

Grassroots Roles and Responsibilities – Find a Way to Plug In!

RESULTS groups are some of the most organized, active, and successful volunteer advocacy groups around today. Part of their success comes allocating and delegating roles and responsibilities among group members so that each members can play an important role in the overall group’s success. This guide outlines the various roles and the suggested duties for each role from which groups can choose. Groups should use this guide to fill the roles that best fit the needs of their individual group.

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Title: Regional Coordinator

Description of the Position:

The Regional Coordinator (RC) is a key player in the RESULTS community. RCs are the brilliant network of people who provide training, cheerleading, and support for our network of groups. RCs work directly with RESULTS staff members, receive leadership coaching, coaching on powerful speaking, legislative updates and attend a yearly retreat for skills development. (1 year Commitment).

Key Responsibilities:

- Participate in at least four monthly calls with the national staff: at least three regional team calls and the National Conference call (second Saturday of each month).
- Support group leaders hold them accountable in meeting their group goals and commitments
- Track legislative successes
- Hold meetings with Members of Congress and their aides
- Track media successes (editorials, op-eds, articles, LTEs, radio and TV reports)
- Track group health (number of new partners and groups)
- Track group progress: are they meeting regularly, are skills being developed, are people thriving, are VIP relationships being established by each group, does the group have a good action network, does the group know and practice core values

- Track number of outreach or networking meetings/events held by groups
- Track number of people reached
- Track number of groups with a plan for growth and those utilizing the plan
- Track the number of activists and groups on the monthly conference calls
- Work with staff and other RCs to plan, host and actively participate in the regional conferences and workdays, and to attend the International Conference and the leadership trainings

Requirements:

- Currently an active member of a RESULTS group and have participated in RESULTS for at least two years
- Have served as a group leader for at least six months (and willing to be replaced if currently a group leader)
- Have experience in all areas of RESULTS activity: legislative, outreach, fundraising, and media work (preferred)
- Have attended at least one International Conference
- Work closely with group leaders by recognizing a partnership, guiding group leaders to take action forward, supporting growth, and identifying strengths and challenges
- Willing to accept coaching to take on new challenges and coach others for this
- An active partner in a healthy group (i.e. group is meeting their agreements and reaching for what is next)
- Participation in monthly calls
- Willing to support three to five groups: weekly communication, helping establishing group goals, track group's progress with legislative, media, outreach/expansion, and fundraising

Resources available to support people in this position:

- Group leaders
- Leadership Day at the International Conference
- Weekly conference calls with your Regional Team and/or National Staff
- Monthly National Conference Call
- [Advocacy How-Tos](#) – [Working with Congress](#) - [Working with the Community](#)
- [Growing Groups](#) – included sample outreach meeting agenda and more
- [Sustaining Groups](#) including [What Makes Groups Work](#) and [Coaching Groups](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Outreach Resources](#) (forms, handouts)
- [Basics](#) and other [New Activist](#) tools
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [RESULTS legislative staff](#)
- Researching your Member of Congress training calls
- [Elected Officials](#) web page
- [Campaign & Issues](#) web pages
- [Google Docs](#) to share group documents
- [Google Groups](#), [Yahoo Groups](#) to create an email group
- [Google Calendar](#) to set up a calendar for your group
- Use RESULTS' CapWiz web application to really wow your partners with your ability to get [Congressional](#) and [media](#) information
- [BlogSpot](#) for creating a blog for your group

- Social Networking: [Facebook](#), [Twitter](#), [MySpace](#), [Plaxo](#), [LinkedIn](#)
- RESULTS connections on Social networking (check out the “Share” link on any www.results.org webpage)

Example of how activists have made the most of this position:

Leading and Coaching:

The role of the RC is to coach and empower the group leader in having the group's activists take on contacting members of Congress and their staff, contacting editorial writers, and working on community outreach. The RC supports the group leader in ensuring the activists are prepared to take on these roles.

Establish a relationship with your group leader and have them reach out to one another to allow coaching of one another. We all get stuck and need fresh ideas to create breakthroughs. Doing “mock” conversations can be a useful tool in planning and taking the next step.

Meeting:

RC's participate in several monthly phone conferences with their regional team or national staff, the monthly national conference call, and a weekly call with their group leaders. Meeting with group leaders requires finding what works best for you and your group and sending reminders and invitations for participation.

One way to ensure everyone can attend meetings despite busy schedules is to hold group meetings electronically. Some groups join together weekly, monthly or for planning special events via conference call. This can be accomplished many ways.

- If someone has access to a phone system with multiple lines, they may be able to call everyone and join them together
- Three-way calling can be used to chain the group together
- Some phone systems offer conference calling (e.g. Vonage)
- “Free” conference companies provide a long distance number that will join callers together.; FreeConference.com and FreeConferenceCalling.com are two examples that have free services (you can also purchase other features)
- Dim Dim is real-time meeting collaboration with chat fundtions (www.dimdim.com)
- GoToMeeting.com offers collaboration with voice and document sharing/viewing via the internet, but it is not a free service

Relationship with key aides:

No matter how long your representative or senator has been in office, a relationship will need to be established with key aides due to staff turnover. Contact the aide responsible for the area of legislation your request most directly impacts - appropriations, budget, health, foreign relations, etc. Provide timely requests, educational information, and inspiration for your requests. Establish yourself as a resource. You will likely need to be persistent to get a response as they receive many inquiries each day. Always be respectful of the aide's busy schedule. Ask how they would prefer to be contacted (phone or email). Send along media your group has produced on the issues and other articles of interest on our issues. Make sure to thank the aide and representative or senator for actions taken, even for non-RESULTS actions you appreciate.

In states where there are multiple RESULTS groups, some have established a regular statewide conference call with the Senate aide. This shows interest and support across the state and allows various partners to share their expertise of various issues.

Possible ways to coordinate with other RESULTS partners in the state:

- Report progress to your group local leader and urge him/her to share it with other group leaders and their groups
- Maintain an email list of other partners in the state who are interested in being updated on progress with senators
- Create a Google document and update it with requests/progress made; share this document with other RESULTS partners in the state so they can view and update
- Invite everyone to participate in conference calls with Senate aides

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your groups and community allies *is* news. Inform your local media outlet of group activities and ask them to consider covering them in the news. If they can do news stories about someone's dog being rescued from local flood waters, they can certainly cover events where local community members are working to put 75 million kids in school. Such news stories might even inspire editors to comment on our issues in an editorial.

To leverage the media your groups have generated, package several media pieces together and have other local organizations and community leaders sign on to cover letters you send with the package to your members of Congress.

Title: Group Leader

Description of the Position:

The Group Leader coordinates activities in the group making sure activists are engaged, inspired, and have the information and resources they need to take action.

Key Responsibilities:

- Keep in touch with your Regional Coordinator
- Keep in touch with activists in your group
- Report your group's activities to your Regional Coordinator at least once per month
- Guide your group through the annual planning process at the beginning of the calendar year and provide the group's plan to your regional coordinator and RESULTS staff
- Make sure the group participates in the monthly conference call and meets at least one other time a month to plan activities and take action
- Keep group members accountable for actions promised
- Plan for and mentor your replacement; rotating the group leader position is healthy for the group

Requirements:

- Participate in weekly calls with the Regional Coordinator; if unable to attend, ask another activist in your group to fill in
- Provide an account of group activities monthly either directly to the reporting system (using an online form) or through your Regional Coordinator
- Keep in touch with your activists regularly (sometimes weekly during busy times) and lead them in planning activities at least once a month

Resources available to support people in this position:

- Members of your group
- Your Regional Coordinator and [RESULTS legislative staff](#)
- Leadership Day at the International Conference
- Weekly conference calls with your Regional Coordinator
- [Sustaining Groups](#) including [What Makes Groups Work](#) and [Coaching Groups](#)
- [Basics](#) and other [New Activist](#) tools
- [Advocacy How-Tos](#)
- [Campaign & Issues](#) web pages
- Monthly RESULTS conference calls
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [Group Leader Handbook](#)

Example of how activists have made the most of this position:

Leading:

Some group leaders do everything — contact congressional staff, contact editorial writers, plan community outreach, in addition to the regular administrative responsibilities of the group. **THIS IS NOT THE ROLE OF A RESULTS GROUP LEADER.** The role of the group leader is to empower their fellow group members to take on some, if not all of those activities, leaving the leader with the role of coordinating all the activities (no small feat).

Meeting:

Groups are to meet twice a month, once for the national monthly conference call and again to plan activities for the month and take action. Some groups have a monthly Education & Action meeting, with an outside speaker followed by taking the monthly action. Other groups use this second meeting for planning activities, training, taking action (writing letters, role play calls/meetings, etc.). Some alternate speaker and training meeting every other month, while other groups have a weekly group conference call to keep in touch, plan activities and report progress. What this means is that there is no one best way to accomplish these tasks. Find what works for you and your group. Whatever your method, make sure to send reminders and invitations to participate, as we all forget meetings from time to time.

Reporting:

For RESULTS Global group leaders, the [Global Group Reporting form](#) is online and the resulting spreadsheet is available as a shared Google document. The group leader should collect the information you need to fill out the form throughout the month. Some group leaders even use the “Dirt Work” section to help solicit input from their activists. Note: activities can be reported during the month as they occur instead of waiting until the end of the month. For RESULTS Domestic group leaders, reports are given to Regional Coordinators during the weekly group leader calls (RCs then enter in the information into a group tracking spreadsheet).

Coaching:

Establish a relationship with your Regional Coordinator and in turn with our group’s activists to allow coaching of each other. We all get stuck and need fresh ideas to create breakthroughs. Doing “mock” conversations can be a useful tool in planning and taking the next step.

Title: Senate Point Person

Description of the Position:

Each senator that your group covers should have an individual assigned to develop a long-term relationship with h/er and h/er aides. If there is more than one group in the state, there should be one main point person for the state, although individual groups should get to know these offices.

Key Responsibilities:

- Contact the senator/aide with legislative requests
- Contact senator's scheduler with meeting requests
- Send created media to the senator's office
- Coordinate actions with other group members across the state as needed
- Watch for public appearances and town hall meetings with the senator
- Report progress to group leader and others

Requirements:

- Contact the senator's aides with specific requests
- Availability to call your senator's aides during business hours
- Ability to email your senator's aides

Resources available to support people in this position:

- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Advocacy How-Tos](#) – [Working with Congress](#)
- Researching your Member of Congress training calls
- [Elected Officials](#) web page
- [Campaign & Issues](#) web pages
- Monthly RESULTS conference calls
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates

Example of how activists have made the most of this position:

Legislative Requests:

As legislative requests progress, the point person is aware of actions the group has taken and responses received. If emails, calls and/or letters to the senator's office from constituents across the state would reinforce the point person's request, they should communicate this to other RESULTS activists in the state.

Relationship with key aides:

No matter how long your senator has been in office, the point person may need to establish a new relationship with key aides due to staff turnover. Contact the aide responsible for the area of legislation your request most directly impacts: appropriations, budget, tax policy, education, health, foreign relations, etc. Provide timely requests, educational information, and inspiration for your requests and establish yourself as a resource. You will likely need to be persistent to get a response, as they receive many inquiries each day. However, always be respectful of the aide's busy schedule and be sure to ask how they would prefer to be contacted (phone or email). Send along media your group/state has produced on the issues and other articles of interest on our issues. Make sure to thank the aide and Senator for actions taken, even for non-RESULTS actions you appreciate.

Meetings with Senate offices:

- It is more difficult to obtain face-to-face meetings with senators than with representatives since they represent a larger constituent base. Watch newspapers and Senate email newsletters for announcements of appearances across the state
- Meetings with key aides in Washington DC are productive in cementing the relationship with the aide as they “put a face” to the voice on the phone. Remember that aides in Washington DC work on policy much more than local offices
- It is useful to meet with the local staff to build a relationship with the overall office. These meetings will establish your RESULTS group as a reliable resource on issues of poverty and will pave the way toward getting a meeting with the senator
- Be on the lookout for grass-tops (community leaders, other groups, etc.) who know the senator and might help you get a face-to-face meeting. Cultivate the relationship with those grass-top persons

Statewide conference calls with Senator / aides:

In states where there are multiple RESULTS groups, some have established a regular statewide conference call with the Senate aide. This shows interest and support across the state and allows various partners to share their expertise of various issues.

Possible ways to coordinate with other RESULTS partners in the state:

- Report progress to your group leader to share with other group leaders
 - If your group has Issues Experts (see below), utilize them when communicating with the aides and representative
 - Tell your group members when you need constituent help on a request; coordinate if they should email, write, or call the front desk of the representative
 - Maintain an email list of other partners in the state who are interested in being updated on progress with senators
 - Create a Google document and update it with requests/progress made; share this document with other RESULTS partners in the state
 - Invite everyone to participate in conference calls with senate aides.
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Title: House Point Person

Description of the Position:

Each representative that your group covers should have an individual assigned to develop a long-term relationship with h/er and h/er aides.

Key Responsibilities:

- Contact the representative/aide with legislative requests
- Contact representative's scheduler with meeting requests
- Send created media to the representative's office
- Watch for public appearances and town hall meetings with the representative
- Report progress to group

Requirements:

- Contact the Representative's aides with specific requests
- Availability to call your Representative's aides during business hours
- Ability to email your Representative's aides

Resources available to support people in this position:

- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Advocacy How-Tos – Working with Congress](#)
- Researching your Member of Congress training calls
- [Elected Officials](#) web page
- [Campaign & Issues](#) web pages
- Monthly RESULTS conference calls
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates

Example of how activists have made the most of this position:

Legislative Requests:

As legislative requests progress, the point person is aware of actions the group has taken and responses received. If emails, calls and/or letters to the representative's office from constituents in the district would reinforce the point person's request, they should communicate this to other RESULTS activists.

Relationship with key aides:

No matter how long your representative has been in office, the point person may need to establish a new relationship with key aides due to staff turnover. Contact the aide responsible for the area of legislation your request most directly impacts: appropriations, budget, tax policy, education, health, foreign relations, etc. Provide timely requests, educational information, and inspiration for your requests. Establish yourself as a resource. You will likely need to be persistent to get a response, as they receive many inquiries each day. However, always be respectful of the aide's busy schedule and be sure to ask how they would prefer to be contacted (phone or email). Send along media your group/state has produced on the issues and other articles of interest on our issues. Make sure to thank the aide and representative for actions taken, even for non-RESULTS actions you appreciate.

Meetings with Representative offices:

- Watch newspapers and representative email newsletters for announcements of appearances in the district (sign up for email newsletter from you representative on their congressional website)
- Meetings with key aides in Washington DC are productive in cementing the relationship with the aide as they “put a face” to the voice on the phone. Remember that aides in Washington DC work on policy much more than local offices
- It is useful to meet with the local staff to build a relationship with the overall office. These meetings will establish your RESULTS group as a reliable resource on issues of poverty and will pave the way toward getting a meeting with the senator
- Be on the lookout for grass-tops (community leaders, other groups, etc.) who know the representative and might help you get a face-to-face meeting. Cultivate the relationship with those grass-top persons

Involve your group:

- Report progress to your group and group leader; if you want ideas or coaching, let them know
 - If your group has Issues Experts (see below), utilize them when communicating with the aides and representative
 - Tell your group members when you need constituent help on a request; coordinate if they should email, write, or call the front desk of the representative
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Title: Media/Communications Point Person

Description of the Position:

The purpose of RESULTS media work is to influence members of Congress and to educate the public on our issues. The primary work of the Media/Communications Point Person (MCP) is to coordinate group efforts to identify, develop, and maintain relationships with primary and secondary media outlets in the community, and to see that our issues show up in news and opinion pieces. The MCP should maintain media relationships with one or more of the most influential media outlets, but may work with other group members to become key contacts for other media outlets.

Key Responsibilities:

- Determine what media outlets your members of Congress follow and what influences them
- Research and follow the most influential media outlets in the community
- Establish and maintain relationships with key media outlets
- Coordinate the efforts the group to reach as many media outlets as possible
- Work with the group to develop media strategies and tactics that will yield the greatest influence
- Provide information and requests to media outlets on our issues and move them to cover them
- Alert your group members of media generating opportunities including opportunities to respond to opinion pieces and articles with letters to the editor. Provide guidance to them in the form of points they might make in their letters
- Assure that media generated is used in ways that it will have the greatest influence (make sure that decision-makers, community leaders, and others see it)
- Write letters to the editor, op-eds and/or encourage group members to write whenever possible
- Track media generated by the group

Requirements:

- Communication and social skills – interest in reaching out to people in the media
- Organization skills – ability to track media sources and coordinate group activities
- Writing skills helpful, but not required. See the [EPIC Laser Talk](#) for tips on improving writing skills
- Passion for taking action that will make a difference

Resources available to support people in this position:

- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Advocacy How-Tos – Working with the Community](#)
- [Growing Groups](#) – included sample outreach meeting agenda and more
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Powerful Speaking — Laser Talk](#)
- [Powerful Speaking — Storytelling](#)
- [Outreach Resources](#) (forms, handouts)
- Monthly RESULTS conference calls
- “Everyday Heroes” and “RESULTS Global Campaigns” – A 2 DVD Resource for RESULTS Activists

- RESULTS [Video Resources](#), [Newsroom](#), and [Blog](#)
- Media Point Person listserve (a group of other Media/Communications Point People to network with)
- Media training calls, typically held monthly, which provide "how to" information and an environment for sharing media strategies and tactics
- Editorial packets and other media materials provided by staff

Example of how activists have made the most of this position:

Developing Relationships with Editorial Writers:

Editorials in the local newspaper are still one of the most influential pieces of media we can generate. Following your papers, understanding local priorities, and commenting on editorials is a great way to establish a relationship with editorial writers. Making personal contact via a face-to-face meeting to explain who we are and to regularly provide information is a way to deepen a relationship. Demonstrating broad local concern for our issues, sharing moving stories, writing op-eds, and making powerful requests of your editorial writer are ways to get your editorial writers to start weighing in on our issues.

Working with Secondary Media

It can often take a bit of effort to get the major newspapers in our areas to write editorials on our issues. As we deepen those relationships we should also work with smaller papers, local weeklies and magazines, organizations issuing newsletters, and other outlets in our communities. Working with these sources accomplishes our purposes with smaller audiences, but can still garner influence with decision makers. Also, when larger papers and publications see that issues are being picked up in smaller publications, it lets them know that perhaps they should pay attention and cover them as well.

Working with Radio & TV

Many volunteers have approached their local NPR and talk radio stations and asked for airtime. You might ask to tell the public about RESULTS and the issues we work on, expound on an upcoming event, bring in a guest speaker or panel to talk about one of our issues, or invite your member of Congress to be part of a program with you. Some volunteers have appeared on local access programs to talk about our issues, sit on panels, or tell the local audience about the RESULTS group. A few others have organized their own series of panels and education events on our issues to educate the public.

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your group and community allies **are** news. Inform your local media outlet of these activities and ask them to consider covering them in the news. If they can do news stories about someone's dog being rescued from local flood waters, they can certainly cover events where local community members are working to put 75 million kids in school. Such news stories might even inspire editors to comment on our issues in an editorial.

Becoming Local Writers

- One way to assure our issues get media coverage in the opinion columns is to write it ourselves. Organizing a cadre of people can respond to news and opinion with letters to the editor, and others who are willing to write an occasional op-ed is a way to guarantee coverage of our issues.
- You can enhance the impact of op-eds your group writes by partnering with a local community leader or organization in authoring the op-eds.

- Many activists have found that when they are struggling to get editorials published that writing op-eds is a good second option. Writing op-eds will also educate your editorial writers on our issues and increase the likelihood that they might weigh in the future.

Leveraging Media

- It's important that you decision maker see the media you generate. You should send every piece of media you generate to your representative and senators.
 - You may also further leverage your media by packaging several pieces together and getting other local organizations and community leaders to sign on to cover letters you send with the media to your decision makers.
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Title: Community Outreach Coordinator

Description of the Position:

The Outreach Coordinator promotes awareness of RESULTS and RESULTS issues in the community. The purpose of outreach includes:

- Educating the public on issues of poverty
- Networking with allies
- Encouraging occasional actions of friends & allies
- Attracting new members

Key Responsibilities:

- Coordinate quarterly outreach meetings to grow the group
- Find opportunities for the group to table/speak/network in the community
- Creating and maintaining an Action Network: Keep track of friends & allies

Requirements:

- Leadership skills – to motivate the group to outreach
- Organization skills – to keep track of event responsibilities and community contacts
- Passion for, and desire to share the joy of, being in action with others

Resources available to support people in this position:

- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing Groups](#) – included sample outreach meeting agenda and more
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Outreach Resources](#) (forms, handouts)
- Monthly RESULTS conference calls – especially the Grassroots Café section
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- Everyday Heroes
- “RESULTS Global Campaigns” – A 2 DVD Resource for RESULTS Activists

Example of how activists have made the most of this position:

Network tracking:

Have one partner in charge of networking. S/he keeps track of groups to work with, key contacts in these groups, and who in your group is point person contact with those groups. S/he reminds your group of gaps in your network. Have at least one partner meet with a leader or leaders of such groups, and talk about our issues and ways we can work together. Keep working to nourish such contacts.

Action Network:

Keep an email and phone list of people who agree to write letters, take online actions, sign petitions, write letters to the editor, etc. Grow this list as more people find out about your group via outreach. It can be as easy as a listserv you post to or a more specific group of people you somewhat manage . For example:

- Follow up on an e-mail action sent to Action Network members with a phone call to them urging them to take the action. Even if you call a few each time, their desire to take action will grow with a personal invitation.

- Provide feedback back to the group on the actions they have taken, e.g. “10 of you took action which made a real impression on the Representative.”
- Organize an Action Network social gathering to bring these people together — thank them, give them a brief sense of what the group has been working on, socialize.
- Be creative on how to build action in this group, i.e. as they get in the habit of taking action, ask them to go a step further. This is potentially a great pipeline into becoming partners.

Community Opportunities:

All RESULTS activists look for opportunities to spread the message of RESULTS. One partner keeps track of potential venues. Initiating partner often speaks, but others can join, or even lead presentation. Provide materials on actions and RESULTS. Sign up sheets always need to be taken. Speaker needs to be available after the meeting, so that people interested can pose questions, find out about meetings, etc.

Lead Education & Action meetings:

An E&A meeting is designed to be a non-threatening environment for people to show up to learn about RESULTS and take a specific action on our issues (see more about E&As below). They are great for outreach and building an Action Network. However, leading every E&A meeting is a lot to ask of anyone. In your group, someone should be in charge of coordinating who is leading the E&As. Some groups have these meetings once a month, and in doing so have a regular way to connect with new people.

Some bring in outside speakers, who create a means to attract different people each month. Everyone should watch the media and elsewhere for information on local people of interest. Then the group can strategize on who would be a good speaker. Meet with a potential speaker first if no one knows them, to talk to them about RESULTS, and to learn about their experiences and what we might have in common. If they seem good, invite them to speak.

Faith in Action Outreach

While RESULTS is not a faith-based organization, we recognize the passion and power people of faith can bring to anti-poverty advocacy. To tap into this resource, someone in your group could take on the role of a local FIA Outreach Coordinator. This person would be the liaison between the local RESULTS group and faith-based groups and organizations in the community who might be interested in getting involved with the work of RESULTS as activists, donors, and/or coalition partners.

Key responsibilities include the following:

- Surveying the community for local faith communities and faith-based organizations who might be interested in learning about RESULTS
- Making regular invitations to local faith-based groups so they feel welcome to attend local RESULTS events
- Offering RESULTS resources to local faith groups (presentations, [materials](#), etc.)

Student Outreach

Similar to Faith in Action outreach, the Student Outreach Coordinator (YOC) can reach out to colleges and universities to create interest and plant the seeds of activism. The SOC might organize outreach and educational events on campuses, set the group up to do advocacy training, and organize opportunities for students to take action.

Title: Education and Action Organizer

Description of the Position:

Education and Action meetings are held once a month . They are a regular means to connect with new people in a non-threatening environment and learn about RESULTS and take action on our issues. These meetings are a great chance to connect with others and to network with their groups. These meetings can include outside speakers each month, and the group strategizes on who would be a good speaker. The role for organizing E&A meetings usually rotates within the group on a monthly or quarterly basis.

Key Responsibilities:

- Keep in touch with your group leader and activists in your group
- Participate in monthly conference calls and meet at least once a month
- Utilize outside speakers to attract people each month
- Watch for folks in the media and elsewhere to determine local people of interest for meetings.
- Meet with any potential speakers to talk with them about RESULTS and learn about their experiences and what we might have in common.

Requirements:

- Awareness of local community and the community's resources regarding speakers
- Communication skills – professionalism and the ability to make calls to and speak with community leaders/members to coordinate speakers
- Organization skills – ability to keep track of contacts and organize speakers/events
- Social skills – ability to interact with the speakers, community leaders and members
- Leadership skills - ability to take the lead in finding and inviting speakers for meetings, and the ability to motivate group members to attend meetings/events
- Passion for, and desire to share the joy of, being in action with others

Resources available to support people in this position:

- Activists in your group!!!!
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- Monthly RESULTS conference calls
- [Outreach Resources](#) (forms, handouts)
- [Powerful Speaking — Laser Talk](#)
- [Powerful Speaking — Storytelling](#)
- Everyday Heroes
- “RESULTS Global Campaigns” – A 2 DVD Resource for RESULTS Activists
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [BlogSpot](#) for creating a blog for your group
- Social Networking: [Facebook](#), [Twitter](#), [MySpace](#), [Plaxo](#), [LinkedIn](#)
- [Google Calendar](#) to set up a calendar for your group
- Your local newspapers/radio/television

Example of how activists have made the most of this position:

Utilize resources:

Once an event is found in your community, or you organize an event, be sure to utilize the [RESULTS](#) website to help you in preparing for your event – [story telling](#) and the [laser talk](#) are great ways to engage your audience once a special event is coordinated. Teach other activists these skills as well to ensure greater success in informing others about RESULTS.

Networking and utilizing local resources:

Establish relationships with your local resources, i.e. hospitals, doctor's offices, health department, schools, colleges, shelters, churches, newspapers, radio stations, and other businesses/groups. Ask these groups and their members to support you in either housing a meeting, speaking at a meeting, or attending a meeting as a potential activist/volunteer. This nourishes additional contacts in the community as well as leads to partnerships for future events (i.e. socials, fundraisers, and other planned activists activities).

Involve your group:

- Report progress to your group and group leader. If you want ideas or coaching, let them know
- If your group has Issues Experts (see below), utilize them when communicating with community members/groups/potential speakers
- Tell your group members when you need help on a request. Coordinate if they should email, write, or call the speakers you would like to invite to the meeting

Community Spokesperson:

Identify a group member who can be on call to speak to community members, community leaders, reporters, editorial writers, and others about RESULTS, our issues, and our legislative priorities. This person helps the group identify key hooks, frames and messages that will resonate in your community. In addition, this person will be an asset when scheduling speakers to come to these meetings and generating interest for new people to attend.

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your group and community allies *are* news. Inform your local media outlet of these activities and ask them to consider covering them in the news. If they can do news stories about someone's dog being rescued from local flood waters, they can certainly cover events where local community members are working to put 75 million kids in school. Such news stories might even inspire editors to write about our issues in an editorial.

Title: New Member Mentor/Trainer

Description of the Position:

The New Member Mentor/Trainer focuses on new people to your group. The purpose of the new member mentor/trainer is to ensure that the group maintains a welcoming atmosphere to new people, makes sure these people are up to speed on RESULTS and your local group's activities, and invites them to take on specific projects or to assist with campaigns (in coordination with the group leader).

Key Responsibilities:

- Keep in touch with your group leader and activists in your group
- Participate in monthly conference calls and meet at least once a month
- Working with new activists to the group
- Get the new volunteers/activists engaged at a level they are comfortable with, and then bring them along as much as possible
- Staying in touch to keep the pulse (What things do they like? What questions do they have? How could we improve their experience with RESULTS?)
- Continuing to provide opportunities to new members to participate and take on leadership roles
- Being a resource for questions on participation and connecting new people with training resources (RESULTS Introductory Calls, New Activist Orientation, etc.)
- Working with neighboring RESULTS groups that need help with mentoring

Requirements:

- Communication and social skills – interest in reaching out to new people
- Organization skills – ability coordinate group activities and keep track of contacts
- Leadership skills – to motivate the new members
- Passion for, and desire to share the joy of, being in action with others

Resources available to support people in this position:

- Activists in your group
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Basics](#) and other [New Activist](#) tools
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [BlogSpot](#) for creating a blog for your group
- Social Networking: [Facebook](#), [Twitter](#), [MySpace](#), [Plaxo](#), [LinkedIn](#)
- RESULTS connections on Social networking... check out the “Share” link on any www.results.org webpage.

Example of how activists have made the most of this position:

Networking:

The new member mentor/trainer is someone who can support with recruitment as well. Read your local papers, listen to the radio, and pay attention to the issues that are important in your

community. Use your observations to make contacts with your local community members by asking people to join events geared towards the issues they are passionate about. Have recent members support in these events as a means of training. This will help train new members on RESULTS issues as well as nourish new contacts within the community.

Lead Education & Action meetings:

Support a new member in leading an E&A meeting. These meetings are held in a non-threatening environment for people to show up and learn about RESULTS. By supporting your new members in leading this meeting, you're encouraging education about RESULTS to your community as well as fostering leadership within the new members

Event Planning:

Train new members through coordinating events in the community. Provide some ideas on events that are missing in the community and support the new members in organizing this. The events can range from book clubs, lunch and learns, fundraisers, organizing a sign on letter to members of Congress, organizing a group of individuals in writing letters to the editor, creating a Kiva lending group – the possibilities are endless!

Email groups:

To keep up with new members and assure they are feeling supported, create an email group that allows new members to stay in touch with you as well as one another (using one another for support is always a great learning tool).

Title: Education Campaign Organizer

Description of the Position:

The Education for All (global poverty focus) / Early Childhood Development Campaign Organizer (U.S. poverty focus) promotes awareness of RESULTS and our issues in the community and globally as it pertains to education issues. The purpose of the education organizer is to educate the public on this issue, networking within and outside of the local community, and encouraging action for global and domestic education needs.

Key Responsibilities:

- Keep in touch with your group leader
- Keep in touch with activists in your group
- Participate in monthly conference calls and meet at least once a month to plan activities
- Establish and maintain relationships with local community members including schools, business owners, radio stations, college campuses, churches, and news media
- Establish and maintain relationships with people outside of the local community if possible
- Coordinate the efforts the group to reach as many media outlets as possible on education issues
- Work with the group and communications/media point person to obtain influential media coverage on education issues
- Alert your group members of media generating opportunities regarding education including opportunities to respond to opinion pieces and articles with letters to the editor. Provide guidance to them in the form of points they might make in their letters for why education is beneficial and necessary
- Coordinate with communication/media point person to assure that generated media around education issues is used in ways that will have the greatest influence
- Write and submit letters to the editor, op-eds and/or encourage group members to submit pieces regarding education needs and issues

Requirements:

- Communication and social skills – interest in reaching out to people in the media
- Organization skills – ability to track media sources, coordinate group activities, keep track of event responsibilities and community contacts
- Leadership skills – to motivate the group to outreach
- Writing skills helpful, not required
- Passion for education issues and taking action that will make a difference

Resources available to support people in this position:

- Activists in your group
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Basics](#) and other [New Activist](#) tools
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Outreach Resources](#) (forms, handouts)
- “Everyday Heroes” and “RESULTS Global Campaigns” – A 2 DVD Resource for RESULTS Activists
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- PBS Wide Angle series on Education: [Back to School](#)

Example of how activists have made the most of this position:

Create curriculum:

Creating a lesson plan or curriculum that can be used in elementary, middle, or high schools is a great way of educating tomorrow's leaders on today's issues. Children are a wonderful source to teach about issues because they inform their teachers, parents, friends, neighbors, and other family members – if they are informed in a way that is engaging. Partner up with your group members if you are unsure of ways to present the information and utilize your local community contacts to schedule presentations at the schools in your community. Don't forget to inform your local media when you schedule a presentation (make sure you receive the schools approval of media coverage beforehand).

Community Opportunities:

All partners should watch for opportunities to spread the word about RESULTS to other groups and organizations. One partner can keep track of potential venues at which to speak and initiate contact about speaking to a specific group. The group can designate one person as the primary speaker or do it as a group. Be sure to provide materials on actions and RESULTS and have sign up sheets available when presenting. Speaker needs to be available after the meeting, so that people interested can pose questions, find out about meetings, etc.

Local Media Coverage:

Organizing a cadre of people who can respond to news and opinion with letters to the editor, and others who are willing to write an occasional op-ed, is a way to guarantee coverage of our issues. You can enhance the impact of op-eds your group writes by partnering with a local community leader or organization in authoring the op-eds. Many activists have found that when they are struggling to get editorials published that writing op-eds is a good second option. Writing op-eds will also educate your editorial writers on our issues and increase the likelihood that they might weigh in the future.

Approach your local NPR and talk radio stations and ask for airtime. You might ask them to tell the public about RESULTS and the issues we work on, expound on an upcoming event, bring in a guest speaker or panel to talk about one of our issues, or invite your representative or senator to be part of a program with you.

Some volunteers have appeared on local access programs to talk about our issues, sit on panels, or tell the local audience about the RESULTS group. A few others have organized their own series of panels and education events on our issues to educate the public.

Site Visits

Another way to engage your group, your community and elected official on education issues is to arrange site visits to local institutions. For example, your group could visit a local Head Start or child care center or local organization that provides education services in developing countries to learn more about early childhood development programs in your area. You could even coordinate with the center's staff to have a member of Congress do the visit with you. This is a great way to educate yourselves and our elected leaders on the importance of education in combating poverty. Learn more about setting up site visits in [RESULTS Activist Milestones](#).

Title: Economic Opportunity Campaign Organizer

Description of the Position:

The Economic Opportunity Campaign Organizer promotes awareness of RESULTS and our issues in the community and globally as it pertains to economic opportunity issues, such as low-income tax credits and asset development (U.S. poverty) or microcredit (global poverty). The purpose of the Economic Opportunity organizer is to educate the public on this issue, networking within and outside of the local community, and encouraging action for global and domestic financial needs.

Key Responsibilities:

- Keep in touch with your group leader
- Keep in touch with activists in your group
- Participate in monthly conference calls and meet at least once a month to plan activities
- Establish and maintain relationships with local community members including banks, schools, business owners, radio stations, college campuses, churches, and news media
- Establish and maintain relationships with people outside of the local community if possible
- Coordinate the efforts the group to reach as many media outlets as possible
- Work with the group and communications/media point person to obtain influential media coverage
- Alert your group members of media generating opportunities regarding economic opportunity including opportunities to respond to opinion pieces and articles with letters to the editor. Provide guidance to them in the form of points they might make in their letters for expanding economic opportunity for all people is beneficial and necessary
- Coordinate with communication/media point person to assure that generated media around economic opportunity issues is used in ways that will have the greatest influence
- Write and submit letters to the editor, op-eds and/or encourage group members to submit pieces regarding economic opportunity needs and issues

Requirements:

- Communication and social skills – interest in reaching out to people in the media
- Organization skills – ability to track media sources, coordinate group activities, keep track of event responsibilities and community contacts
- Leadership skills – to motivate the group to outreach
- Writing skills helpful, not required.
- Passion for economic opportunity issues and taking action that will make a difference

Resources available to support people in this position:

- Activists in your group
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Basics](#) and other [New Activist](#) tools
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Outreach Resources](#) (forms, handouts)
- “Everyday Heroes” and “RESULTS Global Campaigns” (2 DVD Resource for RESULTS Activists)
- [Campaign & Issues](#) web pages

- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [Association for Enterprise Opportunity](#) directory
- www.Kiva.org
- [Banker to the Poor](#)

Example of how activists have made the most of this position:

Get Creative with Community:

Ask local banks, business men/women, and others you think would be interested to host an event to raise awareness about microcredit, tax credits, or asset development. During this event education can be provided on the benefits of economic opportunity issues, the recent progress being made with legislation, and future actions being worked on. This event could be utilized according to what your group decides is needed (i.e. fundraising, education, recruiting volunteers – all of the above) as well as a wonderful opportunity to recruit more volunteers who are specifically interested in these issues. Check the [Association for Enterprise Opportunity](#) website and [Facebook page](#) to see if there is a microfinance organization in your community.

Volunteers can also hold events within the community in which speakers are invited to come and share stories of the success of microcredit. Book clubs could be held that educate on the benefits of microcredit (“Banker to the Poor” by Muhammad Yunus is a great resource). Think about starting a local [Kiva lending group](#) to help community members connect with real lives as they become advocates.

You could also get involved with local [Volunteer Income Tax Assistance program](#) (VITA). VITA volunteers do tax returns for low-income clients. The program is run by the IRS. Volunteering for VITA is a great way to see how low-income tax credits such as the [Earned Income Tax Credit](#) and [Child Tax Credit](#) work and how they can make a big difference in people’s lives.

Community Opportunities:

All partners should watch for opportunities to spread the word about RESULTS to other groups and organizations. One partner can keep track of potential venues at which to speak and initiate contact about speaking to a specific group. The group can designate one person as the primary speaker or do it as a group. Be sure to provide materials on actions and RESULTS and have sign up sheets available when presenting. Speaker needs to be available after the meeting, so that people interested can pose questions, find out about meetings, etc.

Newspapers/Local Print Media:

Organizing a cadre of people can respond to news and opinion with letters to the editor, and others who are willing to write an occasional op-ed is a way to guarantee coverage of our issues. You can enhance the impact of op-eds your group writes by partnering with a local community leader or organization in authoring the op-eds. Many activists have found that when they are struggling to get editorials published that writing op-eds is a good second option. Writing op-eds will also educate your editorial writers on our issues and increase the likelihood that they might weigh in the future.

Local radio and television:

Approach your local NPR and talk radio stations and ask for airtime. You might ask them to tell the public about RESULTS and the issues we work on, expound on an upcoming event, bring in a guest speaker or panel to talk about one of our issues, or invite your member(s) of Congress to be part of a program with you.

Some volunteers have appeared on local access programs to talk about our issues, sit on panels, or tell the local audience about the RESULTS group. A few others have organized their own series of panels and education events on our issues to educate the public.

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your group and community allies **are** news. Inform your local media outlet of these activities and ask them to consider covering them in the news. If they can do news stories about someone's dog being rescued from local flood waters, they can certainly cover events where local community members are working to put 75 million kids in school. Such news stories might even inspire editors to comment on our issues in an editorial.

Title: Health Care for All Campaign Organizer

Description of the Position:

The Health Care for All Campaign Organizer promotes awareness of RESULTS and RESULTS issues in the community and globally as it pertains to global and domestic health and health care needs. The purpose of the Health Organizer is to educate the public on this issue, networking within and outside of the local community, and encouraging action for global or domestic health issues.

Key Responsibilities:

- Keep in touch with your group leader
- Keep in touch with activists in your group
- Participate in monthly conference calls and meet at least once a month to plan activities
- Establish and maintain relationships with local community members including homeless shelters, health department, hospitals, doctor's offices, schools, business owners, radio stations, college campuses, churches, and news media.
- Establish and maintain relationships with people outside of the local community if possible
- Coordinate the efforts the group to reach as many media outlets as possible
- Work with the group and communications/media point person to obtain influential media coverage
- Alert your group members of media generating opportunities regarding health including opportunities to respond to opinion pieces and articles with letters to the editor. Provide guidance to them in the form of points they might make in their letters for why health and health care is beneficial and necessary
- Coordinate with communication/media point person to assure that generated media around health and health care issues is used in ways that will have the greatest influence
- Write and submit letters to the editor, op-eds and/or encourage group members to submit pieces regarding health and health care needs and issues

Requirements:

- Communication and social skills – interest in reaching out to people in the media
- Organization skills – ability to track media sources, coordinate group activities, keep track of event responsibilities and community contacts
- Leadership skills – to motivate the group to outreach
- Writing skills helpful, not required.
- Passion for health issues and taking action that will make a difference

Resources available to support people in this position:

- Activists in your group!!!!
- [Basics](#) and other [New Activist](#) tools
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Outreach Resources](#) (forms, handouts)
- Your group leader, regional coordinator and [RESULTS legislative staff](#)

- “Everyday Heroes” and “RESULTS Global Campaigns” (A 2 DVD Resource for RESULTS Activists)
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates

Example of how activists have made the most of this position:

Utilize your local resources:

Meet with your local hospitals, doctor’s offices, health department, schools, shelters, churches, and other places you and your group can think of to coordinate events in which these members would be present to speak out on the effects of global and domestic health issues on local communities. On global health, plan events during meaningful times such as World TB Day or World AIDS day in order to connect the issue to a larger base of people. Events could include fundraising, book clubs, relevant television shows or movies, or other that you think of. Also partner with local college campuses to support you in educating the community, recruiting new volunteers, and spreading the message to more people (college students often feel connected to global health issues, particularly those students involved in study abroad programs).

Community Opportunities:

All partners should watch for opportunities to spread the word about RESULTS to other groups and organizations. One partner can keep track of potential venues at which to speak and initiate contact about speaking to a specific group. The group can designate one person as the primary speaker or do it as a group. Be sure to provide materials on actions and RESULTS and have sign up sheets available when presenting. Speaker needs to be available after the meeting, so that people interested can pose questions, find out about meetings, etc.

Local Media:

Organizing a cadre of people can respond to news and opinion with letters to the editor, and others who are willing to write an occasional op-ed is a way to guarantee coverage of our issues. You can enhance the impact of op-eds your group writes by partnering with a local community leader or organization in authoring the op-eds. Many activists have found that when they are struggling to get editorials published that writing op-eds is a good second option. Writing op-eds will also educate your editorial writers on our issues and increase the likelihood that they might weigh in the future.

Approach your local NPR and talk radio stations and ask for airtime. You might ask them to tell the public about RESULTS and the issues we work on, expound on an upcoming event, bring in a guest speaker or panel to talk about one of our issues, or invite your member(s) of Congress to be part of a program with you. Some volunteers have appeared on local access programs to talk about our issues, sit on panels, or tell the local audience about the RESULTS group. A few others have organized their own series of panels and education events on our issues to educate the public.

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your group and community allies are news. Inform your local media outlet of these activities and ask them to consider covering them in the news. If they can do news stories about someone's dog being rescued from local flood waters, they can certainly cover events where local community members are working to put 75 million kids in school. Such news stories might even inspire editors to comment on our issues in an editorial.

Title: Fundraising Manager

Description of the Position:

The Fundraising Manager coordinates fundraising events for the group to raise money for RESULTS. Fundraising also serves to help introduce RESULTS to new people.

Key Responsibilities:

- Keep in touch with your group leader and activists in your group
- Participate in monthly conference calls and meet at least once a month
- Work with new partners.
- Coordinating the group's participation to make a fundraiser as successful as it can be
- Bringing order and focus to fundraising.
- Organizing the groups annual fundraising efforts, whether an event or a Friends & Family letter campaign. If an event, it should include powerful speakers, and should be planned well in advance. (New groups are not expected to do fundraising in their first year.)

Requirements:

- Communication and social skills – ability to make calls to community members to organize events
- Organization skills – ability to keep track of contacts and planned events
- Leadership skills – to motivate the group and others for outreach
- Passion for, and desire to share the joy of, being in action with others
- Previous experience with event planning helpful, but not required
- Some knowledge of fundraising helpful, but not required

Resources available to support people in this position:

- Activists in your group
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- [Powerful Speaking — Laser Talk](#)
- [Powerful Speaking — Storytelling](#)
- Monthly RESULTS conference calls
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [BlogSpot](#) for creating a blog for your group
- Social Networking: [Facebook](#), [Twitter](#), [MySpace](#), [Plaxo](#), [LinkedIn](#)
- RESULTS connections on Social networking... check out the “Share” link on any www.results.org webpage.
- [Outreach Resources](#) (forms, handouts)
- “Everyday Heroes” and “RESULTS Global Campaigns” (A 2 DVD Resource for RESULTS Activists)

Example of how activists have made the most of this position:

Local Media for Fundraising Events:

Organize a cadre of people to help get the message out regarding upcoming fundraising events. Use personal invitations, print media, websites, local radio, local television, flyers, word of mouth, and any other form of communication to make your community aware. The more people who know, the more successful the event is!

Generating News that Gets Covered and Commented On:

Once you have produced your event, make sure it gets coverage so that others will know about RESULTS and be on the lookout for future events. Inform your local media outlet of these activities and ask them to consider covering them in the news.

Using your connections and local community to network:

Establish relationships with your local resources, e.g. hospitals, doctors offices, health department, schools, colleges, shelters, churches, newspapers, radio stations, and other businesses/groups. Ask these groups and their members to support you in either housing a fundraiser, attending a fundraiser, telling their social network about the fundraiser, or donating money for the fundraiser.

Social Networking:

Social Networking allows you to spread your message to the masses. You can set up your own pages and get “friends” to “follow” you and/or you can post comments on pages for other people, organizations, media you are following. Each post increases the awareness of RESULTS issues. RESULTS staff hopes to organize information about media sites networking opportunities. Of course, RESULTS volunteers can be on the lookout for opportunities themselves.

Title: Action Network Manager

Description of the Position:

The Action Network Manager is in charge of the email and phone list of people who have agreed to write letters, take online actions, sign petitions, write letters to the editor, etc. The Action Network Manager will monitor the list as it grows.

Key Responsibilities:

- Keep in touch with your group leader and activists in your group
- Participate in monthly conference calls and meet at least once a month
- Work with new partners
- Making phone calls to action network members after emailing them an action. Even if you call a few each time, their desire to take action will grow with a personal invitation
- Providing feedback back to the group on the actions they have taken —“10 of you took action which made a real impression on the Representative.”
- Organizing an Action Network social gathering to bring people together — thank them, give them a brief sense of what the group has been working on, socialize.
- Being creative on how to build action in this group. This is potentially a great pipeline into becoming partners

Requirements:

- Communication and social skills – interest in reaching out to people
- Organization skills – ability to keep track of contacts and planned events
- Leadership skills – to motivate the group and others for outreach
- Passion for, and desire to share the joy of, being in action with others
- Writing skills helpful, not required.

Resources available to support people in this position:

- Activists in your group
- [Basics](#)
- [Advocacy How-Tos](#) – [Working with the Community](#)
- [Growing the Network](#) – including resources for [Faith In Action](#), building a coalition, and organizing a community forum
- Your group leader, regional coordinator and [RESULTS legislative staff](#)
- [Campaign & Issues](#) web pages
- [Global](#) and [Domestic](#) Monthly Action
- [Global](#) and [Domestic](#) Weekly Updates
- [BlogSpot](#) for creating a blog for your group
- Social Networking: [Facebook](#), [Twitter](#), [MySpace](#), [Plaxo](#), [LinkedIn](#)
- RESULTS connections on Social networking... check out the “Share” link on any www.results.org webpage.
- [Outreach Resources](#) (forms, handouts)
- “Everyday Heroes “ video
- “RESULTS Global Campaigns” (A 2 DVD Resource for RESULTS Activists)
- Monthly RESULTS conference calls
- [Google Docs](#) to share group documents
- [Google Groups](#), [Yahoo Groups](#) to create an email group

- [Google Calendar](#) to set up a calendar for your group

Example of how activists have made the most of this position:

Networking:

Use this as an opportunity to grow the list through networking. Using the names of those signed up for email and phone lists, send reminders to them about upcoming events that include a request for each person to bring two other people. By doing this, we can continue to grow our group of activist and spread the word in the community about RESULTS.

Utilize your local resources:

Include local hospitals, doctors offices, health department, schools, colleges, shelters, churches, and other businesses/groups you and your activist group can think of to include on your phone and email list. This nourishes additional contacts in the community as well as leads to partnerships for future events (i.e. socials, fundraisers, and other planned activists activities).

Websites:

Several groups have websites. Check out [San Francisco's](#), [Seattle's](#) and [Texas'](#) websites. Others may be available off the [Find a Community RESULTS Group](#) page. You can host your website with a web service, as part of your personal internet provider account or use [Google Sites](#) for free. You may however want to purchase/register a domain name for your site, as personal internet provider accounts are difficult to remember and type in. These are available from several places on the web ([Yahoo](#), [GoDaddy](#), and many more (Search on Register Domain Name)). If you use a hosting service, they will likely offer a domain name as part of their service. A website can be used to inform your community about RESULTS, thus, growing your email and phone list of volunteers and activists.

Social Networking:

Social Networking allows you to spread your message to the masses. You can set up your own pages and get "friends" to "follow" you and/or you can post comments on pages for other people, organizations, media you are following. Each post increases the awareness of RESULTS issues. RESULTS staff hopes to organize information about media sites networking opportunities. Of course, RESULTS volunteers can be on the lookout for opportunities themselves.

Title: Social Media/Technology Manager

Description of the Position:

The Social Media/Technology Manager enables communication for the group through technology. Your ideas might include but are not limited to a group website, email list, blog, Facebook site, MySpace site, Twitter communiqués, and setting up Excel, Word or Google Documents to track your group's vital information. Tools are also available to enable your group to join together for group calls.

Key Responsibilities:

- Identifying and suggesting new ideas to fill any technology needs for the group
- Designing and implementing solutions
- Mentoring the group in use of these tools
- Incorporating feedback from the group

Requirements:

- Basic understanding of internet resources, word processing and spreadsheet creation, and social media, or willingness to learn
- Knowledge of technology, or willingness to learn
- Ability to take ideas (yours or the groups) and craft a solution
- Attention to detail

Resources available to support people in this position:

- RESULTS [Facebook page](#)
- RESULTS [Twitter page](#)
- RESULTS website: www.results.org
- [Google Docs](#) to share group documents
- [Google Groups](#), [Yahoo Groups](#) to create an email group
- [Google Calendar](#) to set up a calendar for your group
- Use RESULTS' CapWiz web application to really wow your partners with your ability to get [Congressional](#) and [media](#) information
- [BlogSpot](#) for creating a blog for your group
- Social Networking: [Facebook](#), [Twitter](#), [MySpace](#), [Plaxo](#), [LinkedIn](#)

Example of how activists have made the most of this position:

Blogs:

- Partners have written blogs about their lobbying experiences thus inspiring other.
- [RESULTS has a blog](#). Articles are entered by RESULTS staff but Comments from everyone are encouraged. Set up an RSS feed to be alerted when new entries are posted.
- Follow blogs on your favorite media websites. Comment on articles and link to RESULTS information. This raises awareness of our issues and raises the importance of those issues to the media.

Websites:

Several groups have websites. Check out [San Francisco's](#), [Seattle's](#) and [Texas'](#) websites. Others may be available off the [Find a Community RESULTS Group](#) page. You can host your website with a web service, as part of your personal internet provider account or use [Google](#)

[Sites](#) for free. You may however want to purchase/register a domain name for your site, as personal internet provider accounts are difficult to remember and type in. These are available from several places on the web ([Yahoo](#), [GoDaddy](#), and many more (Search on Register Domain Name)). If you use a hosting service, they will likely offer a domain name as part of their service. A website can be used to inform your community about RESULTS, thus, growing your email and phone list of volunteers and activists.

Email groups:

Email programs allow you to set up groups for you to send emails to. All members will need to set up a group on their email system. Or you can set up an email group via Google or Yahoo that members can join. To keep them more secure, an administrator can add users to the group.

RESULTS has an email listserv that allows members to exchange ideas and allows staff to send out information to the masses. To subscribe, you will need a Google account (free) then go to <http://groups.google.com/group/results-l/subscribe?hl=en> to register.

Shared Documents:

Some Point People for members of Congress have created a Google document and update it with requests/progress made. They shared the document with other RESULTS partners in the state. Also, when doing inviting for an outreach meeting or a fundraiser, a group could keep a shared spreadsheet of people they are inviting indicating progress made (invited, emailed, attending, etc) and contact information. This allows for motivation and accountability in the inviting process.

Technology Mentoring

Just be a reference for “how to” questions. We all need help figuring out how to use programs. Answer questions as they arise or give a training session at an Education & Action meeting.

Group Meetings - Electronically

Some groups join together weekly, monthly or for planning special events via conference call. This can be accomplished many ways.:

- If someone has access to a phone system with multiple lines, they may be able to call everyone and join them together
- Three-way calling can be used to chain the group together
- Some phone systems offer conference calling, e.g. Vonage
- “Free” conference companies provide a long distance number that will join callers together. FreeConference.com and FreeConferenceCalling.com are two examples that have free services but you can also purchase other features
- Dim Dim is real time meeting collaboration with chat (www.dimdim.com)
- GoToMeeting.com offers collaboration with voice and document sharing/viewing via the internet, but it is not a free service

Social Networking:

Social Networking like Facebook and Twitter allows you to spread your message to the masses. You can set up your own pages and get “friends” to “follow” you and/or you can post comments on pages for other people, organizations, media you are following. Each post increases the awareness of RESULTS issues. RESULTS staff hopes to organize information about media sites networking opportunities. Of course, RESULTS volunteers can be on the lookout for opportunities themselves.

Title: Grasstops Relationship Manager

Description of the Position:

The person cultivates relationship with influential community allies who relate to our issue.

Key Responsibilities:

- Identify influential issue experts, practitioners, or other community leaders who might want to hear about RESULTS advocacy and develop a working relationship
- Approach potential grasstops partners and describe RESULTS, both as an organization and how it's working in the local community
- Envision and create possible partnerships like co-writing op-eds, speaking at fundraisers, participating in and promoting the local action network

Requirements:

- Willingness to do community [mapping](#) to identify local contacts
- Ability to reach out to new people and articulate the work of RESULTS
- Ability to think creatively and follow through on projects

Resources available to support people in this position:

- Community mapping resources from the RESULTS staff
- [Activist milestone related to building allies within your community](#)
- [Google Docs](#) to share group documents
- [Google Groups](#), [Yahoo Groups](#) to create an email group
- [Google Calendar](#) to set up a calendar for your group

Example of how activists have made the most of this position:

RESULTS activists have worked with local issue experts, practitioners, community leaders, and other influencers to experts to co-craft media submissions and hold press conferences, create community events like luncheons and panel discussions, and hold powerful fundraisers. Local “grasstops” experts and influencers provide activists with “local hooks,” means for illustrating how their advocacy involves and impacts the local community. They also allow a RESULTS group access to an audience that might otherwise not be available to them.

Check out the [RESULTS blog](#) for great stories of community collaboration between RESULTS groups and grasstops movers and shakers. Also see our [Working with the Community Activist Milestones](#) for examples on how to do outreach in your community.

Title: Group Historian/Tracker

Description of the Position:

The Historian/Tracker attends group meetings in order to record note worthy events and manages the groups' history of these events.

Key responsibilities:

- Keep in touch with your group leader and activists in your group
- Participate in monthly conference calls and meet at least once a month.
- Keep track of group's events and activities, particularly historical/note-worthy events
- Report progress to group

Requirements:

- Availability and flexibility to attend events or coordinate a replacement for you if you are unable to attend
- Organization skills – ability to keep track events
- Passion for sharing the joy of being in action with others

Resources available to support people in this position:

- Activists in your group
 - Your group leader, regional coordinator and [RESULTS legislative staff](#)
 - Monthly RESULTS conference calls
 - “RESULTS Global Campaigns” – A 2 DVD Resource for RESULTS Activists
 - [Campaign & Issues](#) web pages
 - [Global](#) and [Domestic](#) Monthly Action
 - [Global](#) and [Domestic](#) Weekly Updates
 - [BlogSpot](#) for creating a blog for your group
 - [Google Calendar](#) to set up a calendar for your group
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Title: Grassroots Board Member

Description of the Position:

Grassroots Board Members are not assigned to a group. Grassroots Board Members serve for a term of three years, and represent the volunteer body on the Board of Directors and on the Executive Committee for the Board. The Executive Committee of the Board is the primary governing body of the organization. Grassroots Board Members are elected to the Board by active RESULTS volunteers.

Key Responsibilities:

- Work with the Executive Director in shaping the direction of RESULTS
- Work with the Executive Director in advising on major legislative policy for the organization.
- Availability to meet by teleconference
- Availability and ability to communicate via e-mail and telephone calls
- Chair or serve on a Board Committee
- Attend yearly face-to-face board meeting

Requirements:

- Currently an active member of a RESULTS group
- Participation in all conference calls, meetings, and events necessary for this position
- Have experience in all areas of RESULTS activity: legislative, outreach, fundraising, and media work (preferred).
- Have attended at least one International Conference (preferred).

Resources available to support people in this position:

- Former Board Members
 - RESULTS staff
 - Weekly and monthly conference calls
 - [Advocacy How-Tos](#) – [Working with Congress](#) - [Working with the Community](#)
 - [Basics](#)
 - [Campaign & Issues](#) web pages
 - [Global](#) and [Domestic](#) Monthly Action
 - [Global](#) and [Domestic](#) Weekly Updates
 - [RESULTS legislative staff](#)
 - Researching your Member of Congress training calls
 - [Elected Officials](#) web page
 - [Campaign & Issues](#) web pages
 - [Google Docs](#) to share group documents
 - [Google Groups](#), [Yahoo Groups](#) to create an email group
 - [Google Calendar](#) to set up a calendar for your group
 - Use RESULTS' CapWiz web application to really wow your partners with your ability to get [Congressional](#) and [media](#) information
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