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.

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<th>Member of Congress Name</th>
<th>Point Person</th>
<th>RESULTS Group</th>
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<th>Issue</th>
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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](http://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 make 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 with 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 with their interests. Use their website and other sources.
- Find foothold with one issue, or one aspect of one issue.

*RESULTS Champion Scale developed by Sam Daley Harris, Ken Patterson, Bruce Preville, Meredith Dodson, Jos Linn, Lisa Marchal*