



## Grow Your Impact Through Outreach

### Why Outreach?

Because People Are Looking for Us!

Have you ever thought about how many people all around the country who are looking for a group like RESULTS? There is so much resignation and disillusionment about the difference a person can make in the face of heart-breaking and overwhelming poverty and hunger statistics. But we know that year after year, meeting after meeting, action after action . . . we are creating champions for the end of poverty. By providing the opportunity for others to learn about RESULTS, you not only strengthen our work in anti-poverty advocacy, you provide an effective and successful outlet for those out there wanting to make a difference but are not sure how.

There are some elements to consider including:

- An overview of RESULTS
- Background on a RESULTS issue and an action to take (laser talk training or letter-writing)
- A clear chance for guest to join RESULTS
- Be creative. It's not about creating a huge or complex event, but a welcoming event that you would want to attend yourself.
- Remember that inspiration, connection, education, and action are the four elements of a great outreach event.
- Utilize our resources! Find outreach planning resources [here](#) and the 2016 Global Health Outreach mini-grant application [here](#).

For timely actions you can take at the meeting, try the [domestic](#) and [global](#) action sheet archives.

### Tips For Creating a Guest List

Now that you've begun dreaming about your exciting event, let's get a head start on the inviting! As RESULTS volunteers know, the key to any successful event is successful inviting. Personally inviting people to attend your event is the best way to ensure a good turnout. Flyers, notices and mass e-mails are good supplemental actions but should never be a substitute for personal conversations and invitations.

Although very effective, personal inviting is also time-consuming. That is why you want a group of people doing it at the same time; a group RESULTS calls the "Inviting Team." An Inviting Team is RESULTS activists and people in your community who care about RESULTS who are willing to invite others to your

event (letter writers, part time activists, community leaders, donors). The larger the team the better but even teams of 4 to 6 people can be effective.

Once you gather your Inviting Team, start to brainstorm your possible guest list:

1. Work with your inviting team to answer several questions:
  - Who have I invited before that I should invite again?
  - Who is in my life regularly who has never been invited to a meeting?
  - Who is involved in battling poverty directly in my local community and might want to be introduced to advocacy?
  - Who is “pre-qualified” to be invited in other ways (i.e., they are engaged in public health, promotion of civic engagement, education, faith communities, or economic opportunity through their work or hobbies)?
2. Create a running list of people you could invite and keep adding to it.
3. Set some goals: How many new activists do you want? Once you know your goals, plan out how many you need to invite. Remember everyone you invite will not agree to come and those who do come will not all agree to join RESULTS. For example, approximately 1 out of every 3 people invited will attend the meeting and approximately 1 out of every 5 people who attend will sign up. Therefore, set your inviting goals accordingly.
4. Create a laser talk inviting someone to your event, or [adapt our sample talk](#) below. Please feel free to make it your own, practice it, tweak it, and then invite someone to your amazing event.
5. Once a person has confirmed their attendance, be sure to personally follow up 24-48 hours before the event as a reminder.
6. Make a note to follow up with your attendees and invite them to your next group meeting or event.

## Sample Laser Talk for Inviting

Engage: Hi! Glad we found a minute to talk. I've been telling you about my advocacy work with RESULTS for a while, and am pretty excited about all we've been able to achieve. I know you have a strong interest in poverty as well.

Problem: The thing is, most people have no idea that we've cut global poverty half in recent decades, and saved millions of children's lives. Most people think poverty has gotten worse, which just isn't true.

Inform: Just this year our group's advocacy has made a huge difference. Together with RESULTS groups across the country, we mobilized Congress, the media, and the Administration to support the Global Fund to Fight AIDS, Tuberculosis, and Malaria's plan to save 8 million lives over the next three years. We've also got Democrats and Republicans working together on the Reach Act, a bill that will help end needless maternal and child deaths by 2035. We have an amazing 201 cosponsors on this bill, more support than 99% of the bills in Congress! I wish people knew how the parties were working together to save lives—you don't hear that on CNN or Fox.

Call to Action: We have an exciting event planned for World AIDS Day on December 1st and I'd like you to join our event. We'll let people know about some of the good news they never hear, and how they can make a difference by being part of our group. Will you come?