

results

# New Advocate Starter Pack



# Your guide to the New Advocate Starter Pack

Welcome to RESULTS!



**Ground yourself in values**

(pg 4)

Learn about privilege, power, and oppression



**Empower yourself with information**

(pg 7)



Commit to RESULTS values



Fill out your member of Congress profiles

Learn about one RESULTS issue



Write an EPIC message



**Connect with other advocates**

(pg 15)



Training and Support



Attend a local RESULTS meeting



Congratulations, you are a RESULTS advocate!



# Welcome to RESULTS!

Hello and welcome to RESULTS!

My name is Joanne Carter and I'm the executive director of RESULTS. I know I speak for our staff and volunteer network when I say how grateful we are that you're here. Yours is a critical voice in our call to end poverty.

Many people who start their journey with RESULTS wonder if they can make a difference. They ask themselves if they can really shape their government's priorities. Let me just say now, yes, you can. Decades of experience have shown me the power of ordinary people to drive change. Soon, you will start to build new relationships — within your community and with your lawmakers. You may get to know your local newspaper's opinion editors! With each new connection, your impact grows. As a longtime activist leader from California says, "Now when I look at the tragic headlines in the newspaper, I don't get depressed because I know I can do something about them."

Each volunteer's journey is personal and different. You may feel eager to jump right in. You may feel nervous at first. Many volunteers start out with no prior experience. If you are new to advocacy, please be patient with yourself, and let your passion be your guide. Each action will build your "muscle memory" for creating change.

I realized my own power as an activist when I joined RESULTS as a volunteer like you.

As a brand new RESULTS volunteer over three decades ago, I had never talked to a member of Congress (MOC). But when I asked for a meeting, I was amazed how fast I got it! My MOC was completely responsive to my global policy ask and directed his aide to follow up with me to take next steps — which he did! It doesn't always go this quickly, but persistence usually pays off. Pretty soon, I was asked to lead my local RESULTS group. I was more than a bit nervous, but I did it thanks to support from staff and my fellow volunteers. From then on, I was hooked. Three years later, I left my job as a veterinarian and came to work for RESULTS.

Your RESULTS path will probably look different from mine. But all of us share in the transformational experience of discovering our power as advocates. And each of our voices matters in building the power to make bold change. Thank you for taking on this challenge. We look forward to the gifts and talents you bring to the movement to end poverty.

In partnership,



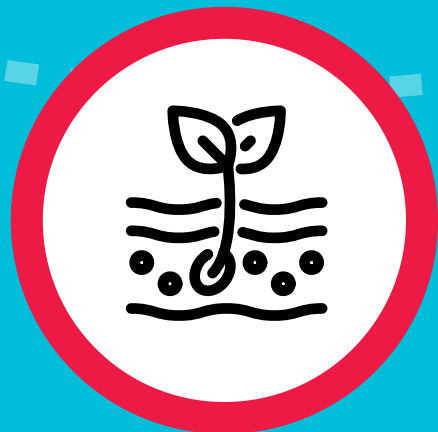
Joanne



# STEP 1



Ground  
yourself in  
values





# Ground yourself in values

Here at RESULTS, our values around equity and anti-oppression drive our advocacy. Oppressive systems breed poverty and reinforce power imbalances that harm marginalized communities. Oppressive behavior also holds us back individually and collectively from reaching our full potential.



## Privilege, power, and oppression

Anti-oppression is the practice of actively challenging systems and behaviors of oppression on an ongoing basis. By fighting oppressive systems in our daily lives, we strengthen our work to end poverty.

### ***ACTION ITEM***

**Watch these videos** to help you understand how power, privilege, and oppression create systemic poverty.



[Systemic Racism Explained](#)



[Power Privilege and Oppression](#)



## RESULTS values

RESULTS pledges to create a space for all voices. Those who have experienced poverty must lead and shape our work. We will address oppressive behaviors in our interactions, families, communities, work, and world. We draw our strength from our diversity of experiences, not from our assumptions.

[Read RESULTS' full values statement here.](#)

### *ACTION ITEM*

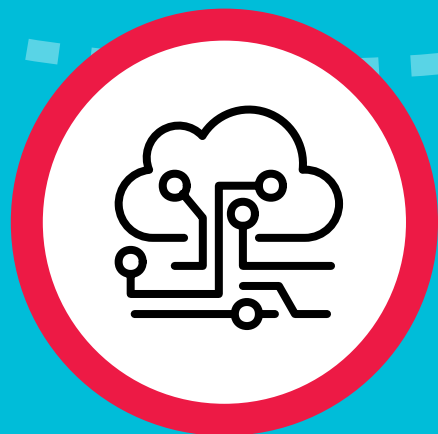
As an advocate in the RESULTS movement, we ask that you **commit to these values**. In turn, we are committed to supporting you on this journey.



# STEP 2



**Empower  
yourself with  
information**





# Empower yourself with information

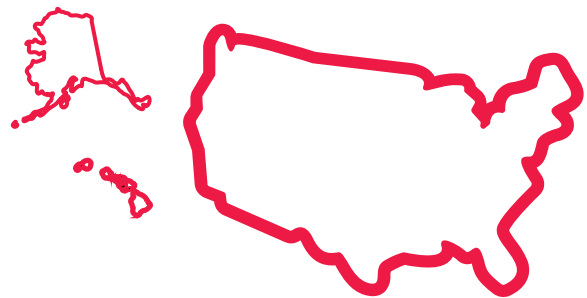


## Learn the issues

Since 1980, RESULTS advocates have influenced Congress to pass historic laws and fund U.S. and global poverty programs. Our campaigns include many issues, and all focus on essential human rights.

## *U.S. poverty*

Everyone deserves health care, stable housing, and enough money for their basic needs. Oppression and inequality put barriers to these rights for people in our communities. RESULTS advocates are calling for solutions to problems that millions of people face in our country.





## The problem

- One in six children in the U.S. live below the poverty line. Children make up 40 percent of all individuals facing eviction.
- Seventeen million households in the U.S. are food insecure.
- Half of all U.S. renter households are cost burdened and spend over 30 percent of their income on rent and utilities.
- Housing assistance is only available to one in four households that need it.
- The wealthiest seven million households get more housing aid via tax credits than the 55 million lowest-income renters.

## The solution



### Economic Empowerment | Housing Justice | Healthy Nutrition

As an advocate, you will call for solutions to make the tax code work for people with low incomes and put money back into people's pockets, like the Child Tax Credit and the Earned Income Tax Credit. You will support communities facing hunger by protecting and improving the Supplemental Nutrition Assistance Program (SNAP), our country's first line of defense against hunger. You will also advocate for affordable housing through vehicles like the Renter Tax Credit and more.

### **ACTION ITEM**

Choose one **RESULTS U.S. poverty issue** and read about it on our [Issues Page](#).

# Global poverty



RESULTS advocates have secured billions of dollars for global health and education efforts. As we confront big global challenges, people in poverty suffer the most. We will keep calling for funding and policies to improve global health and education.

## The problem

- Each year, five million children die before the age of 5. Most of these deaths are from preventable causes, like vaccine-preventable illnesses and malnutrition.
- Malnutrition is an underlying cause of nearly half of all child deaths.
- Tuberculosis (TB) is preventable, treatable, and curable. Yet, it remains a top infectious killer worldwide.
- Over 98 percent of TB cases and deaths are in low- and middle-income countries.

## The solution



### Global Health | Nutrition | Maternal and Child Health | Education

As an advocate, you will call for funding for global health and education programs during the annual Appropriations process. This funding targets programs for maternal and child health, nutrition, vaccines, education, AIDS, TB, and malaria. You will also urge the U.S. government to be a global leader by supporting the Global Fund to Fight AIDS, TB and Malaria, the Nutrition for Growth Summit, and the Global Partnership for Education.

### **ACTION ITEM**

Choose one RESULTS global poverty issue and read about it on our [Issues Page](#).



# Powerful speaking

Knowing how to speak powerfully about the issues is essential for effective action.

## EPIC Message

RESULTS advocates use the EPIC format to create powerful messages. EPIC is an acronym that helps you remember the basics of a powerful message. You can use the EPIC model to speak with Congress, publish media, or engage your community to act with RESULTS.

**Engage Your Audience:** Use a dramatic fact, short statement, or personal story to grab your listener's attention.

**“ We have a housing crisis in our community and around the country. And rents continue to go up. ”**

**Problem:** Present causes of the problem you introduced in the first section. How widespread or serious is the problem? How has the problem affected you or your community?

**“ At least 44 million U.S. renters today struggle to stay housed because they spend over 30 percent of their wages on rent. ”**

**Inform on Solutions:** Inform the listener about a solution to the problem you raised. You might cite a recent study. Or, tell a first-person account of how the solution has affected you or others you know.

**“ The tax code gives billions in tax breaks to homeowners, builders, and developers. It offers almost nothing to struggling renters. ”**

**Call to Action:** A call-to-action answers the question “so what do you want me to do about it?” Make the action something specific you can follow up on. Frame it as a yes-or-no question.

**“ What policies are you pursuing to ensure better housing affordability, especially for renters? Would you support a tax credit for low-income renters to help them afford their homes? ”**

## Personalize your message

Research shows that personalized messages are far more effective than form messages (pre-written messages for you to use). RESULTS provides a [sample EPIC message](#) for advocates to use. It's up to you to personalize it and make it powerful.

### **Consider including:**

- Why do you care about the issue?
- How is the issue impacting you currently (or how has it affected you in the past)?
- How does the issue show up in your local community or state?
- What values are motivating you to support solving this issue?

## Delivering your laser talk

*A "Laser Talk" is a short elevator pitch that uses your EPIC message.*

Speaking naturally and from the heart is an important advocacy skill. Practicing your message will allow you to feel comfortable delivering it. You may not always deliver your message exactly as you learned it. But if you learn it well, you will be able to use all sections of the talk as you need them.

### **Tips for delivering a laser talk:**

- Practice your laser talk out loud several times. Practice by yourself and aloud with others.
- Memorize as many of the details as possible.
- Deliver your laser talk without stopping, even if you make a few stumbles along the way.
- Critique yourself and ask for feedback. Pick two things that you liked about the talk and one thing you would like to improve upon.

## **ACTION ITEM**

**Write your own EPIC message.** Read the [RESULTS EPIC message](#) for the issue that you care most about. Then, take a few minutes to personalize and make it powerful.

**ENGAGE**

**PROBLEM**

**INFORM ON SOLUTIONS**

**CALL TO ACTION**



# Member of Congress profile

Look up your members of Congress (MoCs) using [RESULTS Legislator Look-Up Tool](#). This will show you the names of both of your Senators and your MoC in the House of Representatives.

Each MoC has a profile that includes their contact information, personal background information, committees they sit on, and staff in their office.

Fill out each section of your MoC's profile using this information to prepare you to work with their office.

## Key congressional staff

MoCs have key aides in their office that work on specific issues. It's important to have a relationship with these aides. List the names and email addresses of your MoC's key aides.

***Emails typically follow this format:***

Senate Aide: FirstName\_LastName@SenatorLastName.Senate.Gov

House Aide: FirstName.LastName@Mail.House.Gov

Confirm this information at your next RESULTS group meeting. If you need help finding this information, RESULTS staff can provide this too. Reach out to us at [volunteer@results.org](mailto:volunteer@results.org).

## Key committees

Look at the [list of key committees](#) that are important for RESULTS policy issues and learn more about what they do. If your MoC is on any of these committees, make sure to take note. You can find this resource on the [Meeting with Your Member of Congress page](#), under "I want to assess my member of Congress."

## Voting record

Use the [Congressional Scorecard](#) to see how your MoC has voted on RESULTS issues. You can find this resource on the [Meeting with Your Member of Congress page](#), under "I want to assess my member of Congress."

## History, background, values, and interests

Browse your MoC's official website. Read their biography and what they are saying about their key issues. Look at their recent press and media releases. Scan their social media pages. You will start to see themes that stand out representing their values and interests. You will also learn some personal information about their history and background. Make note of a few places that stand out where you have common ground or opportunities for connection.



# Member of Congress profile worksheet



Sen./Rep: \_\_\_\_\_ (do this for all three of your members)

## Contact information

- ✓ Washington D.C. office phone:
- ✓ Local office phone:

## Key committees

- ✓ Committee:
- ✓ Committee:

## Key congressional staff

- ✓ Appropriations aide:
- ✓ Foreign Policy aide:
- ✓ Ag/Nutrition aide:
- ✓ Tax aide:
- ✓ Housing aide:
- ✓ Scheduler:
- ✓ State or District director/aide:

## Voting record

- ✓ Child Tax Credit (CTC)/Tax Policy:
- ✓ SNAP:
- ✓ Global Child Health:
- ✓ Vaccines and Gavi:
- ✓ Maternal and Child Health and Nutrition:
- ✓ Tuberculosis and the Global Fund:

## History, background, values, and interests

# STEP 3



Connect  
with other  
advocates





# RESULTS volunteer network

When you join RESULTS, you are joining a movement of advocates working against poverty. Our movement is powered by our advocates — and that's where you come in!



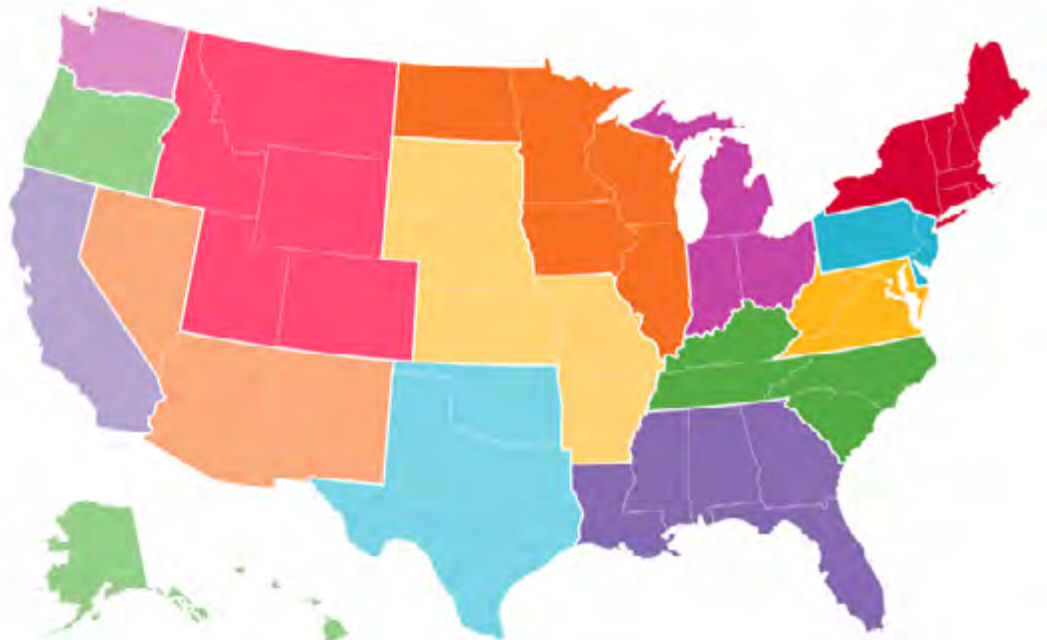
## RESULTS chapters

Most of our volunteers are organized into groups across the country, who take coordinated action in their communities and with their members of Congress.

There are a few states where we don't have established RESULTS chapters and are working to grow our volunteer presence. Volunteers from these areas will join our monthly action program, which follows the group structure and is organized by RESULTS staff. We will reach out to you with more information if you fall into this category!

### Regions map

- Northeast
- Mid-Atlantic
- Capital
- South Central
- Gulf South
- Great Lakes
- Upper Midwest
- Central States
- Texas-Oklahoma
- Intermountain West
- Southwest
- California State
- Washington State
- Western States





## Volunteer roles

As a RESULTS advocate, you can hold a volunteer role and focus on specific areas of advocacy. We promote a model of shared leadership and flexibility, and there is always support if you'd like to take on a role. [Learn more about volunteer roles here!](#)

NAME	ROLE	SKILLS
<b>Advocate</b>	Participate in a group, learn about poverty issues, take powerful action	Build a relationship with Congress, publish media, community organizing
<b>Outreach and Partnerships Coordinator (OPC)</b>	Build the movement against poverty by connecting with new people and partners	Community organizing, follow-up, relationship building
<b>Congressional Point Person</b>	Facilitate the relationship between your RESULTS chapter and a member of Congress's office and organize lobby meetings	Legislation, organization, communication
<b>Action Network Manager</b>	Mobilize a virtual network of local supporters to take online action with RESULTS	Digital organizing, communications, organization

### Group Leader (GL)

Every RESULTS chapter has at least one group leader that organizes the group and supports their local team. Your group leader is your primary connection to RESULTS! The group leader will organize and run your group meetings. They will send out reminders for RESULTS events and be your main resource for any questions about RESULTS work.

### Regional Coordinator (RC)

Regional Coordinators are the main point of contact for group leaders and provide support to volunteers across their region. RCs work directly with staff and are a vital channel for group leaders to receive coaching and training. RCs are also available as a resource for you! Feel free to reach out to your RC at any time.

## ACTION ITEM

- **Meet your new team!** Attend a group meeting or do a 1:1 with someone from your group.
- Introduce yourself and share about your interests in advocacy.

### Ask them questions:

- What is our chapter's history with Representative/Senator \_\_\_\_\_?
- What is one success our chapter has had?
- What is one thing we are focusing on this year?
- When is our next lobby meeting or outreach event?
- How can I get involved in the group?



# Training and support

## RESULTS webinars

We host webinars every month that are open to all our volunteers. There are skills-building webinars, anti-oppression trainings, policy forums, office hours, and more. RESULTS webinars are hosted via Zoom and most require registration ahead of time.

[Find our entire list of offerings on the RESULTS calendar.](#)

Most of our webinars are recorded, and you can [find the recordings on our website.](#)

## National Webinar

The National Webinar is our primary webinar for volunteers every month. We cover campaign updates, skills-training, issue information, hear from guest speakers, and more. It is the most effective way to learn about priorities and actions for the month.

The National Webinars happen on the first Saturday of the month at 1 p.m. ET, 12 p.m. CT, 11 a.m. MT, 10 a.m. PT.

[Register for the National Webinars](#) and receive your Zoom link every month to access.

## Weekly Update and emails

The Weekly Update is our round-up for RESULTS volunteers with top actions, events, and messages. If you read one thing from RESULTS a week, it's this! Keep an eye on your inbox every Tuesday. [Read an archive of our weekly updates here.](#)

Sign up to receive Weekly Updates at the bottom of our website.

You will also receive regular emails from your group leaders.

## New Advocate Basics

We have numerous resources on our website. If you are ready to dive into the next step and build your skills, check out the New Advocate Basics and start learning! [Visit the New Advocate Basics.](#) Our modules cover:

- Learn the Issues
- Powerful Speaking
- Personal Story
- Communicating With Congress
- Meet with Congress and Their Staff
- How to Talk About RESULTS

## RESULTS staff

There is an entire team of staff to support you as a volunteer. If you have questions or need support, you can reach out to us anytime at [volunteer@results.org](mailto:volunteer@results.org).

# New Volunteer Roadmap

Begin your advocacy journey by completing five steps on the New Volunteer Roadmap! Send us a recap of the five actions to us at [volunteer@results.org](mailto:volunteer@results.org) and **we will mail you a RESULTS prize!**

## Choose any five of these actions:

### Volunteering

- Attend a group or monthly action meeting
- Organize a 1:1 meeting with someone from your group
- Take on a volunteer role
- Attend the National Webinar

### Social media

- Follow RESULTS on social media
- Follow all three of your MoCs on social media
- Post yourself taking action on social media and tag RESULTS on [Instagram](#), [Facebook](#), or [LinkedIn](#)

### Education

- Learn about one RESULTS issue and write an EPIC message
- Attend a skills- or issue-based RESULTS webinar
- Complete the New Advocate Basics training modules
- Complete your three MoC profiles

### Actions

- Send an email to an MoC staffer
- Attend a lobby meeting
- Attend a lobby prep call
- Submit a letter to the editor (LTE)

### Community

- Attend an event in your community related to RESULTS issues
- Talk to one person about RESULTS advocacy
- Attend a RESULTS event

**Congratulations! You are a RESULTS advocate.**

The logo for 'results' is contained within a white speech bubble shape with a tail pointing towards the bottom-left. The word 'results' is written in a bold, lowercase, sans-serif font in a dark red color.

**results**

## **Contact us**

[volunteer@results.org](mailto:volunteer@results.org)

[www.results.org](http://www.results.org)