RESULTS the power to end poverty

October 2018 Global National Webinar

Focus: Planning for Success for the Rest of 2018

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Lisa Marchal: You can send messages to everyone via the chat window. We will get started in a few minutes. We will get started and start the recording in about thirty seconds.

I will ask Amanda Beale to start the recording and then we will start our recording today.

Lisa Marchal: Thank you all for being here for our October national webinar. It is a thrill to be with you. I am Lisa Marchal, the Global Grassroots Manager for Results. It is such a privilege to be with you as we look ahead to quarter four of our year. Dr Joanne Cox: has been in Bali with meetings related to the West Bank. Many of us are here and we are excited to hear what she has to say upon her record.

The webinar here comes at the start of our final quarter for the year. This is the time of year when our schedules get busier. It is also a time when many of us are preoccupied with thoughts of the midterm elections as well as the close of a congressional session. We feel pressured to take advantage of the time we have left in the year and in the session. Some of us are wondering what will happen. Every single seat in the house - 35 senate seats up for election - what will the advocacy landscape look like for us and how do we maximize our efforts in the meantime?

Today's webinar is designed to help you as our network of advocates to find some space to start thinking about the plans we have ahead of us as we move into the new year. We will begin by hearing a state of play by John Fawcett. You will hear from some other folks to give you some options to think about that you can choose from to aid your advocacy work and keep maximizing the opportunities that the midterms offer and that this particular time of year has been offering us.

A couple of these options will appeal more to you than others. We invite you to prioritize those. All of the plans we make focus on two goals. We want to keep on strong with our campaign work on tuberculosis. We also want to keep strategic outreach. People are looking for us. We have the opportunity to dig into the end of year tradition of fundraising. We hope that the seeds of thinking that get planted today will not only motivate you and inspire you through quarter four but will also give you some preliminary insights on how we will move boldly into 2019.

Did you know that at the end of September 23 grassroots leaders came together in Orlando for our 8th group leader training since the fall of 2015. It is our 8th one we have been able to do. We were really lucky that we were able to have some guests from the United States poverty side of the house. It further emphasized we are all in this together using common tools. Advocates across the nation have engaged and have helped to get our campaigns out front and center. We are also celebrating that last night 150 Results gathered for the annual Seeds of Hope dinner. We want to congratulate the Houston United States and global poverty groups for this fundraiser. They have been meeting weekly for months to make the event possible and their hard work paid off. Thank you so much for that.

Some words shaped by us in our communications department we want to have this ringing in their ears. They have been thinking about messaging for this particular time. They speak to the energy of the moment and the possibilities of this final quarter of year and the potential.

November 6th is just the beginning. By campaigning and marking a ballot we make our voices heard and take a stand on the things we care about. We have the power to usher in change. That is powerful. Here is the thing. Change does not happen just because you vote. It does not happen just because there are new faces on Capitol Hill. It happens because you tell your members of congress what you care about and what they can do about it. It happens because you write letters and you demand change to happen. Election day is just the beginning. As an advocate, you can help write the rest of the story.

Now I will hand it over to my colleague, John.

John Fawcett: Hi everyone! It is nice to talk to everybody. I will be fairly brief. We want to take the bulk of this call and focus on the outreach opportunities that we have for the balance of the year. I wanted to give you a quick update on congress.

The house has already gone out on recess since September. The senate went home yesterday after striking a deal on some judicial confirmations. They are out on recess until the week after the election. That does not mean there are not opportunities we can do in the interim.

The top thing on the list will be passing a funding package to keep the government running. Congress has passed half of the appropriations bills they need to pass. You may have been reading in the news and will be hearing more about potential spending fights on a border wall funding as well as the possibility of a shut down. I don't think that will happen. I think they will get something done.

There are two things that we really want to focus on between now and the end of the year in terms of our campaigns. We can talk to candidates on the trail as well as their staff.

There is money on the table for tuberculosis funding. The senate has allocated $275 billion dollars for Tuberculosis. The house has allocated $302 billion dollars for the fiscal year. There would not be a formal merge of that but we know that at the staff level they are talking about how to reach the compromise and have them weigh in with leadership and support of Tuberculosis funding continues to be a good priority.

The other priority is to pass the Reach Every Mother and Child Act. I think that reaching at least half of the senate and half of the house will increase our chances. We have 39 cosponsors in the senate and 205 in the house. We need 218 in the house just to get the half and one more in the senate. Those are two things we will be more focused on. When congress will move on those and some specific moves for actions we will look at later.

The November webinar will be right after election day. We will have a chance to welcome a special guest as well as hearing from staff to break down what happened during the election and so on and so forth. We can have more opportunities to make champions.

In December, we have representative Barbara Lee from California to join us for our webinar. She can talk about how to reach new members of congress and how to turn them into champions.

Tuberculosis funding and the final appropriations and trying to increase support and trying to pass the REACH Act will be important. We are trying to strengthen our networks to carry on our work.

Lisa Marchal: Thank you so much, John. Our Grassroots Cafe will be a large part of this call. So, get your paper and pencil ready and take down some notes on how ideas spark for you on how we want to capitalize on Quarter 4 to deliver campaign goals John just outlined.

First we have Carlie Pildus who has expertise in working in the election space. Are you on, Carlie?

Carlie: I'm on and I am excited.

Lisa Marchal: We are moving on to post engagement so take it away.

Carly Pildis: We are less than a month from election day! It is exciting. We will talk about the organizing side of the opportunities that the election puts forth.

Awesome. So, the 2018 midterms present a huge opportunity between members of congress and potential new members that can learn about these issues before they get here. There are over 90 open House seats. There are a ton of people coming into congress. We are talking about a lot of people that are brand new to REACH and the global fund and brand new to our issues altogether. This presents opportunities for relationship building and getting out there and educating people.

It is time to get started right now. Elections are a great opportunity to network and build new connections for the long term.

How do we find election events? Sign up for campaign updates on websites. If you are talking about an existing member, that is different than their gov website. Say you already signed up for Ted Cruze updates from TedCruze.gov that does not mean you would get updates on his election. You can pick up the phone and say that you want to hear the senator speak and where can I go to see her or him? Local party headquarters will tell you when they will be around and you can do a meet and greet.

Facebook has been great for finding local event. Take a look at the event tab. I try to glance at a handful of them everyday and see what pops up. Sometimes they will pop up for Saturday on a Tuesday and take a few glances everyday.

The last thing that I really want to stress to all of you is to be ready to roll. Even if you are thinking that candidate engagement is not something I am taking on today, Carly. You may think you don't have time this year. That is okay. But you never know where you will run into candidates right now. The Florida 27th is very hot right now. Grocery stores, farmer's market, your local football game. This is a great time to print out some of those sample questions and put them in your wallet and be ready to go. Look them over. You never know especially if you live in a place with a competitive house space. You may see a candidate walking around the local high school shaking hands. Be ready to roll.

Some resources for campaign work - for sample questions, tips for effectively organizing candidates, that is all ready for you at results.org. [On screen.] It is right at the artwork dropdown at the bottom. I am here for you. Let's talk! Do you want to have a training? Do you want me to do a call with your group to get you ready for an event? Do you want me to walk through the tips or sample questions for you? I will do it! I want to help you get out there and talk to some candidates this year.

Campaigns are an outreach tool that is incredibly useful. Townhalls and meet and greets are filled with civic minded people who want to change. It sounds a lot like all of you. People who are interested in change and engaging. There are great opportunities to build a potential stronger group if you are out there and talking to people.

Just some outreach specific tips - I know we have gone through a couple times in this call and we have done the basics on how we get called on and all of that. I want to talk to you about how we can use those events to build your group. Come early and stay late. Plan your time so there is no rush. If it is an hour long event, be there early. Plan your day to spend a half an hour or so chatting after the event. Introduce yourself and tell people the issues you care about. Come early and stay late.

Practice the Results laser talk so you don't get tongue tied. Take some time and do it in the mirror a few times. When someone comes up to you and asks you what brings you there, you know what to say! We are a committed movement of everyday people. You have all heard it before. Spend some time practicing it so you can talk to people and not sound nervous.

Don't expect people that you meet at events to participate before election day. They may seem really in love with this candidate and I have been pushing and volunteering and I want to help them get elected, the worst thing to do is to ask them to help do something else. Ask them to help after the election. After the election is when the work really begins and I would love to talk after election day. Can we get coffee the week before thanksgiving? Give them a chance to help them understand that we will be here after election day every year. Use some of our election messaging to tell them that you are focused on holding elected officials accountable every year and that you would love their help.

We have engaged people over 40 times so far. It is really exciting and we are thrilled about how things are going on the campaign trail. Keep the momentum going. Make sure you are talking to your community and asking them to participate in the great work that you are doing.

Lisa Marchal: Thank you for your expertise, Carly! She is your resource for 2018 Results Elections. You can directly network with her. She is ready to get support directly for where you are.

Carly mentioned having the conversations. That is critical. We have many ways to have these conversations with folks as you are rubbing elbows with them in the town halls and as you are encountering them. They are responding to your enthusiasm and they are hearing your platforms. They are getting excited. That can be tricky to figure out what to talk about.

Carly alluded to the Results Laser talk. We have a great description of Results that you can learn. We have a small basket of laser talks that you can get under your belt and get familiar with and have ready when you are wanting to engage your community. On your screen you will see another option. It is a way of using our epic format and engage in a call of action. We want to engage people.

[On screen.]

Stating the problem is that I am hearing from people that don't know what to do. We are speaking into that problem of frustration. We hope results is a solution. Results have trained me in the most effective tactics for having my voice heard on poverty and things confirm this. The call to action is the call to be part of results but wait until after the election. I am interested in growing our results chapter. Would you be interested in me leading a Results skill shop? We can showcase what we have to offer.

We have a batch of speaking tools that are available to you. The results laser talks, and talk to engage your community and wet their appetite for getting connected. We also have the preelection messaging. What happens after November 6th? Everything. We don't go away after election goes away. We have baskets for these things.

We have the opportunity to coach you on something that is called the personal narrative. Why do I do this work? Why is it critical that we do this as a collective and why it is urgent. My offer to you is that each of your groups are in different places with this. If any of you would like some coaching resources on how to have these talks in your community or to craft your narrative and why we are doing this together and why it is urgent now. If you would like help learning the laser talks, or even creating your own, contact me directly and we will schedule a customized thirty minute coaching call so we can support you. We want you to have those conversations that Carly talked about. Be where the people are. You will have these conversations.

That is a little bit about one on one conversations. I will invite Cecilia on the line to talk to you a bit about what your opportunities are there.

Cecilia: Thank you, I am here. So I want you to imagine this. You are walking out of the poll on November 6th with your "I Voted" sticker. How do you feel? Energized, nervous, excited? A lot of people will be feeling this way on November 6th. We want to build on this momentum. Voting is so important. We need to make sure that people know it is not the place to stop. There is more work to do after voting to use your voice to make change. Let's build on that momentum.

How will you engage folks? You can plan an outreach event to plan with old and new folks. There may be people who have taken a break form your results group but after the election they are excited to get involved. Maybe they are already in your email or facebook page and they may just need the extra nudge to get involved again.

We also want to build on our multicultural outreach. What new communities have you been thinking about engaging with you just haven't taken the next step? Emphasize the mutual benefits with people. Understand that you can offer them the resources to engage and then they can be powerful in providing their individual and community experiences that may be different from ours but just as powerful.

Commit to long term relationships with new folks. Make sure that you are following up. Last month Results Indianapolis collaborated on an outreach event. Some of you probably know or most of you know our powerhouse of a volunteer Maxine Thomas. It was her birthday last month and she decided to plan an outreach event in line with her birthday. We had food, as you can see. We had activities. We shared personal stories about how we made an impact as volunteers. There were folks who had joined that had been involved with results and we also engaged new folks.

People needed to see that engaging in these issues is fun and easy. The next thing you can do is invite folks to your regular monthly meetings to take in education and action. This is a thing we do really well at results that is simple but can sometimes be intimidating. It is a great place to build momentum. We have the fact sheets from our Results staff that outline the action we can take this month. Taking a powerful action together is stronger and feels less intimidating. When you do it right there and you execute it and you are ready to submit to your letter of congress then it shows how simple it is to take that action. In the middle, we outlined the eyepiece format which is often times the format we are writing. You are engaging about the issue, what is interesting about it and looking at the problem. What is the issue we want to eliminate. Lastly, the call to action. The rest of the pictures are from Indianapolis Global when we take our actions each month.

Build on that momentum that folks are going to be really excited about after they walk out of the poll on November 6th.

Lisa Marchal: Thank you, Cecilia. We don't want to get away from the ways we can move our campaign forward and bring the community into that. We don't want to skip over media and we don't want to skip over fundraising. I will turn it over to Colin Smith. He has something unique up his sleeve.

Colin Smith: Thank you, Lisa. We wanted to try something a little new and different with our media this month. Switching up both the medium and the message just a bit from what we usually do. Instead of just print and the newspaper, this month we are going to local television news and radio.

We know the opinion page of the local page is still the single best way to reach members of congress . . . television and radio is a bigger winner in terms of both raw size and the audience in reach to the community.

Instead of just focusing on television or the REACH act or another issue, we want to focus on the chance to convince people that elections are just beginning and that real change takes work from us all year round. It is not about our issues per say. It is really about us. So this story that we want to pitch to the media is newsworthy. Producers and audiences are interested in this if we can reach them.

You can almost hear the teaser coming from your local television. All eyes are on the election, but then how do you get congress to actually pay attention. Tonight at five, hear from a local group with what The New York Times called "One of America's Best Kept Secrets" It could be a live interview on one of those local channels or it could be getting a local recording team to produce their own segment on your group. It could range from interviewing local advocates to showing up to a meeting with you and a member of congress or staff and filming it to see what the work looks like.

I know there are folks who have done amazing broadcast work in the past. But for most of us, this will be new. I think it is both a chance to push ourselves to take on a new kind of challenge but hopefully have some fun in the process. There is some high energy and exciting things about live television. The basics of broadcast are similar to other work we do. The pitching process is a combination of our more traditional media skills and crafting those things.

When it comes to going on television live, it is a bit of a different challenge. There are unique tips and tricks. At its core, it is about our laser talk skills. Getting the message across clearly and quickly and inspiring people and really importantly including that final call to action to get involved. Recognizing that it is a new idea and a bit of an experiment for all of us really we will have a couple of new tools available to help us.

The first will be a draft email pitch that you can use either adapting it on your own or sending it just as it is and that pitch will have some guidance on how to reach out to your local station. Secondly, we will have an on demand pitch. It will be like prep to be on live television.

I think I will turn things over to my colleague, Mia.

Mea: I am on today to talk about the upcoming virtual Thanksgiving Feast. We are gearing up for our annual fall campaign. This is an online peer to peer fundraiser. I know we have been talking about it for the last half hour. I don't need to tell you how critical the new elections are. It is more important than ever that results is strong in key places across the country and we are working to build those resources to take advantage of new opportunities after the election.

We will be inviting our friends and families to join us by investing in our work and supporting Results. Lisa, you can advance to the next slide.

We have some prizes for fundraising rewards, special announcements in updated resources, and as always I am available for one on one support as much as you need. You are in really good company if you and your group should choose to join the fun. You can join form your region or as a team. My contact information is on the screen. [On screen.] Please be in touch with email or phone if you have questions. Please let me know if you do plan on joining the virtual Thanksgiving feast. Thanks!

Lisa Marchal: Brilliant. Thank you so much, Mea. Thank you to all the colleagues that have laid out some options. Some of them are refreshers for you. The broadcast media is new. All those things are in there. The pre election work we are in the middle of. We have lots of options.

Now we would like to give you a chance to think for a minute. Take a few minutes. We will call you back. We will move through the final bits of information for the webinar. Amanda Beale will be back on as well. We will take some time for you to share in your groups what charges you up and what you want to do. You will hear a one minute warning and we will call everybody back together. Get to thinking about what you would like to do.

[Group share.]

Lisa Marchal: We will give you one more minute to finish up your thoughts.

Is there anyone who would like to share your ideas? You can share them by phone or in the chat window. You can hit the unmute button.

Beth Wilson: Hello, we are from west of Seattle. We were talking about how our local television station in Tacoma makes videos to fill in the at the end of the hour when their programs don't run the full hour. It may be a 5-10 minute video to go in after one of the programs.

We were thinking wouldn't it be exciting if we could have one of those be about Results? We have several groups in the area that could be part of that. We have a member of congress who appreciates us quite a lot. He may be convinced to be in that video. We could take a movie with us meeting with him. He may even say nice things about us. We could demonstrate to people how powerful our voices are when we engage appropriately and aren't angry. We have these methods and skills that are very powerful. Once the election is over, people will be more interested in finding out how to control that.

Lisa Marchal: Thank you so much, Beth. We have time for one more share.

Patsy: I was at the Results conference this summer in Portland, Oregon. Our idea is that we will be part of a big global event on October 28th. We will have a table among other global groups and we plan to use it as a major way to harness new people into our group. We will make sure we have that New York Times article and a motto. We will have a book on our Oregon progress. We will try to have articles of our work published so people can get an idea of our activity and our action will be regarding calling the teams and some of our reps to back the higher funding for Tuberculosis. That will be our core action we will ask for. Our display of materials is what we wanted to share with you.

Lisa Marchal: Thank you, Patsy. That is great thinking. Colin has put the link of the New York Times article link. It showed up in July 4th of 2017. It is under the name of Putting Citizenship Back Into Congress.

Keep the ideas rolling. We want to support you and forward our campaigns through these creative ideas. I will have Amanda finish us out on the webinar.

Amanda Beals: Stick around for three more minutes. We want to end the call today with the most important thing. That is a celebration of you and all your accomplishments this year. We want to give you some resources that you can take advantage of to finish this year off strong to do the fun and exciting things we mentioned on the call.

We will look at congressional meetings. This year, you all have had a total of 497 meetings with members of congress and their staff. That is 1.7 meetings a day. You are killing it there.

You have engaged people to write and deliver 1,196 letters for the Letters Get Loud campaign. We have 131 outreach events and at least 74 new advocates engaged in 166 new action network members. That is bringing along nearly six new people every single week. That is so powerful. Keep it up.

You have had 305 pieces of media published this year. [On screen.] I want to put a challenge out for you. If we had 60 more media processed through the rest of the year, we would have one everyday this year. I think that is more than doable if each of us put on some of that. The challenge is on that table.

I have one more thing to celebrate. It is Lisa's birthday today. She chose to spend time with us on her birthday. Happy birthday, Lisa. Speaking of calendar things, I want to tell you about a few other things you should know about. There is a free agent call on September 15th. If you are an advocate without a group or a person that considers yourself a lone wolf but you still want to take action, you can be on this call. You can take part of powerful action in your community. Send all the new people you are engaging to us. They get to learn the basics of our advocacy and our issues. There is information on our calendar and in our weekly updates on that. If you are excited about the idea of broadcast media, we will have information on that calendar that we talked about available on the 18th. That can help you get started. Finally, there is an action network community practice webinar on the 7th. Don't forget about the virtual thanksgiving feast opportunity to help raise more money.

There is one more thing. The last thing is that our international conference for next year will be July 13-16, 2019. If you have ideas, we would love to hear from you. You are full of really good ideas. You can go and give us your feedback and some advice on where we should go for our conference this year.

Happy birthday to Lisa! Thank you everyone for joining us and for your hardwork and action taking. Let us know how many people you have in the room with you so we get an idea of how many people we are talking to. You can also send that to Lisa at lmarchal@results.org. We will unmute all of you and you can say hello or goodbye to each other!

[End webinar]