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Outreach and Community Partnerships

***Guide for Partnership and Outreach
Coordinators***
Updated March 2022

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RESULTS anti-oppression values

RESULTS is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. Poverty cannot end as long as oppression exists. We commit to opposing all forms of oppression, including ableism, ageism, biphobia, classism, colonialism, homophobia, racism, religious discrimination, sexism, transphobia, white saviorism, and xenophobia.

At RESULTS we pledge to create space for all voices, including those of us who are currently experiencing poverty. We will address oppressive behavior in our interactions, families, communities, work, and world. Our strength is rooted in our diversity of experiences, not in our assumptions.

With unearned privilege comes the responsibility to act so the burden to educate and change doesn't fall solely on those experiencing oppression. When we miss the mark on our values, we will acknowledge our mistake, seek forgiveness, learn, and work together as a community to pursue equity.

There are no saviors — only partners, advocates, and allies. We agree to help make the RESULTS movement a respectful, inclusive space.

Learn more on the RESULTS website at: results.org/our-anti-oppression-values/

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Community Outreach

What is community outreach?

Now is a great time to engage with your community about the issues!

The work **RESULTS** does on ending poverty and oppression is more than one individual can do, or one group. It requires a collective approach to make an impact. Multiple voices joined together to advocate on legislation will increase the chances of getting your member of congress to take action and move up the Champion scale, get more letters to aides and congressional offices, and get more letters to the editor published in your local paper to bring light to issues of poverty affecting your local community, the country, and the world.



Outreach is more than hosting an event, and it could be as simple as making a connection with someone in your community over a cup of coffee, or a quick conversation by phone or on Zoom.

What does an Outreach and Partnership Coordinator do?

The role of an **Outreach and Partnership Coordinator** is to support your RESULTS group in making community connections - whether that's connecting and building relationships with individuals with shared values or connecting on an organizational level by embarking on partnerships to take advocacy actions together.

The Outreach and Partnership Coordinator is extremely important for group health and building the strength of the RESULTS network as we move forward in this important work of alleviating poverty and oppression. This role is what helps to keep groups healthy, strong, and thriving, all of which are so important in regards to elevating our collective voice and influence. As Outreach and Partnership Coordinator, you will have a direct impact on the power of our movement to bring about changes that our world so desperately needs.

At its core, the Outreach and Partnership Coordinator role is about relationship development and follow-up. Just like we emphasize follow-up with MOCs, there must be follow-up and engagement when introducing new people to the RESULTS network. **But don't fret, we have all the tools to help you be successful in this role!**

An Outreach and Partnership Coordinator:

- Has a passion for, and desire to share and interact with others with a shared value and mission.
- Coordinates one-on-one interactions and outreach meetings with individuals in your community to introduce them to RESULTS, with the goal of growing your group.
- Supports transformational, versus transactional, relationships with individuals engaging in advocacy.
- Finds opportunities for the group to speak and/or train in the community (tabling events, networking events, workshops etc.).
- Keeps track of community contacts and supports the Action Network Manager in organizing new contacts on the "Action Network" tab of the group roadmap.
- Engages with local community partners who have shared goals as values in ending poverty and oppression.

Set SMART Outreach Goals for your group:

Think about the goals you have for your group, and how outreach will help.

Set SMART goals, that are:

- **Specific**
- **Measurable**
- **Attainable**
- **Realistic, and**

- **Time-bound**

Example of a SMART goal: "To generate a leads list of 10 local people, and call or email them to come to our next RESULTS group meeting on April 9, 2022."

I want to get started right away, what are some easy tools and resources available to me?

Currently, we have several resources available to support you in doing outreach and making community connections. Below is a brief list depending on what you are trying to accomplish:

- **How to talk to others about RESULTS?** [EPIC Laser Talk: Invite others to join RESULTS](#)
- **What are some ways my group can do outreach?** [Outreach: Six Ideas and Counting](#)
- **What actions can you take to introduce the work of RESULTS to new people?**
 - Check out our current campaign actions on the [monthly Global and U.S. Poverty Action Sheets and accompanying 2022 Action Workshop Agenda](#)
 - Interested in leading an advocacy skills workshop? Here is a guide to setting up the agenda [2022 Action Workshop Agenda](#)
- **How do I lead a hybrid (or virtual) meeting?**
 - Here's a [guide to running hybrid meetings](#).
- **What Communication tools and templates are available to me?**
 - [EPIC Laser Talk: Invite others to join RESULTS](#)
 - [Outreach Presentation \(PowerPoint Template\)](#)
 - Introductory email template – ([PDF](#) / [Word](#))
 - [RESULTS One Pager](#)
 - [Logos and other printable marketing materials](#)
 - [Order brochures, outreach materials, and brochures](#)
- **How do I keep track of the contacts I've made doing outreach?**
 - Here is a [printable signup sheet](#) to collect names and contact information during tabling events and outreach activities.
 - On your group roadmap, you can list these contacts under the "Action Network" tab until they decide they want to formally join your group. For more on managing the Action Network, see [this guide](#) or contact Sarah Leone (sleone@results.org).
- **How do I report my outreach to RESULTS staff?**
 - [2022 Outreach Reporting Form](#)

Following up with new leads for your group

After you've connected with someone, be sure to collect their name, phone number, and email and add them to the **"Action Network"** tab of your group's Roadmap. This is where potential leads for your group should be listed. Be sure to set up a day or time to follow up with folks on this list a few days after connecting with them at an outreach event, or during a one-on-one meeting. Note how they may prefer to be contacted – some individuals prefer phone calls, text messages, or emails. Your next steps will depend on their response after your outreach:

- *"I'm in!"*
If someone is ready to deepen their commitment and regularly attend your group meetings, you can move them from the action network list to the **"Roster"** tab and focus on engaging them and welcoming them into your group. There is a guide for next steps in this journey on our website: under ["Working with your Group"](#) .
- *"I'm in, but my time is limited with school, work, and other obligations"*
If someone is passionate about the issues and advocacy, but only has limited time, invite them to join your **"Action Network."** There are resources to help under the ["Engaging the Community"](#) page on the RESULTS website. For more information on starting or managing your group's Action Network, contact Sarah Leone (sleone@results.org).
- *"I'm still not sure if RESULTS is the right fit for me, where can I get more information?"*
If someone is still unsure, no worries! Invite them to attend a RESULTS orientation to gain more information and help answer any questions they may have about RESULTS or advocacy. They can get more information or sign up, here: <https://results.salsalabs.org/orientationcallrsvp/index.html>

Directing new volunteers to sign up for RESULTS Email Updates:

Individuals can sign up for RESULTS email updates or text alerts by going to the website and clicking the Volunteer Sign Up Link: <https://results.org/new-volunteers/sign-up/>. On that page they will complete a form, "Volunteer with Us" , and by completing the form they will receive:

- An invitation to our orientation and basic training series
- Action alerts and Weekly Updates of your choice
- Entry into our database on a basic level



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**Engaging with
Community and
Organizational
Partners**

Why do we engage in organizational partnerships?

At RESULTS, the work we are doing to end poverty and oppression is much greater than us as individual volunteers, or groups. We need everyone - partners, allies, and co-conspirators - to join the movement. To achieve large-scale social change requires a collective approach; this is where partnering organizations can:

- establish a common agenda,
- identify shared measurement tools,
- engage in mutually reinforcing activities,
- maintain continuous communication, and
- develop a framework of support

Where outreach helps to grow your group and its impact in the community on an individual level, partnership development expands your influence not only in your community but also with members of Congress. It is powerful when congressional offices are contacted by a coalition group of organizations in a unified voice to end poverty and oppression.

It is most effective to engage with organizational partners ***at the group level*** with organizations that have grassroots volunteers whose goals and issues may be aligned with that of RESULTS. It is key to maintain these partnerships at an organizational level so as not to “poach” advocates from other groups.

RESULTS' Current Organizational Partners

In the last year, new and established organizational partners have joined with RESULTS to combat malnutrition, close the gap on global vaccine inequity, and strengthen healthcare systems abroad to get us in the right direction of ending the COVID-19 pandemic and stopping future pandemics.

[Together Women Rise](#)

2022 marks the third year of the *Together Women Rise Advocacy Chapter* with RESULTS. Together Women Rise is a powerful community of women and allies dedicated to achieving global gender equality, as women are disproportionately affected by issues of poverty. With nearly 500 local chapters across the U.S., members learn about and advocate for gender equality issues,, give grants to organizations that empower women and girls in low-income countries, and build community to forge meaningful connections that increase our strength and collective impact. [Learn more here.](#)

National Peace Corps Association (NPCA)

[Global Allies Program: Partners Ending Poverty with RESULTS \(GAP\)](#) is an official affiliate partner of the National Peace Corps Association (NPCA). GAP aims to train and engage Returned

Peace Corps Volunteers (RPCVs) in advocacy that will have an impact and to connect RPCVs to like-minded and experienced advocates in the RESULTS grassroots network. GAP also aims to work with local diaspora communities to strengthen our influence on issues that matter to their home countries. [Learn more here.](#)

Additional coalition partners

Global Poverty Issues

Bread for the World (<https://www.bread.org/>)

Bread for the World is a collective Christian voice urging our nation's decision-makers to end hunger at home and abroad. To contact a local organizer in your region [click here.](#)

CARE (<https://www.care.org/>)

For 75 years, CARE has led the way to a better life for the world's most vulnerable people. In 2020, CARE worked in over 100 countries, reaching more than 90 million people through 1,300 projects.

Friends Committee on National Legislation (<https://www.fcnl.org/>)

The Friends Committee on National Legislation (FCNL) is a national, nonpartisan Quaker organization that lobbies Congress for peace, justice, and environmental stewardship.

The ONE Campaign (<https://www.one.org/us/>)

ONE is a global movement campaigning to end extreme poverty and preventable disease by 2030, so that everyone, everywhere can lead a life of dignity and opportunity.

Domestic Poverty Issues

SchoolHouse Connection (<https://schoolhouseconnection.org/>)

SchoolHouse Connection is a national non-profit organization working to overcome homelessness through education. They provide strategic advocacy and practical assistance in partnership with early childhood programs, schools, institutions of higher education, service providers, families, and youth.

First Focus on Children (<https://firstfocus.org/>)

First Focus on Children is a bipartisan advocacy organization dedicated to making children and families the priority in federal policy and budget decisions. Their organization leads a comprehensive advocacy strategy, with its hands-on experience with federal policymaking and a commitment to seeking policy solutions.

Shriver Center on Poverty and Law (<https://www.povertylaw.org/>)

The Shriver Center on Poverty Law is leading the fight for economic and racial justice. Their goal is to build a future free from racism, poverty, and the interlocking systems designed to keep those inequities alive. From litigating and shaping policies in Illinois, to training and convening multi-state networks of

public interest attorneys, the Shriver Center on Poverty Law works with and for the communities we serve to make equal justice and economic opportunity a reality.

Youth Law Center (<https://www.ylc.org/>)

The Youth Law Center advocates to transform foster care and juvenile justice systems across the nation so every child and youth can thrive.

To learn more about connecting with your local Together Women Rise Chapter, your local Returned Peace Corps Volunteer (RPCV) network, or other key organizations contact Karyne Bury (kbury@results.org).

What tools are available to my group to develop partnerships?

In addition to the tools available for outreach listed on [page 6](#), you may consider the following resources:

- **How do I find local community partners to work with my group on the issues?** Our [Partnership Mapping Tool](#) is a tool which allows your group to analyze an advocacy issue (for example housing, or the Child Tax Credit (CTC)), identify who in the community is working on the issue or is affected by it, and identify connections your group may have to that community partner. It also identifies preliminary questions you may want to ask when exploring your partnership together.
- **How do I organize an educational site visit?** One of the most potent ways to connect with the heart and soul of our issues is to schedule a site visit to an organization or group affected by poverty right in your own community. A site visit is meant to be a respectful way of learning from and standing in solidarity with those who are directly impacted by the legislation for which we advocate. For tips on how to organize an educational site visit, check out [this guide](#).

Some additional tips

Once you have contacted a local partner, it is key to **maintain a healthy relationship** with that partner.

- Avoid transactional relationships, by maintaining consistent communication with them.
- Share updates about the activities your group is engaged in, ask them about what their group is working on.
- Explore future activities that your local RESULTS group and the local partner can work on and can continue to do together.
- Determine how to measure your successes (how many lobby meetings did you engage in together, rate the strength of engagement with the local organization and vice versa).
- Once you have begun working together, think about ways that you can build momentum in the fight to end poverty and make an impact on your shared mission.
- Share resources, maintain open relationships with them with consistent communication.



Additional Support

Connect with other volunteers in the Outreach and Partnership Role to exchange best practices, ask them what has worked for their group, and what hasn't. Other volunteers within the RESULTS network are a tremendous resource.

Get energized! The Outreach and Partnership Coordinator role in your group is key to growing not only your group in numbers, but your collective influence with members of Congress, and your impact in the movement to end poverty. Focus not only on the "what" and "how," but also on the "**why**" - **what motivates you to connect with others on the issues you are passionate about?** Tap into that passion to maintain your momentum. You are the one growing and moving the organization forward.

Be mindful of the next steps of orienting new volunteers to your group. New people, even if it is just one new person, create a new group! We have a support guide on "[Welcoming & Supporting New Advocates](#)" in the Volunteer Hub on the RESULTS website under "**Working with Your Group.**"

If you have questions about this role, or need additional support, please don't hesitate to contact Karyne Bury with our Grassroots Impact Team (kbury@results.org).