



As a New Advocate Mentor, your most impactful role is simple:
Help new advocates take action with confidence.

During the Amplify Every Voice campaign, you help new advocates use media to raise their voice and influence change.

WHY THIS CAMPAIGN MATTERS



Media can be a powerful tool in educating, influencing, and holding lawmakers accountable on the issues you care about.



Local letters to the editor and op-eds mentioning lawmakers by name let them know their constituents are paying attention.



RESULTS volunteers have long generated hundreds of media pieces each year urging Congress to prioritize ending poverty.



Add your voice to this rising chorus.

LADDER OF ENGAGEMENT

Meet new advocates where they are. Invite them to take the next step.



Small steps lead to BIG change.

NEW ADVOCATE MENTOR 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 & Social Skills
Interest in reaching out to new people and building meaningful relationships.



Leadership Skills
To motivate and encourage new members to get involved and take action.



Inclusivity
Talk with people from a variety of backgrounds and create a welcoming, supportive space for everyone.

GETTING TO KNOW YOUR NEW ADVOCATES

The best way to get to know people is through a one-on-one (1:1) conversation!

1



ASK & LISTEN

- Do these group times work for you?
- Do you have questions about how our group is organized?

2



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.

3



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.

GOALS & DISCUSSION QUESTIONS

Use these questions to spark meaningful conversations.

1



Why did you choose advocacy?

2



What issues are most important to you and why?

3



What excites you? What makes you nervous?



TIP: Listen with curiosity and meet them where they are. Their story is the key to their engagement.

YOUR 6 KEY ACTIONS AS A NEW ADVOCATE MENTOR

1



Connect 1:1 Early

Schedule a one-on-one conversation. Build trust before asking for action. Learn what motivates them.

2



Get to Know Them

Ask questions, listen deeply, and learn about their goals, interests, and concerns.

3



Set Them Up for Success

Explain how your group works, share what a meeting feels like, and normalize it's okay to be new.

4



Support Their First Action (Key Moment)

Encourage them to write an LTE. Share templates and examples. Offer to review or brainstorm with them.

5



Provide Gentle Coaching

Keep it low-pressure and encouraging. Focus on progress, not perfection.

6



Follow Up

Check in after meetings or actions. Ask how it felt. Celebrate what they did! Recognition builds retention.



CREATE A WELCOMING EXPERIENCE

- ✓ Communicate clearly and warmly
- ✓ Be inclusive and approachable
- ✓ Meet people as humans first, advocates second

MENTOR MINDSET



You are not there to overwhelm—you are there to guide.



You are not there to perfect—you are there to encourage.



You are not there to lead everything—you are there to empower action.



Confidence comes from action. Action comes from support.

You make it possible.
Thank you!

