level:

- Inquire on creating new legislative initiatives.
- Help MoC see that their efforts as a Champion are worthwhile.

Determining their level

They might say:

- “I will build the support and visibility needed to make sure this passes.”
- “I will walk this around the floor and makes sure it happens.”
- “Can I count on the full support of your organization on this?”
- “What do we need to do to make this happen?”

Moving them to the next level:

- Ask MoC to author and shepherd legislation through.
- Enlist RESULTS staff and grassroots in achieving what MoC has set out to achieve.
- Ask MoC to talk and/or write to leadership and report back.
- Let MoC know they have support of entire organization (staff and network) when leading.
- Encourage MoC to join key committees.
- Hold regular meetings with key DC aide(s) every one to two months.
- Be persistent about getting in front of MoC in meetings and public gatherings.
- Provide regular positive feedback on MoC’s action via letters, events, and media.
- Look for opportunities to put MoC in contact with people affected by the issues.
- Demonstrate community support for their actions.
- Offer to sit on their community advisory panels and to provide other input.
- Offer to organize public events with the MoC (forums, radio, TV, etc).
- Get MoC to draft or sign on to four or more op-eds per year.
- Ask MoC to speak on the National Webinar, at RESULTS International Conference.

Level 3: Leader

Objectives at this level:

- Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress.
- Help MoC stake out their champion terrain on our issues.

Determining their level

They might say:

- "I will get the support to help this pass."
- "I will introduce this bill or be a co-leader on this letter."
- "I will speak to leadership and let you know."
- "I will speak on the floor about this."
- "Yes, I will write an op-ed on this."
- "Yes, I will offer the amendment."
- "Yes, organizing a hearing would be a good idea."

Moving them to the next level:

- Ask MoC to talk and/or write to leadership and report back.
- Let MoC know they have support of entire organization (staff and network) when leading.
- Encourage MoC to join key committees.
- Hold regular meetings with key DC aide(s) every one to two months.
- Be persistent about getting in front of MoC in meetings and public gatherings.
- Offer to organize public events with the MoC (townhalls, forums, radio, TV, etc).
- Provide regular positive feedback on MoC's action via letters, events, and media.
- Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues.
- Demonstrate community support for their actions.
- Ask a colleague in MoC's state, caucus, interest group to join them in taking an action.
- Offer to sit on community advisory panels and provide input.
- Get MoC to draft or sign on to three or more op-eds per year.
- Ask MoC to hold a briefing or hearing on an issue working with our DC staff.
- Ask MoC to initiate a sign-on letter on an issue.

Level 2: Advocate

Objectives at this level:

- Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress.
- Help MoC stake out their champion terrain on our issues.

Determining their level

They might say:

- "I will talk to my colleagues and leadership and urge them to support this."
- "I might be willing to write an op-ed on this."
- "I would sign on to a letter supporting this and engage others."
- "People in our community should know about this."

Moving them to the next level:

- Ask MoC to talk and/or write to leadership and report back.
- Let MoC know they have support of entire organization (staff and network) when leading.
- Encourage MoC to join key committees.
- Hold regular meetings with key DC aide(s) every one to two months.
- Be persistent about getting in front of MoC in meetings and public gatherings.
- Provide regular positive feedback on MoC's action via letters, events, and media.
- Look for opportunities to put MoC in contact with people affected by the issues, including encouraging MoC to visit projects that address our issues.
- Demonstrate community support for their actions.
- Offer to organize public events with the MoC (forums, radio, TV, etc).
- Get MoC to sign on to two or more op-eds per year.
- Ask MoC to speak on National Webinar, at RESULTS International Conference.
- Ask a colleague in MoC's state, caucus, interest group to join them in taking an action.
- Ask the MoC to initiate their own "Dear Colleague" letter.

Level 1: Supporter

Objectives at this level:

- Move MoC beyond taking basic action toward being vocal (in media, public, and hearings) and enrolling colleagues.

Determining their level

They might say:

- "If it gets to the floor, I will vote for it. You should talk to the MoCs who don't support this."
- "I might co-sign an op-ed."
- "Who else are you talking to?"
- "I believe in this. We are on the same page."
- "I will co-sponsor the legislation."

Moving them to the next level:

- Request regular meetings with key DC aide(s) every one to two months.
- Be persistent about getting in front of MoC in meetings and public gatherings.
- Provide regular positive feedback on MoC's action via letters and media.
- Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects that address our issues.
- Always ask that MoC do more than take the basic action (sign the letter and get committee colleagues to sign).
- Demonstrate community support for their actions.
- Ask a colleague in MoC's state, caucus, interest group to join them in taking an action.

Level 0: Neutral-Uninformed

Objectives at this level:

- Educate on issue or cause.
- Determine and start to build areas of support.
- Reach aides and decision-maker at emotional level.

Determining their level

They might say:

- "Why should I support this?"
- "Tell me more about this."
- "Which other MoCs are supporting this?"
- "Do you have more information?"
- "What are you asking me to do?"

Moving them to the next level:

- Ask for action on their hot button topics.
- Tell them stories that leave them moved by our issues.
- Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests.
- Be persistent about getting in front of MoC in meetings and public gathering.

Level -1: Opponent

Objectives at this level:

- Weaken their opposition; move them toward neutral.
- Find common ground between your point of view and theirs.
- Educate MoC on issues in a way they can relate to.

Determining their level

They might say:

- "I can't meet with your group."
- "I won't/can't support this."
- "It's not a problem."
- "Your solution will not fix this."
- "My constituents will not support this."
- "We don't have money for that, it's not a priority."

Moving them to the next level:

- Get the ear of the key aide first.
- Share stories (video, spoken word) with MoCs and aides that leave them moved on the issues.
- Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests. Use their website and other sources.
- Find foothold with one issue, or one aspect of one issue.