

Outreach and Community Partnerships

Outreach: Six Ideas and Counting

updated February 2022

The logo for RESULTS, featuring the word "results" in white lowercase letters on a red speech bubble background.

You may think of community outreach as limited to special events, however, outreach can – and should – be so much more than that! Take a moment to review the best options available to you.

Reach Out

- 1. One-on-one conversation.** Has someone asked you about your RESULTS work? Can you think of someone who might be inspired by RESULTS' advocacy? Arrange a coffee with them or even a virtual meeting over Zoom. Ask them about their passion for the end of extreme poverty and let them know about yours. Offer concrete examples of what your group has accomplished and put them in the context of our larger campaigns. Examples of success and the energy of enthusiasm are contagious and could help your prospective new member imagine themselves in your group. (To prepare you can send along with [this brief, inspiring video](#) ahead of time!)
- 2. Advocacy Skills Workshop.** We face a unique opportunity at this moment. Countless people are waking up to the fact that apathy and disengagement are no longer an option in our political process. They want to get involved, but they don't know what to do or how to do it. In addition to interested individuals, you can reach out to like-minded groups striving to make a change: faith groups, scouting troops, civic clubs, college and university clubs, etc. RESULTS volunteers serve as a new model of what an engaged, informed constituent advocacy looks like. Sharing that experience with others will bring new people into our groups and strengthen the democratic process. Take a look at [a sample workshop agenda here](#).

Invite In

- 3. Education and Action Meeting.** This refers, very simply, to a RESULTS meeting that's crafted to help bring people up to speed on an issue and take action before they leave. E&A meetings are effective for both new and veteran groups. What could be more powerful than ending a meeting with a stack of letters you can submit to your paper or take to your legislators? You can create a powerful E&A using our monthly action sheets that come equipped with a customizable meeting guide. [Find](#)

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[these action sheets online.](#)

- 4. Events (in-person, hybrid, or virtual).** A visit to a museum exhibition, outdoors and physically distanced at a park, coffee & virtual conversation with a special guest, presentation for a College or University club, an online film screening - all paired with [current monthly action-taking](#) and follow-up with those who attend. You're only limited by your imagination, be creative!

Leverage Your Activity

- 5. Fundraiser.** Consider the inspirational value of a fundraiser – the buzz, the fresh and diverse mix of people, the sense of accomplishment, and momentum. It's very likely that one or more of your fundraiser guests would also like to engage in advocacy. Why not make that request?
- 6. Social Media.** When your group plans a monthly meeting, gets published, or engages with the community, **share it on social media!** Post on Facebook (we have an active RESULTS Volunteers Group) and/or tweet alongside the @RESULTS_Tweets handle. Leverage the great activities in which you're already engaged. What else comes to mind? What more fresh ideas? Check out our [Community Outreach resources page](#) under the "Volunteers Hub."

For more support, you can also reach out to Karyne Bury, Grassroots Impact Team at kbury@results.org.