



**results**

**welcoming &  
supporting  
new advocates**

*Guide for RESULTS Groups*

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# welcome to RESULTS recruitment



For 40 years, RESULTS has mobilized a small, but highly engaged grassroots volunteer network to do deep advocacy and move members of Congress into action on poverty.

We are in a moment unlike ever before. More and more people are harnessing the power of their voice and recognize the need for advocacy. RESULTS is uniquely positioned to offer people support, training, and resources to influence our government around issues of poverty. Our virtual advocacy opportunities allow people from all backgrounds to get involved. We have a huge opportunity to grow the power of our movement.

Your RESULTS group has agreed to seize the moment and play a key role in building the network by participating in a RESULTS recruitment campaign. Let's do this!

## what can you expect?

RESULTS Staff Will	RESULTS Groups Will
<ul style="list-style-type: none"><li>✓ Maximize visibility in your community by posting and managing online volunteer ads</li><li>✓ Recruit, onboard, and provide basic coaching advocates joining your group</li><li>✓ Introduce new advocates to your group</li><li>✓ Check-in with new advocates after one month of joining RESULTS</li><li>✓ Offer best practices, coaching, and provide a Group Guide to help you welcome and support new advocates</li></ul>	<ul style="list-style-type: none"><li>✓ Provide a welcoming environment and orient advocates to your local group</li><li>✓ Follow up on new advocate intros within 3 days of staff introduction</li><li>✓ Meet and communicate as a group regularly</li><li>✓ Engage in regular actions that new advocates can participate in</li><li>✓ Provide coaching and support to your new advocates, ideally through a New Advocate Mentor</li></ul>

# anti-oppression and recruitment

At RESULTS, we recognize that **oppressive cultures undermine progress**. By focusing on anti-oppression and inclusivity, we will **achieve greater success in our collective work towards ending poverty**. For change to happen, **every volunteer needs to be committed** to building an ongoing anti-oppression culture at RESULTS.

- Our movement **attracts different communities with diverse experiences**. We need to provide a welcoming and safe environment for everyone!
- RESULTS work is centered on anti-poverty, which means **we need to invite people with direct lived experiences to have a seat at the table**
- We need to be **mindful of the ways in which we frame the issues**, to be respectful and avoid “saviorism” language. Read these questions and reflect:
  - *How do I frame the anti-poverty narratives?*
  - *Is my language empowering or oppressive?*
  - *Are we contributing to the myth or are we myth busters?*

Learn more on the RESULTS website at: [results.org/our-anti-oppression-values/](https://results.org/our-anti-oppression-values/)

## what “RESULTS experience” does your group provide?

Use these questions to help you evaluate what kind of experience you are providing to the members of your group. These questions are a great starting point to help you facilitate a group discussion at your next chapter meeting!

- Do group members **have space to contribute** in unique & meaningful ways?
- Are individual / group **milestones celebrated**?
- Is there space for new people to **take on leadership & meaningful action**?
- Are people **told what to do or asked** how they want to contribute?
- What **support is offered** for new advocates to build confidence?
- What is your **group culture**? *What are your 'standard' ways of doing things? Is it accommodative to new people? Who is in the room? Who is not represented? Who is speaking & how often?*



## best practices

Anti-oppression and inclusion are ongoing practices, and not a “one time” training. Keep these tips and strategies in mind to help you build inclusivity across your advocacy:

- Focus on helping everyone thrive. It is not a question of “do they fit here” but rather **creating a culture where every individual can contribute** their full potential
- Everyone **deserves to feel a sense of belonging** within RESULTS
- Did you ever experience a time when you were excluded, shamed, interrupted? **Apply those lessons outwardly and practice empathy** for new group members.
- **Ask for permission** to share other’s stories and experiences
- **Check in regularly with your group members** on inclusion practices and progress.

Use these questions to help facilitate group discussions:

- *How is anti-oppression showing up in your group? Who is missing from the group? Why might that be?*
- *Do you feel comfortable providing feedback to your group members and leadership?*
- *What have you learned recently relating to anti-oppression and/or inclusion?*

If you have identified any challenges within your group during this exercise: **Is your team willing to acknowledge and adjust to encourage participation?**

## volunteer commitments

It is important for our RESULTS volunteer leaders to understand the commitments we present to new volunteers and assess our local group structure to ensure we are providing a positive experience for all volunteers.

During the RESULTS New Advocate Orientation, we ask the new volunteers to uphold the following set of commitments:

- Help make the RESULTS movement a respectful, inclusive place
- Join a local RESULTS group or the Free Agents program
- Choose to focus on domestic or global issues
- Take at least one RESULTS advocacy action every month
- Listen to the monthly National Webinar (live or recorded)
- Read the Weekly Update
- **Spend a time commitment of 3-5 hours a month**



# new advocate orientation and onboarding

Before a new volunteer is introduced to a local chapter, they are provided robust **support and training** by RESULTS Expansion Staff to **prepare them for the commitment of volunteering** with a RESULTS chapter. Prior to joining a local chapter, a new volunteer will have **already invested 2-4 hours into RESULTS.**

## new advocate orientation

All new volunteers must attend a one-hour webinar and the following is presented:

- RESULTS Advocacy Model
- Anti-Oppression Values
- Introduction to Current Issues
- Volunteer Commitments
- National Webinars & Weekly Updates

View the orientation slides and learn more by visiting: [results.org/orientation-and-advocacy-training/](https://results.org/orientation-and-advocacy-training/)

## onboarding meeting with RESULTS staff

Each new volunteer will participate in a 30-minute one-on-one meeting with RESULTS staff after the orientation and review the following:

- RESULTS Group Structure & Volunteer Commitments
- New Advocate Checklist
- Legislator Look-up
- Goals & Interests
- Take their first RESULTS action via the Action Center



# step-by-step guide to supporting new advocates

The entire RESULTS team is coming together to support new volunteers through their first year at RESULTS! Staff, Regional Coordinators, and volunteer leaders will all play a role. Our goal is to build stronger relationships with new volunteers and help mobilize them into powerful action! Check out this step-by-step timeline for how you can welcome and engage new volunteers as they join your group.

## immediately upon Introduction

- ✓ **New Advocate Mentor** or **Group Leader** respond to the email introduction sent by RESULTS staff **within 72 hours**.
- ✓ Share the **date and location** of your next chapter meeting
- ✓ Invite them for a **one-on-one introductory meeting or phone call**
- ✓ Add new volunteer to **calendar events** and all forms of **group communication** (email listserv, group chats, etc.)

If they do not respond to you within one week, **send a follow-up email or text message**.

## after 30 days of volunteering

If your new volunteer has not achieved everything after 30-days, no sweat! Everyone's timeline will look a little different.

- ✓ Attended their **first group meeting**
- ✓ Conducted a **one-on-one meeting** with the New Advocate Mentor or Group Leader
- ✓ Supported to take a **beginner action**

If you still haven't heard back from your new volunteer, send them **another email and a phone call or text message**.



We recommend **following up monthly** with new volunteers for the first 3 months after their introduction.

## after 90 days of volunteering

To help new advocates climb the ladder of engagement, we are encouraging **New Advocate Mentors** to host a check-in after 90-days of volunteering.

- ✓ Utilize our [90-Day Check-In Conversation Guide](#) to support your meeting
- ✓ Have the new volunteer fill out an [Individual Planning Form](#)
- ✓ Explore an **ongoing role** or **higher-level action** within the group using the RESULTS Grassroots Roles document

If a **new volunteer has not responded to emails, phone calls, or text messages** since their introduction, you should move them to your **Action Network** and follow-up again in 3 months to check-in on getting involved. Utilize our sample email template to help you do this.

*Don't have an Action Network? Reach out to Sarah Leone on the Grassroots Impact Team for support on getting started. (@sleone@results.org)*

## tips to keep in mind

- Your group might get 15 new advocates...or you might get 0! We do everything we can to capture people's interest but cannot guarantee how advertisements will perform in various communities
- Most new advocates are eager to get started, but **not all will jump in with both feet right away...** They might miss a meeting. They might agree to take an action and not follow through. This is OK and everyone engages with RESULTS at their own pace
- **New advocates are nervous...** Meeting new people, trying new things, and they are hyper aware of what they *don't* know. Be **grateful and celebratory** when new advocates contribute. Be **inquisitive and coach** when they struggle.
- Recruitment is about planting seeds. If you provide a quality environment and the right ingredients, great things *can* grow! But not all new connections will stick around. It is not a **personal failure of you or your group** if a new advocate drops!
- **However:** If you can't seem to retain *any* new advocates, please reach out to your Regional Coordinator or Grassroots Staff for coaching and feedback



Celebration and recognition go a long way! Don't hesitate to celebrate even the smallest of accomplishments with your group. Make sure to give a special shoutout when a volunteer has been in RESULTS for one year!

# role of the new advocate mentor

We encourage groups who are participating in recruitment to identify at least one volunteer to be a “New Advocate Mentor”. This is especially helpful so the responsibility of welcoming new advocates does not fall solely on the group leaders!

## key responsibilities

- Schedule a one-on-one conversation with all new advocates to get to know them and answer their questions about your local group
- Alert the Group Leader when a new member will be attending their first group meeting
- Assist the Group Leader in creating an agenda that is friendly to new advocates
- Check in with new advocates after their first group meeting to debrief their experience
- Provide informal coaching to new advocates when taking actions

## helpful skills

- Communication and social skills – interest in reaching out to new people
- Leadership skills – to motivate the new members
- Inclusivity – this person will talk with people from a variety of backgrounds

## supporting volunteers to take action

The most impactful thing you can do as a New Advocate Mentor is empower a new volunteer to get into ACTION! Use this chart to help you **choose an action** for your new volunteer to take.

<b>Beginner Actions</b>	<ul style="list-style-type: none"><li>✓ Call and leave a message for their member of Congress</li><li>✓ Attend a lobby meeting and have a small speaking role</li><li>✓ Write and submit a letter to the editor in a local newspaper</li></ul>
<b>Intermediate Actions</b>	<ul style="list-style-type: none"><li>✓ Attend a lobby meeting and deliver part of the agenda</li><li>✓ Master delivering a RESULTS laser talk or personal story</li><li>✓ Email a congressional staffer about an issue</li></ul>
<b>Advanced Actions</b>	<ul style="list-style-type: none"><li>✓ Organize or facilitate a meeting with a member of Congress</li><li>✓ Lead part of a monthly group meeting</li><li>✓ Grow the RESULTS movement by inviting a someone to attend a RESULTS meeting or take a RESULTS action</li></ul>

# getting to know your new advocates

A vital step to set your new advocate up for success is to get to know them individually. The best tool for really getting to know new advocates is a one-on-one (1:1) conversation which will form a foundation for your relationship.

1. *Do these group times work for you?*
2. *Do you have questions about how our group is organized?*

**Review Group Logistics**  
Share in your own words what it's like to be part of your local group and review the group logistics using your Group Plan

**Active Listening**  
Strive to listen as much as (if not more than) you share! People need to know you genuinely care about them as a human, not just a volunteer

1. *Why did you choose advocacy?*
2. *What issues are most important to you and why?*
3. *What excites you? Makes you nervous?*

**Determine Values & Drives**  
Help new advocates connect their values and RESULTS action opportunities. Share about your own motivations and goals with new advocates

## goals and discussion questions

**Move from Motivation to Action**  
Share upcoming actions and ask what they would be most excited to start with. Let them know how you will support them to be successful

**Envision & Explore Possibilities**  
Learn more about their experiences with volunteering and explore potential roles that will complement their skills and help them grow in new ways

1. *What action excites you the most?*
2. *Do you feel comfortable taking this action?*
3. *How can I help you achieve this?*

1. *Have you volunteered in the past?*
2. *What strengths do you hope to contribute?*
3. *What new skills would you like to learn?*

# best practices for supporting new volunteers

## Welcome them! Thank them for joining RESULTS and for their commitment to help ending poverty

- ✓ Be aware they themselves may have experienced poverty or are currently experiencing poverty

## Center the human behind the volunteer

- ✓ No "assignments" but rather "decisions"
- ✓ Help them find their way to do it
- ✓ Check-in often
- ✓ Recognition goes a long way

## Ask about their experience during the orientation? Do they have any more questions?

- ✓ Check in and see how new volunteers are feeling after their initial new advocate orientation. Share with them, or perhaps have one of your current volunteers share with them, what their experience has been like with RESULTS and with your group.

## Invite them to take an action with you!

- ✓ If they have time in that moment, [walk through the Action Center on our website](#), and invite them to take an action with you.
- ✓ If not, schedule a day and time that would work for them to take action with you.

## I sent an email but I haven't heard back from them yet, what do I do next?

- ✓ If you sent one or two emails and having heard back, don't fret! As shared in the guide, most new advocates are eager to get started, **but not all will jump in with both feet right away**. Everyone engages with RESULTS at their own pace and letting them know you are there is enough.
- ✓ You can also try to give your new volunteers a call (or even a quick text) to welcome them personally. Personal connections are important! Check in and see how they are doing, check out the questions from page 10 of the guide, *Getting to Know Your Advocates*, to help guide the conversation.

## before a new volunteer's first group

- ✓ Send a reminder text the day before the meeting
- ✓ Keep the new person in mind when creating the agenda

## during a new volunteer's first group meeting

- ✓ **Make time for introductions** at the beginning of the meeting
- ✓ Have someone provide a **recap of recent actions, accomplishments and goals** for your RESULTS group
- ✓ Be intentional about **creating space for new volunteers**. Ask them questions and check-in frequently during the meeting.
- ✓ Take an action TOGETHER during the meeting
- ✓ Avoid **acronyms and RESULTS jargon**
- ✓ Strive to have the new volunteer leave with **one responsibility or action item**

## after a new volunteer's first group meeting

- ✓ **Thank them for joining your meeting** and acknowledge their contributions
- ✓ **Follow-up after the meeting** with an email that includes any website pages and action items. Sometimes things move quickly in a virtual meeting and it's hard to keep up



## “welcoming” activities for group meetings

It is important to **create space for relationship building** in your group meeting, especially since we are conducting our work virtually. Small talk and transition time that normally help volunteers build natural relationships are limited, so as leaders we need to **be intentional with our time together** to help people foster relationships.

When you have a new member join a meeting (or during every meeting!) consider one of the following activities:

<b>Round Robin Introductions</b>	<p>This is an easy way to have everyone introduce themselves. Set a time limit for 1-2 minutes per person. Provide prompts such as:</p> <ul style="list-style-type: none"><li>• How long have you been volunteering with RESULTS?</li><li>• Why are you working on poverty issues?</li><li>• What has been your favorite moment in RESULTS?</li></ul>
<b>One-on-one Conversations via Breakout Rooms</b>	<p>Send people into breakout rooms using Zoom for 3-5 minutes with one other person for a short “get to know you” conversation. This is a great activity for larger RESULTS groups. Provide prompts such as:</p> <ul style="list-style-type: none"><li>• Where did you grow up and what was it like?</li><li>• What is something unique about you?</li><li>• How did you get into RESULTS work and advocacy?</li></ul>
<b>Single Word Rapid Response</b>	<p>This is a fun activity that can be done quickly. The meeting facilitator will provide a prompt, and then each attendee must answer the prompt with one word. You can repeat this a few times in a row if you have time in your meeting. Make sure people also say their name before answering! You can provide prompts such as:</p> <ul style="list-style-type: none"><li>• What is one word to describe our group culture?</li><li>• What is one word that describes the feeling you get when taking an advocacy action?</li><li>• What is one word to describe your experience with RESULTS?</li></ul>

# best practices for remote meetings

Remote meetings can make it harder for some people to speak up and fully participate in the meeting. We have identified common challenges that RESULTS group experience while organizing virtually and provided suggested best practices to ensure everyone feels comfortable, empowered, and heard.

<p><b>Accessibility</b></p>	<ul style="list-style-type: none"> <li>• Be mindful that not every person has access to a strong internet connection. Provide a phone dial-in option for those who might need it</li> <li>• Note that volunteers might have limitations in setting up a 'quiet meeting place'. People might be sharing rooms with family members who might also be working from home or attending virtual classes. Others may be balancing expanded childcare responsibilities.</li> <li>• Frequently pause and leave space in the meeting for those who've been quiet to speak up or ask questions</li> </ul>
<p><b>Interactivity</b></p>	<ul style="list-style-type: none"> <li>• Try out different Zoom features, such as: reactions, polls, and breakout rooms</li> <li>• Build in specific time in your agenda for relationship building using one of the "Welcoming Activities" (or your own ideas) frequently into your meetings</li> <li>• Make it fun! Allow time for small talk at the beginning or end of your meeting. Take pictures together, introduce each other to your pets and family members. Think of creative ways to make meeting virtually an enjoyable experience for everyone.</li> </ul>
<p><b>Communication</b></p>	<ul style="list-style-type: none"> <li>• Some people formulate and communicate questions better by writing, so encourage the use of the chat feature or consider an accessible, shared channel or document for participants to type their questions</li> <li>• Make sure you are sharing links to website pages you discuss during your meeting via the chat box</li> <li>• Provide the option of sharing recordings and notes after the meeting for those who may have trouble tuning in virtually</li> </ul>