

# RESULTS

# Guide to creating your RESULTS 2020 Roadmap

Creating a roadmap is an important part of any journey. You want to find the best way to reach your destination. Each year, RESULTS groups around the country take time to discuss the goals they have for their advocacy for the end of poverty. They create their roadmap.

Each group approaches this process differently. Some groups want a detailed plan they can use for guidance. Others want to have the roadmap discussion but only document the basics. Wherever your group falls on this spectrum, your roadmap is valuable in helping you achieve your goals and to RESULTS staff who will support you in getting there. **The important thing is to have the conversation.** It's useful, enlightening, and fun.

## Before you discuss your roadmap:

1. Find all the 2020 Roadmap resources in the [Outreach and Planning page](#) of the RESULTS website (Current Volunteers → Outreach and Planning → “My group wants to make our plans”).
2. For those who wish, complete the 2020 Individual Action Form before your group meets.
3. Have a copy of this Guide with you during your discussion and use it as needed.
4. Keep the [2020 Roadmap online form](#) open during your discussion so you can fill the form out as you go.
5. Get an idea where each of your members of Congress fall on the [Champion Scale](#).
6. Have pen and paper available for those who need or want them during your discussion.
7. Be creative, be bold, plan to have fun!

## Completing Your Group's 2020 Group Roadmap

Please complete all the information in the **Who are you?** and **2020 Group Information** sections in the 2020 Roadmap form (<https://tinyurl.com/wg98uqt>). We require this information in the form because it is essential to the success of our work. As for the rest of the form, complete it as you see fit. We welcome as much detail as you will provide (it helps us better support you) but you decide how much of the form you want to complete.

Once submitted, a copy of your 2020 Roadmap will be sent to the e-mail listed in the online form. **If you would like to edit or revise your Roadmap after submission**, click the “Edit your response” link at the end of the online form. When your form re-opens, begin editing or save the URL by copying and pasting it somewhere. *Without this link, you will not be able to return to your completed form later.* If you prefer a shorter URL to remember, copy the URL and go to [www.tinyurl.com](http://www.tinyurl.com) to create a shorter link.

## Your 2020 Roadmap Discussion

If you already have a structure you like for your roadmap discussion, please use it. However, the guide below can be helpful in fostering a meaningful and successful discussion.

### Statement of Values

Read the RESULTS Values Statement together:

*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 racism, classism, colonialism, white saviorism, sexism, homophobia, transphobia, ableism, xenophobia, and religious discrimination.*

*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.*

When you read the values statement, what thoughts come to mind? Can you recall instances in your life where you witnessed behaviors (inside or outside RESULTS) that would come into conflict with these values? If you are comfortable with doing so, share about them.

Does everyone in the group agree to respect these values as part of your RESULTS work?

### **Group Norms**

Take a few minutes to discuss any group norms you would like to establish for the year. How do you want to be together? What behaviors and guidelines will help you be the kind of group you want to be? Some norm ideas might be accountability, meeting regularly, speaking honestly to each other, addressing oppressive behaviors, building in fun, taking action together, etc. We recommend you write these down and review them at the beginning of each meeting throughout the year. Change, delete, and add to your norms throughout the year, so they continue to work for you. This is a particularly helpful habit for when a new group member arrives.

### **Celebrate and Aspire**

What did you and/or your group accomplish in 2019 that you are proud of? Is there an action or experience from last year that stands out? What success from 2019 would you like to build on in 2020? What excites you about your 2020 work with RESULTS?

## **2020 GROUP INFORMATION**

**Issue Focus.** Please let us know what issue area (U.S., global, or both) your group primarily focuses on. Note that "both" should be checked only if your group is committed to working on both sets of issues regularly.

**Monthly meetings.** When will your group meet each month? How can you schedule your meeting times so that you maximize your effectiveness in advancing the movement to end poverty? How can you best schedule meetings that attract new people to your group? Scheduling one meeting around the National Webinar on the first Saturday each month at 1 pm ET and a second meeting a couple of weeks later works well for many groups.

**Roles.** Successful groups are ones where everyone has a role. Each outcome you seek will be achieved more easily if each person is working to accomplish them. A common frustration is when people do not follow through on roles and actions for which they have taken responsibility. To avoid this, spend time discussing and taking on roles. Below are roles that are vital to the success of your group.

- **Group Leader or Co-Leader.** Coordinates and manages monthly meetings, communicates with group members, attends regular Group Leader support calls, works with group members to delegate tasks. Ideally, the Group Leader role is a shared role.
- **Congressional Point People.** Coordinates relationship building with congressional offices including scheduling meetings, working with relevant aides, monitoring votes and actions taken.

- **Media Point Person.** Works to develop relationships with local media outlets (e.g. editorial writers), monitors local media for “hooks” for new media pieces, leads group in media actions.
- **Outreach Coordinator.** Coordinates the group’s efforts at engaging and organizing new people.
- **Action Network Manager.** Manages the group’s local network of people who want to take action on our issues but have not formally joined the group. This includes keeping lists up to date, sending them actions regularly, and keeping them informed of successes. The Action Network Manager also offers opportunities to for AN members to move into deeper engagement.
- **Other roles** can include fundraising coordinator, social media point person, issue specialist, or group record keeper. For a full list of roles to consider, see our [Grassroots Roles guide](#) on the Outreach and Planning page of the RESULTS website.

Now discuss the roles that you believe are essential to the success of your group. If people have completed the Individual Action Form, ask them to share what talents and interests they bring to the group and how those might fit into a particular role. The key to this discussion is having everyone walk away knowing what their role is and committing to follow through on those responsibilities. **Once you have identified each person’s role(s), please list their names, e-mails, best phone numbers, and role(s) in the 2020 Group Information section of your 2020 Roadmap.**

## 2020 Outcome Statement

Your outcome statement gives RESULTS staff and Regional Coordinators an idea of what you hope to accomplish in 2020. You can write this now or come back to it at the end of your planning discussion. This section is primarily for groups who do not plan to fill out the “Additional 2020 Outcomes” (see below) in the 2020 Roadmap form, although we encourage all groups to create an outcome statement. It can be a great tool for reminding you of your aspirations throughout the year. Here is an example:

*In 2020, the RESULTS Springfield group wants to make headway in our work with our members of Congress. By the end of the year, we want Rep. Simpson to be a champion on housing and for Sen. Burns and Sen. Smithers to be educated and taking public action on housing and global nutrition. We will accomplish these things by meeting with them in district, generating media that call on them by name, building relationships with their aides, and attending the RESULTS International Conference to meet with them in person in DC.*

Some members may wish to do individual Outcome Statements to outline what they want to accomplish in their role with the group. There is no need to enter these in the form but keep them handy to refer to.

## ADDITIONAL 2020 OUTCOMES

For this next section, look as far ahead into 2020 as you like. If you want to plan for the whole year, go for it. If you want to plan for the first few months of the year and then come back later to finish, go for it. It’s your choice.

We recommend you look at your roadmap in the context of outcomes. As you look at the actions your group can do in 2020, [what actions](#) will further the goal of ending poverty? What actions are most likely to move your members of Congress up the [Champion Scale](#)? What actions are most likely to build support for the end of poverty in your community? Keep these questions in mind during your discussion. Feel free to document them in the 2020 Roadmap as you like.

- **Growth.** Every movement succeeds by growing. Exposing new people to the issues, inviting people to take action, and supporting them to have transformational experiences are essential in sustaining this work. In every action you take – writing letters, making calls, talking with aides, generating media, and meeting with lawmakers – ask how you can involve new people to join you. Remember, people are

transformed into powerful advocates when they can take action with other people (relationship), have a say-so in what they're doing (autonomy), and feel part of something bigger than themselves (purpose). Also, please lay out your plan for welcoming new people to your group and keeping them engaged – this is vital if you want new people to come back.

- **Action Network.** How will you maintain, grow, and support your local action network? How often will you send them information? Who will be responsible for managing your action network? Having an Action Network Manager in your group is a best practice for growing and maintaining a strong action network. RESULTS also provides ongoing support for Action Network Managers; contact Ken Patterson for more info ([kpatterson@results.org](mailto:kpatterson@results.org)).
- **Working with your Members of Congress.** At the end of 2020, where do you want each of your members of Congress on the Champion Scale? What actions would you like to see each of them take? What actions will you take to get them there? Remember, face-to-face meetings are your most effective tool for influencing members of Congress, so start requesting meetings *NOW*. Once you get a meeting scheduled, contact Grassroots Staff ([grassroots@results.org](mailto:grassroots@results.org)) to schedule a lobby prep call to help you prepare.
- **Media.** How can you best use the media in 2020 to educate your community on the issues, move lawmakers up the Champion Scale, and attract new volunteers?
- **RESULTS International Conference (June 20-23 in Washington, DC).** The RESULTS International Conference (<https://results.org/conference/about/>) is an amazing opportunity to learn about our issues, connect with volunteers from around the world, and lobby Congress about ending poverty. 2020 will be RESULTS 40th Anniversary and we'll have a big celebration at the Conference. We want all of you there. Who from your group will come? How many new people would you like to attend with you?
- **Fundraising for RESULTS.** RESULTS 40th Anniversary is a milestone that can attract donors to our cause. Does your group [plan to fundraise](#) for RESULTS in 2020? If so, what will you do and how much would you like to raise?
- **Other outcomes or strategies?** What other activities do you plan to do in 2020?

**Please complete and submit your online Roadmap form by January 31, 2020.**

Find the online form at: <https://tinyurl.com/wg98uqt>. You will receive a copy via email. If you do not receive a copy or you cannot submit your roadmap online, please contact Jos Linn ([jlinn@results.org](mailto:jlinn@results.org)) for assistance.

Remember, **you can edit your Roadmap after submitting it** by clicking “Edit your response” link at the end of the online form. When your form re-opens, begin editing or save the URL by copying and pasting it somewhere. *Without this link, you will not be able to return to your completed form later.* If you prefer a shorter URL to remember, copy the URL and go to [www.tinyurl.com](http://www.tinyurl.com) to create a shorter link.

**Congratulations!** You have completed your 2020 Roadmap. Thank you for taking time to go through this important process. We look forward to helping you make it happen.