

The logo consists of a white speech bubble with a tail pointing towards the bottom-left corner. Inside the bubble, the word "results" is written in a bold, lowercase, sans-serif font.

results

Building Power through Action
Summer Action Matters Campaign

Welcome
***Let us know where
you are joining from
in the chat!***

Tonight's Agenda

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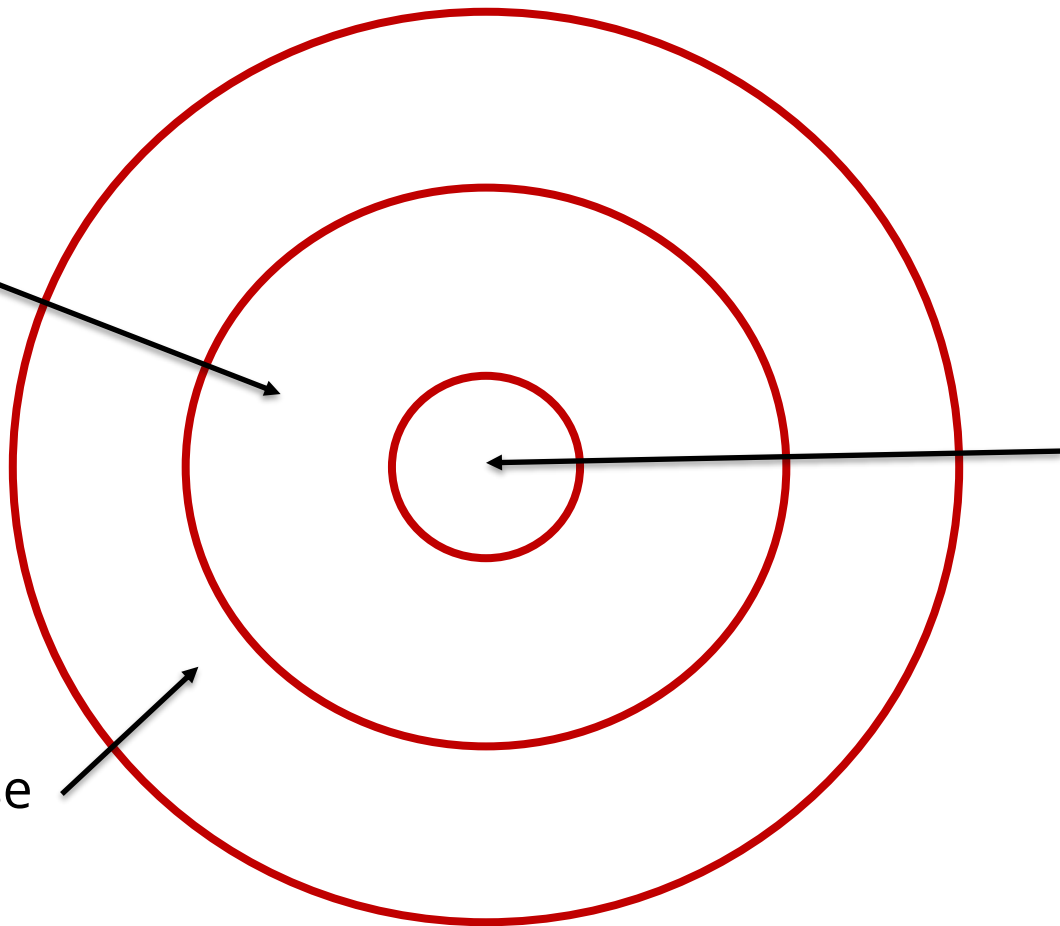
- **Discuss** the what and why of outreach (as advocacy!)
- **Review** our work on community mapping
- **Identify** next steps in community engagement (one-on-ones)
- **Start** defining your groups actions for summer [Action Matters Campaign](#)

Community & Partnership Mapping Tool

Who cares
about the
issue?

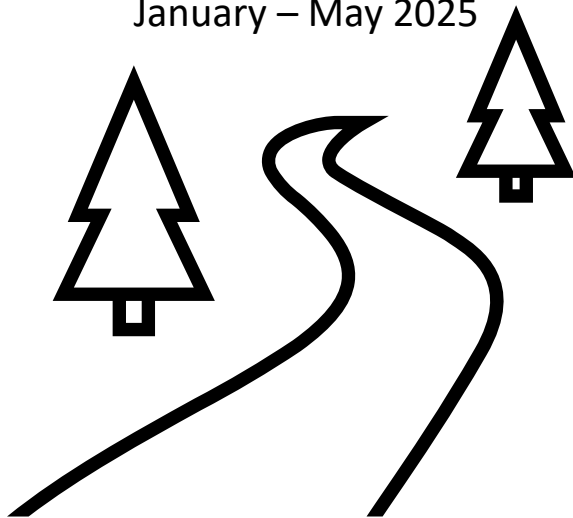
The Issue

How are we
connected to those
who care about
the issue?



**What does the conversation
sound like?**

First 100 Days
January – May 2025



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Summer Action Matters Campaign
June 2025 – August 2025

Level Up Your Advocacy

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- **Relational Organizing & 1:1 Conversations**
- **Warm Leads Lists**
- **Retention Plan**
- **Community Mapping & Partnerships**

Take action.
Connect with community.
Build power.

Action Matters Campaign Guide

How do you have effective one-on-one conversation?



1. Attention
2. Interest
3. Exploration
4. Exchange
5. Commitment

How do you have effective one-on-one conversation?



1. **Attention** – What has grabbed your attention about this individual or organization?
2. **Interest** - You have made some assumptions about the person, this is where you will prove and dispel these assumptions.
3. **Exploration** - Asking good, open, questions to learn more about them, dig in deeper to understand what they value

How do you have effective one-on-one conversation?

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4. **Exchange** - Once we have established shared values we can continue our exchange, what can we offer - insight, information, opportunities?
5. **Commitment** - Make an ask, and be specific!



Time to roleplay

Practice your 1:1 Conversations

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1. Roleplaying pairs: 1 RESULTS volunteer, and 1 community member, potential partner, new advocate, family member or friend.
2. Try to have your one-on-one conversation outlined with the 5 steps: Attention, Interest, Exploration, Exchange, & Commitment.
3. We will do 2 rounds, please keep to about 3 - 5 mins, then switch roles.
4. *Don't always say yes immediately*, think about some responses you've received in prior one-on-one conversations.
5. Then take a few minutes to debrief and be ready to share with the group when we return to the main room!

Time to breakout!

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Practice your 1:1 conversations!

**Need additional support outreach & community engagement?
Contact us!**

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Karyne Bury
RESULTS Grassroots Team
kbury@results.org



Errollyn Gray
RESULTS Grassroots Team
egray@results.org

Summer Outreach Resources:



- [Summer Action Matters Campaign Guide](#)
- [Summer 2025 Action Sheet: Action Matters](#)
- [Community & Partnership Mapping Tool](#)
- [One-on-one new advocate meeting](#)
- [Warm leads communication templates](#)
- [Guide: Support new advocates to lobby](#)
- [Group guide to welcoming & supporting new advocates](#)

Additional Outreach Resources:

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- [EPIC Laser Talk: Invitation to RESULTS movement](#)
- [Individual planning form](#)
- [Supporting your leaders to welcome & engage new advocates](#)
- [Outreach How To's](#)
- [Resource guide for planning in-person events](#)
(Updated March 2024)

Join our Q3 Outreach Gathering in September

*In the meantime practice your one-on-one
conversations!*



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