

# Champion Scale Tool

The logo for 'results' is displayed in white lowercase letters inside a red speech bubble shape.

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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**MoC Name**

**Point Person**

**RESULTS Group**

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**Issue**

**Date**

## 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 & 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

Level Name, Objectives	Determining their level <i>They might say:</i>	Moving them to the next level:
<p><b>Objectives at this level:</b></p> <ul style="list-style-type: none"> <li>□ Inquire on creating new legislative initiatives.</li> <li>□ Help MoC see that their efforts as a Champion are worthwhile.</li> </ul>	<ul style="list-style-type: none"> <li>□ “I will build the support and visibility needed to make sure this passes.”</li> <li>□ “I will walk this around the floor and makes sure it happens.”</li> <li>□ “Can I count on the full support of your organization on this?”</li> <li>□ “What do we need to do to make this happen?”</li> </ul>	<ul style="list-style-type: none"> <li>□ Ask MoC to author and shepherd legislation through.</li> <li>□ Enlist RESULTS staff &amp; grassroots in achieving what MoC has set out to achieve.</li> <li>□ Ask MoC to talk and/or write to leadership and report back.</li> <li>□ Let MoC know they have support of entire organization (staff &amp; network) when leading.</li> <li>□ Encourage member to join key committees.</li> <li>□ Hold regular meetings with key DC aide(s) every 1-2 months.</li> <li>□ Be persistent about getting in front of MoC in meetings and public gatherings.</li> <li>□ Provide regular positive feedback on MoC’s action via letters, events, and media.</li> <li>□ Look for opportunities to put MoC in contact with people affected by the issues.</li> <li>□ Demonstrate community support for their actions.</li> <li>□ Offer to sit on their community advisory panels and to provide other input.</li> <li>□ Offer to organize public events with the MoC (forums, radio, TV, etc).</li> <li>□ Get member to draft or sign on to 4 or more op-eds per year.</li> <li>□ Ask member to speak on National Webinar, at RESULTS International Conference.</li> </ul>

# Level 3: Leader

Level Name, Objectives	Determining their level <i>They might say:</i>	Moving them to the next level:
<p><b>Objectives at this level:</b></p> <ul style="list-style-type: none"> <li>□ Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress.</li> <li>□ Help MoC stake out their champion terrain on our issues.</li> </ul>	<ul style="list-style-type: none"> <li>□ “I will get the support to help this pass.”</li> <li>□ “I will introduce this bill or be a co-leader on this letter.”</li> <li>□ “I will speak to leadership and let you know.”</li> <li>□ “I will speak on the floor about this.”</li> <li>□ “Yes, I will write an oped on this.”</li> <li>□ “Yes, I will offer the amendment.”</li> <li>□ “Yes, organizing a hearing would be a good idea.”</li> </ul>	<ul style="list-style-type: none"> <li>□ Ask MoC to talk and/or write to leadership and report back.</li> <li>□ Let MoC know they have support of entire organization (staff &amp; network) when leading.</li> <li>□ Encourage member to join key committees.</li> <li>□ Hold regular phone meetings with key DC aide(s) every 1-2 months.</li> <li>□ Be persistent about getting in front of MoC in meetings and public gatherings.</li> <li>□ Offer to organize public events with the MoC (townhalls, forums, radio, TV, etc).</li> <li>□ Provide regular positive feedback on MoC’s action via letters, events, and media.</li> <li>□ 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.</li> <li>□ Demonstrate community support for his/her actions.</li> <li>□ Ask a colleague in MoC’s state, caucus, interest group to join him/her in taking an action.</li> <li>□ Offer to sit on their community advisory panels and to provide other input.</li> <li>□ Get member to draft or sign on to 3 or more op-eds per year.</li> <li>□ Ask MoC to hold a briefing or hearing on an issue working with our DC staff.</li> <li>□ Ask MoC to initiate a sign-on letter on an issue.</li> </ul>

# Level 2: Advocate

Level Name, Objectives	Determining their level <i>They might say:</i>	Moving them to the next level:
<p><b>Objectives at this level:</b></p> <ul style="list-style-type: none"> <li>□ Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress.</li> <li>□ Help MoC stake out their champion terrain on our issues.</li> </ul>	<ul style="list-style-type: none"> <li>□ “I will talk to my colleagues &amp; leadership and urge them to support this.”</li> <li>□ “I might be willing to write an oped on this.”</li> <li>□ “I would sign on to a letter supporting this and engage others.”</li> <li>□ “People in our community should know about this. ”</li> </ul>	<ul style="list-style-type: none"> <li>□ Ask MoC to talk and/or write to leadership and report back.</li> <li>□ Let MoC know they have support of entire organization (staff &amp; network) when leading.</li> <li>□ Encourage member to join key committees.</li> <li>□ Hold regular phone meetings with key DC aide(s) every 1-2 months.</li> <li>□ Be persistent about getting in front of MoC in meetings and public gatherings.</li> <li>□ Provide regular positive feedback on MoC’s action via letters, events, and media.</li> <li>□ Look for opportunities to put MoC in contact with people affected by the issues, including encouraging MoC to visit projects that address our issues.</li> <li>□ Demonstrate community support for their actions.</li> <li>□ Offer to organize public events with the MoC (forums, radio, TV, etc).</li> <li>□ Get member to sign on to 2 or more op-eds per year.</li> <li>□ Ask member to speak on National Webinar, at RESULTS International Conference.</li> <li>□ Ask a colleague in MoC’s state, caucus, interest group to join them in taking an action.</li> <li>□ Ask the MoC to initiate their own “Dear Colleague” letter.</li> </ul>

# Level 1: Supporter

Level Name, Objectives	Determining their level <i>They might say:</i>	Moving them to the next level:
<p><b>Objectives at this level:</b></p> <ul style="list-style-type: none"> <li>□ Move MoC beyond taking basic action toward being vocal (in media, public, and hearings) and enrolling colleagues.</li> </ul>	<ul style="list-style-type: none"> <li>□ “If it gets to the floor I will vote for it. You should talk to the MoCs who don’t support this.”</li> <li>□ “I might co-sign an op-ed.”</li> <li>□ “Who else are you talking to?”</li> <li>□ “I believe in this. We are on the same page.”</li> <li>□ “I will co-sponsor the legislation.”</li> </ul>	<ul style="list-style-type: none"> <li>□ Request regular meetings with key DC aide(s) every 1-2 months.</li> <li>□ Be persistent about getting in front of MoC in meetings and public gatherings.</li> <li>□ Provide regular positive feedback on MoC’s action via letters and media.</li> <li>□ Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects that address our issues.</li> <li>□ Always ask that MoC do more than take the basic action (sign the letter and get committee colleagues to sign).</li> <li>□ Demonstrate community support for their actions.</li> <li>□ Ask a colleague in MoC’s state, caucus, interest group to join them in taking an action.</li> </ul>

Level Name, Objectives	Determining their level <i>They might say:</i>	Moving them to the next level:
<b>Level 0: Neutral–Uninformed</b>		
<b>Objectives at this level:</b> <ul style="list-style-type: none"> <li>□ Educate on issue or cause.</li> <li>□ Determine and start to build areas of support.</li> <li>□ Reach aides and decision-maker at emotional level</li> </ul>	<ul style="list-style-type: none"> <li>□ “Why should I support this?”</li> <li>□ “Tell me more about this.”</li> <li>□ “Which other MoCs of Congress are supporting this?”</li> <li>□ “Do you have more information?”</li> <li>□ “What are you asking me to do?”</li> </ul>	<ul style="list-style-type: none"> <li>□ Ask for action on their hot button topics.</li> <li>□ Tell them stories that leave them moved by our issues.</li> <li>□ Research MoC’s interests and background to find ways to show how RESULTS aligns w/their interests.</li> <li>□ Be persistent about getting in front of MoC in meetings and public gatherings.</li> </ul>
<b>Level -1: Opponent</b>		
<ul style="list-style-type: none"> <li>□ Weaken their opposition; move them toward neutral.</li> <li>□ Find common ground between your point of view and theirs.</li> <li>□ Educate MoC on issues in a way they can relate to.</li> </ul>	<ul style="list-style-type: none"> <li>□ “I can’t meet with your group.”</li> <li>□ “I won’t/can’t support this.”</li> <li>□ “It’s not a problem”</li> <li>□ “Your solution will not fix this.”</li> <li>□ “My constituents will not support this.”</li> <li>□ “We don’t have money for that, it’s not a priority.”</li> </ul>	<ul style="list-style-type: none"> <li>□ Get the ear of the key aide first</li> <li>□ Share stories (video, spoken word) with MoCs and aides that leave them moved on the issues.</li> <li>□ Research MoC’s interests and background to find ways to show how RESULTS aligns w/their interests. Use their website and other sources.</li> <li>□ Find foothold with one issue, or one aspect of one issue.</li> </ul>

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