

Grassroots Roles

Volunteer Roles – Find a way to plug in!

RESULTS groups are some of the most organized, active, and successful volunteer advocacy groups around today. Part of their success comes from making sure all members have the opportunity to play a role in the group that excites and empowers them. This shared leadership balances the efforts of the group and plays an important role in the overall group success.

This guide outlines the role of the advocate and various leadership roles. Each leadership role listed below has the suggested duties from which groups can choose, however we encourage you to do what is best for your group and use the guide to determine the roles that best fit the needs of your group.

Discuss these and other roles you want to set for your group. Use the [Individual Planning form](#) to assess talents and interests members can bring to various roles. If people in your group have too many roles, that's a sign that your group needs to grow and/or share leadership.

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Role: RESULTS Volunteer Advocate

Description of the role:

A RESULTS Volunteer Advocate is someone who actively participates in regular group meetings, participates in lobby meetings, and is an “action taker.”

Key Responsibilities:

- Meet with your group and keep in touch on a regular basis
- Attend the monthly National Webinars, or review the recorded webinars on the RESULTS Website
- Keep informed about monthly actions, take action, and do follow up needed
- Remain engaged and participate actively in the group

Key Resources of support

- [Current Volunteer Hub](#) on the RESULTS website
- RESULTS [Action Center](#)
- [Webinars & Training Resources](#)

Role: Group Leader and/or Co-Leader

Description of the role:

The Group Leader coordinates activities in the group making sure advocates are engaged, inspired, and have the information and resources they need to take action.

Key Responsibilities:

- Keep in touch with your Regional Coordinator and attend regional leader meetings
- Keep in touch with advocates in your group, convene meetings, call members into leadership during meetings.
- Report your group's activities to your Regional Coordinator at least once per month through our online forms
- Guide your group through the annual Roadmap/Planning process at the beginning of the calendar year, review at least quarterly, and provide the group's plan to your regional coordinator and RESULTS staff
- Make sure the group participates in the monthly conference call and meets at least one other time a month to plan activities and take action
- Keep group members accountable for actions promised
- Plan for and mentor your replacement; having co-leaders and/or rotating the Group Leader role is healthy for the group

Requirements:

- Participate in regular calls with the Regional Coordinator; if unable to attend, ask another advocate in your group to fill in
- Provide an account of group activities monthly either directly to the reporting system (using an online form) or through your Regional Coordinator
- Keep in touch with your advocates regularly (sometimes weekly during busy times) and lead them in planning activities at least once a month

Key resources of support:

- Your Regional Coordinator
- [Group Leader Training and Handbook](#)
- [RESULTS Anti-Oppression Resources](#)

[Watch this short video](#) featuring Ajshe Zulfi on her experience as a Group Leader

Examples of how advocates have made the most of this role:**Leading**

Some Group Leaders do everything — contact congressional staff, contact editorial writers, plan community outreach, in addition to the regular administrative responsibilities of the group. THIS IS NOT THE ROLE OF A RESULTS GROUP LEADER. The role of the Group Leader is to empower their fellow group members to take on some, if not all of those activities, leaving the leader with the role of coordinating the group (no small feat).

Meeting

Groups are to meet twice a month, once for the national monthly webinar and again to plan activities for the month and take action. Some groups have a monthly Education & Action meeting, with an outside speaker followed by taking the monthly action. Other groups use this second meeting for planning activities, training, taking action (writing letters, role play calls/meetings, etc.). Some alternate speaker and training meeting every other month, while other groups have a weekly group conference call to keep in touch, plan activities and report progress. What this means is that there is no one best way to accomplish these tasks. Find what works for you and your group. Whatever your method, make sure to send reminders and invitations to participate, as we all forget meetings from time to time.

Coaching

Establish a relationship with your Regional Coordinator and in turn with our group's advocates to allow coaching of each other. We all get stuck and need fresh ideas to create breakthroughs. Doing "mock" conversations can be a useful tool in planning and taking the next step.

Role: Congressional Point People

Description of the role:

Each legislator that your group covers should have at least one person assigned to develop a long-term relationship with their aides. This can also be a shared responsibility of two people if your group is covering domestic and global issues. If there is more than one group in the state, the senate point people from each group should coordinate their activities and contact with the senate office.

Key Responsibilities:

- Develop relationships with key staff in DC and local offices
- Contact the office with legislative requests
- Contact each office's scheduler with meeting requests
- Send created media to the legislator's office
- Coordinate actions with other group members across the state as needed
- Watch for public appearances and town hall meetings with the legislator
- Report progress to Group Leader and others

Requirements:

- Contact the legislator's aides with specific requests and create back & forth communication
- Availability to call your legislator's aides during business hours on occasion
- Ability to be in communication with your legislator's aides

Key resources of support:

- [Current Volunteer Hub](#) on the RESULTS website offering monthly action sheets, training webinars, and more
- [Advocacy Basics – Working with Congress](#)

[Watch this video](#) featuring **Andy Clarke on his experience as a Congressional Point Person**

Examples of how advocates have made the most of this role:**Legislative Requests:**

As legislative requests progress, the point person is aware of actions the group has taken and responses received. If emails, calls and/or letters to the senator's office from constituents across the state would reinforce the point person's request, they should communicate this to other RESULTS advocates in the state.

Relationship with key aides:

No matter how long your senator has been in office, the point person may need to establish a new relationship with key aides due to staff turnover. Contact the aide responsible for the area of legislation your request most directly impacts: appropriations, budget, tax policy, education, health, foreign relations, etc. Provide timely requests, issue background, and inspiration for your requests and establish yourself as a resource. You will likely need to be persistent to get a response, as they receive many inquiries each day. However, always be respectful of the aide's busy schedule and be sure to ask how they would prefer to be contacted (phone or email). Send along media your group/state has produced on the issues and other articles of interest on our issues. Make sure to thank the aide and legislator for actions taken, even for non-RESULTS actions you appreciate.

Meetings with offices:

- It is more difficult to obtain face-to-face meetings with senators than with representatives since they represent a larger constituent base. Watch newspapers and Senate email newsletters for announcements of appearances across the state.
- Meetings with key aides in Washington DC are productive in cementing the relationship with the aide as they "put a face" to the voice on the phone. Remember that aides in Washington DC work on policy much more than local offices.
- It is useful to meet with the local staff to build a relationship with the overall office. These meetings will establish your RESULTS group as a reliable resource on issues of poverty and will pave the way toward getting a meeting with the senator or representative.
- Be on the lookout for grass-tops (community leaders, other groups, etc.) who know the senator and might help you get a face-to-face meeting. Cultivate the relationship with those grass-top persons.

Statewide conference calls with senators / aides:

In states where there are multiple RESULTS groups, some have established a regular statewide conference call with the Senate aide. This shows interest and support across the state and allows various partners to share their expertise of various issues.

Possible ways to coordinate with other RESULTS partners in the state:

- Report progress to your Group Leader to share with other Group Leaders
- If your group has Issues Experts (see below), utilize them when communicating with the aides and representative
- Tell your group members when you need constituent help on a request; coordinate if they should email, write, or call the front desk of the representative
- Maintain an email list of other partners in the state who are interested in being updated on progress with senators
- Create a Google document and update it with requests/progress made; share this document with other RESULTS partners in the state
- Invite everyone to participate in conference calls with senators, representatives, and their aides.

Involve your group:

- Report progress to your group and Group Leader; if you want ideas or coaching, let them know
- If your group has Issues Experts (see below), utilize them when communicating with the legislators.
- Tell your group members when you need constituent help on a request; coordinate if they should email, write, or call the front desk of the office.

Role: New Advocate Mentor**Description of the role:**

The New Advocate Mentor focuses on new people to your group. The purpose of the new member mentor/trainer is to ensure that the group maintains a welcoming atmosphere to new people, makes sure these people are up to speed on RESULTS and your local group's activities, and invites them to take on specific projects or to assist with campaigns (in coordination with the Group Leader).

Key Responsibilities:

- Welcome new advocates to the group
- Lead the group in revisiting group norms so that new members can participate in the process.
- Be a steward of anti-oppression practices in your group.

- Get the new volunteers/advocates engaged at a level they are comfortable with, and then bring them along as much as possible
- Staying in touch to keep the pulse (What things do they like? What questions do they have? How could we improve their experience with RESULTS?)
- Continuing to provide opportunities to new members to participate and take on leadership roles
- Being a resource for questions on participation and connecting new people with training resources Working with neighboring RESULTS groups that need help with mentoring

Requirements:

- Communication and social skills – interest in reaching out to new people
- Organization skills – ability coordinate group activities and keep track of contacts
- Leadership skills – to motivate the new members
- Passion for, and desire to share the joy of, being in action with others

Key resources of support:

- Advocacy Basics – Working with Your Community
- [RESULTS Anti-Oppression Resources](#)
- RESULTS Group Guide: Welcoming New Advocates

Examples of how advocates have made the most of this role:

Personal Relationships

The key to getting to know someone and understanding their values is to establish a personal relationship through a one-on-one meeting! New Advocate Mentors can set up individual meetings with new advocates to understand what brings them to RESULTS, how they would like to contribute to the group, and motivate them to take action.

Networking

The new member mentor/trainer is someone who can support with recruitment as well. Read your local papers, listen to the radio, and pay attention to the issues that are important in your community. Use your observations to make contacts with your local community members by asking people to join events geared towards the issues they are passionate about. Have recent members support in these events as a means of training. This will help train new members on RESULTS issues as well as nourish new contacts within the community.

Lead Education & Action meetings

Support a new member in leading an E&A meeting. These meetings are held in a non-threatening environment for people to show up and learn about RESULTS. By supporting your new members in leading this meeting, you're encouraging education about RESULTS to your community as well as fostering leadership within the new members

Email groups

To keep up with new members and assure they are feeling supported, create an email group that allows new members to stay in touch with you as well as one another (using one another for support is always a great learning tool).

Role: Action Network Manager

Description of the role:

The Action Network Manager is in charge of the email and phone list of people who aren't in a role to be part of your local group but have agreed to write letters, take online actions, sign petitions, write letters to the editor, etc. The Action Network Manager will monitor the list as it grows.

Key Responsibilities:

- Keep in touch with your Group Leader and advocates in your group so that you are a bridge between action-taking and the network
- Participate in monthly Action Network Manager support calls
- Make phone calls to action network members after emailing them an action. Even if you call a few each time, their desire to take action will grow with a personal invitation
- Provide feedback back to the group on the actions they have taken —“10 of you took action which made a real impression on the representative.”
- Being creative on how to build action in this group. This is potentially a great pipeline into becoming partners

Requirements:

- Communication and social skills – interest in reaching out to people
- Organization skills – ability to keep track of contacts
- Leadership skills – motivating the group and others for outreach
- Passion for, and desire to share the joy of, being in action with others
- Writing skills helpful, not required.

Key resources of support:

- Joining the Action Network Google listserv where you can communicate with other Managers from all over the country.
- Participate in monthly Action Network Manager Webinars

[Watch this video](#) featuring Sarah Izabel on her experience as an Action Network Manager

Example of how advocates have made the most of this role:

Networking

Use this as an opportunity to grow the list through networking. Using the names of those signed up for email and phone lists, send reminders to them about upcoming events and ask specifically if they'd like to be part of the action network. By doing this, we can continue to grow our group of advocates and spread the word in the community about RESULTS.

Developing an Action Network

Keep an email and phone list of people who agree to write letters, take online actions, sign petitions, write letters to the editor, etc. Grow this list as more people find out about your group via outreach. It can be as easy as a listserv you post to or a more specific group of people you somewhat manage. For example:

- Follow up an e-mail action sent to Action Network members with a phone call to them urging them to take the action. Even if you call a few each time, their desire to take action will grow with a personal invitation.
- Provide feedback back to the group on the actions they have taken, e.g., "10 of you took action which made a real impression on the representative."
- Organize an Action Network social gathering to bring these people together — thank them, give them a brief sense of what the group has been working on, socialize.
- Be creative on how to build action in this group, i.e., as they get in the habit of taking action, ask them to go a step further. This is potentially a great pipeline into becoming partners.

Utilize your local resources

Include local hospitals, doctors' offices, health department, schools, colleges, shelters, churches, and other businesses/groups you and your advocate group can think of to include on your phone and email list. This nourishes additional contacts in the community as well as leads to partnerships for future events (i.e., socials, fundraisers, and other planned activities).

Social Networking

Social networking allows you to spread your message to the masses. You can set up your own pages and get "friends" to "follow" you and/or you can post comments on pages for other people, organizations, media you are following. Each post increases the awareness of RESULTS issues and creates an opening for a new person to join the network.

Role: Media Point Person

Description of the role:

The purpose of RESULTS media work is to influence members of Congress and to educate the public on our issues. The primary work of the Media Point Person is to coordinate group efforts to identify, develop, and maintain relationships with primary and secondary media outlets in the community, and to see that our issues show up in news and opinion pieces. The Media Point Person should maintain media relationships with one or more of the most influential media outlets, but they may work with other group members to become key contacts for other media outlets.

Key Responsibilities:

- Determine what media outlets your members of Congress follow and what influences them
- Research and follow the most influential media outlets in the community
- Establish and maintain relationships with key media outlets
- Coordinate the efforts the group to reach as many media outlets as possible
- Work with the group to develop media strategies and tactics that will yield the greatest influence
- Provide information and requests to media outlets on our issues and move them to cover them
- Alert your group members of media generating opportunities including opportunities to respond to opinion pieces and articles with letters to the editor. Provide guidance to them in the form of points they might make in their letters
- Assure that media generated is used in ways that it will have the greatest influence (make sure that decision-makers, community leaders, and others see it)
- Write letters to the editor, op-eds and/or encourage group members to write whenever possible
- Track media generated by the group

Requirements:

- Communication and social skills – interest in reaching out to people in the media
- Organization skills – ability to track media sources and coordinate group activities
- Writing skills – or the willingness to learn.
- Passion for taking action that will make a difference

Key resources of support:

- [Advocacy Basics – Working with the Media](#)
- [Grassroots Media Packets](#) - Editorial packets and other media materials provided by staff

- [Media reporting form](#)

[Watch this video](#) featuring **Cindy Changyit Levin** sharing her experiences as a **Media Point Person**

Examples of how advocates have made the most of this role:

Working with Local Media

It can often take a bit of effort to get the major newspapers in our areas to write editorials on our issues. As we deepen those relationships we should also work with smaller papers, local weeklies and magazines, organizations issuing newsletters, and other outlets in our communities, as they wield influence. Also, when larger papers and publications see that issues are being picked up in smaller publications, it lets them know that perhaps they should pay attention and cover them as well.

Developing Relationships with Editorial Writers

Editorials in the local newspaper are still one of the most influential pieces of media we can generate. Following your papers, understanding local priorities, and commenting on editorials is a great way to establish a relationship with editorial writers. Making personal contact, demonstrating broad local concern for our issues, and sharing moving stories about the issue of choice are ways to get your editorial writers to start weighing in on our issues.

Working with Radio & TV

Many volunteers have approached their local NPR and talk radio stations, as well as local access programs, and asked for airtime. You might ask to tell the public about RESULTS and the issues we work on, expound on an upcoming event, bring in a guest speaker or panel to talk about one of our issues, or invite your member of Congress to be part of a program with you.

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your group and community allies **are** news. Inform your local media outlet of these activities and ask them to consider covering them in the news. Such news stories might even inspire editors to comment on our issues in an editorial.

Becoming Local Writers

One way to ensure our issues get media coverage in the opinion pages is to write. Organizing a cadre of people who can respond to news and opinion with letters to the editor and the occasional op-ed is a way to guarantee coverage of our issues. You can enhance the impact of your op-eds by partnering with a local community leader or organization in authoring the op-eds. Writing op-eds will also educate your editorial writers on our issues and increase the likelihood that they might weigh in in the future.

Then it's important that your decision-maker see the media you generate. You should send every piece to your representatives and senators as well as share on social media.

Role: Outreach and Partnerships Coordinator

Description of the role:

The Outreach and Partnerships Coordinator (OPC) promotes awareness of RESULTS and RESULTS issues in the community. The purpose of outreach includes educating the public on issues of poverty, networking with allies, encouraging occasional actions, and attracting new members in a way that allows the new advocate to not only feel welcome but to help create the group culture.

Key Responsibilities:

- Communicates and strategizes with Group Leader and group members about outreach goals and opportunities to grow the group
- Coordinate and participate in regular outreach events in the community to help create awareness of RESULTS and invite others to join
- Find opportunities for the group to table/speak/network in the community
- Engages with potential partner organizations in the community for joint advocacy actions
- Tracks and maintains list of contacts who may want to join your group
- Work with the New Advocate Mentor to welcome and integrate new advocates
- Working in coordination with the groups Action Network Manager (if one has been assigned), may track contacts who are not ready to join the group regularly

Requirements:

- Leadership skills – to motivate the group to outreach
- Organization skills – to keep track of event responsibilities and community contacts
- Passion for people, and desire to share the joy of, being in action with others

Key resources of support:

- [Outreach and Partnership Coordinator guide](#)
- [Community outreach page](#) on the Current Volunteer Hub
- [Outreach How To's](#)
- [Relational Organizing Worksheet](#)
- [Partnership Mapping Tool](#)
- [RESULTS Marketing Materials](#) – resource to order marketing materials or print brochures at home
- Fellow outreach and partnership coordinators in the RESULTS network
- [RESULTS Anti-Oppression Resources](#)

Examples of how advocates have made the most of this role:

Network tracking

Have one partner in charge of networking. S/he keeps track of groups to work with, key contacts in these groups, and who in your group is point person contact with those groups. S/he reminds your group of gaps in your network. Have at least one partner meet with a leader or leaders of such groups and talk about our issues and ways we can work together. Keep working to nourish such contacts.

Develop a Relationship with Your Community

At its core, the Outreach and Partnership Coordinator (OPC) role is about relationship development and follow up. Just as we emphasize follow up with members of Congress, there must be follow up and engagement when introducing new people to the RESULTS network.

Engaging in outreach can be a collective effort of your RESULTS group, and the OPC can help to strategize and gain support and participation from fellow group members. For example, one volunteer can look for opportunities within their own networks to spread the message of RESULTS and the importance of engaging constituents in the legislative decisions that their representatives make; one volunteer can keep track of community events, and or venues; another can lead a presentation or training for people in the community; another volunteer can support tracking and follow up.

Consider hosting Education & Action meetings

An Education & Action meeting is designed to be a welcoming environment for people to show up to learn about RESULTS and take a specific action on our issues. They are great for outreach and building an Action Network. However, leading every E&A meeting is a lot to ask of anyone. In your group, someone should be in charge of coordinating who is leading the E&As. Some groups have these meetings once a month, and in doing so have a regular way to connect with new people.

Some bring in outside speakers, who create a means to attract different people each month. Everyone should watch the media and elsewhere for information on local people of interest. Then the group can strategize on who would be a good speaker. Meet with a potential speaker first if no one knows them, to talk to them about RESULTS, and to learn about their experiences and what we might have in common. If they seem good, invite them to speak.

Other Outreach

While RESULTS is not a faith-based organization, we recognize the passion and power people of faith can bring to anti-poverty advocacy. To tap into this resource, someone in your group could support this work as the liaison between the local RESULTS group and faith-based groups and organizations in the community who might be interested in getting involved with the work of RESULTS as advocates, donors, and/or coalition partners. Moreover, RESULTS develops great working relationships with like-minded organizations; ask your regional coordinator or staff if there are such organizations represented in your community and for help making those connections. Be bold and creative!

Additional roles to consider as you grow your group

Role: Issue Expert

Description of the role:

The Issue Expert develops a thorough understanding of a given issue under one of our key themes (education, economic opportunity, health) and promotes awareness of RESULTS and RESULTS issues in the community and globally as it pertains to those given issues. The purpose of the Issue Expert is to educate the group (and, by extension, the public) on the issue, networking within and outside of the local community with like-minded partners who may want to take action together on the issue and encouraging action-taking.

Key Responsibilities:

- Keep in touch with your Group Leader and group, providing updates
- Keep in touch with advocates in your group
- Participate in monthly conference calls and meet at least once a month to plan activities
- Participate in training webinars, Policy Forums, and deeper reading on the issue
- Establish and maintain relationships with local community members engaged in the issue
- Establish and maintain relationships with people outside of the local community if possible
- Alert your group members of media generating opportunities regarding health including opportunities to respond to opinion pieces and articles with letters to the editor. Provide guidance to them in the form of points they might make in their letters for why health and health care is beneficial and necessary
- Coordinate with communication/media point person to assure that generated media around health and health care issues is leveraged in ways that will have the greatest influence

Requirements:

- Communication and social skills
- Organization skills Leadership skills
- Writing skills helpful, not required.
- Passion for an issue and for taking action that will make a difference

Key resources of support:

- National Webinars relevant to your issue
- [Training webinars](#)
- Issues tab on the website

Example of how advocates have made the most of this role:

Utilize your local resources

Meet with your local hospitals, doctor's offices, health department, schools, shelters, churches, and other places you and your group can think of to coordinate events in which these members would be present to speak out on the effects of global and domestic health issues on local communities. On global health, plan events during meaningful times such as World TB Day or World AIDS day in order to connect the issue to a larger base of people. Events could include fundraising, book clubs, relevant television shows or movies, or other that you think of. Also partner with local college campuses to support you in educating the community, recruiting new volunteers, and spreading the message to more people (college students often feel connected to global health issues, particularly those students involved in study abroad programs).

Local Media

Organizing a cadre of people can respond to news and opinion with letters to the editor, and others who are willing to write an occasional op-ed is a way to guarantee coverage of our issues. You can enhance the impact of op-eds your group writes by partnering with a local community leader or organization in authoring the op-eds. Many advocates have found that when they are struggling to get editorials published that writing op-eds is a good second option. Writing op-eds will also educate your editorial writers on our issues and increase the likelihood that they might weigh in the future.

Approach your local NPR and talk radio stations and ask for airtime. You might ask them to tell the public about RESULTS and the issues we work on, expound on an upcoming event, bring in a guest speaker or panel to talk about one of our issues, or invite your member(s) of Congress to be part of a program with you. Some volunteers have appeared on local access programs to talk about our issues, sit on panels, or tell the local audience about the RESULTS group.

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your group and community allies are news. Inform your local media outlet of these activities and ask them to consider covering them in the news. Such news stories might even inspire editors to comment on our issues in an editorial.

Role: Social Media/Technology Manager

Description of the role:

The Social Media/Technology Manager enables communication for the group through technology. Your ideas might include but are not limited to group website, an email list, using Zoom, a blog, a Facebook group, a Twitter account, and more.

Key Responsibilities:

- Identifying and suggesting new ideas to fill any technology needs for the group
- Designing and implementing solutions
- Mentoring the group in use of these tools
- Incorporating feedback from the group

Requirements:

- Basic understanding of internet resources, word processing and spreadsheet creation, and social media, or willingness to learn about any desired tools
- Knowledge of technology, or willingness to learn
- Ability to take ideas (yours or the groups) and craft a solution
- Attention to detail

Resources available to support people in this role:

- RESULTS social media pages - [Facebook page](#), [Twitter page](#)
- [Branding and Marketing Materials](#)- download logos and graphics
- [Social media branding and tips for advocates](#) guide
- [How to run hybrid meetings](#)

Example of how advocates have made the most of this role:

Blogs

- Partners have written blogs about their lobbying experiences thus inspiring other.
- Follow blogs on your favorite media websites. Comment on articles and link to RESULTS information. This raises awareness of our issues and raises the importance of those issues to the media.
- Check out the RESULTS blog, [linked here](#).

Email groups

Email programs allow you to set up groups for you to send emails to. Or you can set up an email group via Google or another platform that members can join. To keep them more secure, an administrator can add users to the group.

RESULTS has an email listserv that allows members to exchange ideas and allows staff to send out information to the masses. To subscribe, you will need a Google account (free) then go to <http://groups.google.com/group/results-l/subscribe?hl=en> to register.

Shared Documents

Some use GoogleDocs for collaborative work across time and distance. Also, when doing inviting for an outreach meeting or a fundraiser, a group could keep a shared spreadsheet of people they are inviting indicating progress made (invited, emailed, attending, etc.) and contact information. This allows for motivation and accountability in the inviting process.

Group Meetings - Electronically

Some groups join together weekly, monthly or for planning special events via conference call. This can be accomplished many ways.:

- If someone has access to a phone system with multiple lines, they may be able to call everyone and join them together
- Three-way calling can be used to chain the group together
- Some phone systems offer conference calling.
- Zoom.com and GoToMeeting.com offers collaboration with voice and document sharing/viewing via the internet, but these are not free services.
- Check out this resource on [hosting hybrid meetings](#), should your group decide to have some meetings with volunteers in person and others online.

Technology Mentoring

Just be a reference for “how to” questions. We all need help figuring out how to use programs. Answer questions as they arise or give a training session at a meeting.

Social Networking

Social Networking like Facebook and Twitter allows you to spread your message to the masses. You can set up your own pages and get “friends” to “follow” you and/or you can post comments on pages for other people, organizations, media you are following. Each post increases the awareness of RESULTS issues.

Role: Group Historian/Tracker

Description of the role:

The Historian/Tracker attends group meetings to record noteworthy events and manages the groups' history of these events.

Key responsibilities:

- Keep in touch with your Group Leader and advocates in your group
- Keep track of group's events and activities, particularly historical/note-worthy events

- Report progress to group

Requirements:

- Availability and flexibility to attend events or coordinate a replacement for you if you are unable to attend
- Organization skills – ability to keep track events
- Passion for sharing the joy of being in action with others

Key resources of support:

- Advocates in your group
- Your Group Leader, regional coordinator, and RESULTS staff

Role: Fundraising Coordinator

Description of the role:

Working with staff, the Fundraising Coordinator is the point person for fundraising events for the group to raise money for RESULTS. In addition to raising money, fundraising also serves to help introduce RESULTS to new people and strengthen your group.

Key Responsibilities:

- Act as liaison between group and staff
- Keep in touch with your Group Leader and advocates in your group
- Work with new partners.
- Coordinating the group's participation to make a fundraiser as successful as it can be
- Organizing the group's annual fundraising efforts, whether an event or a Friends & Family campaign

Requirements:

- Communication and social skills – ability to make calls to community members to organize events
- Organization skills – ability to keep track of contacts and planned events
- Leadership skills – to motivate the group and others for outreach
- Passion for, and desire to share the joy of, being in action with others
- Previous experience with event planning helpful, but not required
- Some knowledge of fundraising helpful, but not required

Resources available to support people in this role:

- [Fundraising](#) and grassroots staff

- RESULTS connections on social networking... check out the “Share” link on any www.results.org webpage.
- [Marketing materials](#)

Example of how advocates have made the most of this role:

Joined a bi-annual RESULTS online fundraiser

Held in the Spring and Fall, these online fundraisers are an opportunity to join with other RESULTS advocates across the country to raise funds for our work.

Include a Fundraising Ask at Outreach Events

Have an outreach event scheduled? Invite your attendees to make a donation to RESULTS in addition to taking an advocacy action. Contact RESULTS staff for donation forms or bring a laptop for online donations.

Local Media for Fundraising Events

Organize a cadre of people to help get the message out regarding upcoming fundraising events. Use personal invitations, print media, websites, local radio, local television, flyers, word of mouth, and any other form of communication to make your community aware. The more people who know, the more successful the event is!

Using your connections and local community to network

Establish relationships with your local resources, e.g., hospitals, doctor’s offices, health department, schools, colleges, shelters, churches, newspapers, radio stations, and other businesses/groups. Ask these groups and their members to support you in either housing a fundraiser, attending a fundraiser, telling their social network about the fundraiser, or donating.

Social Networking

Social networking allows you to spread your message to the masses. Each post increases the awareness of RESULTS issues.

Role: Grasstops Relationship Manager

Description of the role:

The person cultivates relationship with influential community allies who relate to our issues.

Key Responsibilities:

- Identify influential issue experts, practitioners, or other community leaders who might want to hear about RESULTS advocacy and develop a working relationship

- Approach potential grasstops partners and describe RESULTS, both as an organization and how it's working in the local community
- Envision and create possible partnerships like co-writing op-eds, speaking at fundraisers, participating in, and promoting the local action network

Requirements:

- Willingness to do community mapping to identify local contacts
- Ability to reach out to new people and articulate the work of RESULTS
- Ability to think creatively and follow through on projects

Key resources of support:

- [Community mapping resources](#) from the RESULTS staff

Example of how advocates have made the most of this role:

RESULTS advocates have worked with local issue experts, practitioners, community leaders, and other influencers to experts to co-craft media submissions and hold press conferences, create community events like luncheons and panel discussions, and hold powerful fundraisers. Local “grasstops” experts and influencers provide advocates with “local hooks,” means for illustrating how their advocacy involves and impacts the local community. They also allow a RESULTS group access to an audience that might otherwise not be available to them.

Role: Regional Coordinator

Description of the role:

The Regional Coordinator (RC) is a key player in the RESULTS community. RCs are the brilliant network of people who provide training, cheerleading, and support for our network of groups. RCs work directly with RESULTS staff members, receive leadership coaching, coaching on powerful speaking, legislative updates and attend a yearly retreat for skills development.

Key Responsibilities:

- Participate in weekly calls with the national staff and the monthly National Webinar
- Support Group Leaders in meeting their group goals and commitments through weekly calls and regular communication
- Support Group Leaders in the execution, tracking, and reporting of their advocacy goals

- Aid groups in their group health and organizing prowess
- Work with staff and other RCs to plan, host and actively participate in the regional conferences and workdays, and to attend the International Conference and the leadership trainings

Requirements:

- Currently an active member of a RESULTS group with a track record of leadership
- Have served as a Group Leader for at least six months (and willing to be replaced if currently a Group Leader)
- Have experience in all areas of RESULTS activity: legislative, media, outreach, and fundraising(preferred)
- Have attended at least one International Conference
- Work closely with Group Leaders as a key support for their advocacy success (legislative, media, organizing, fundraising)
- Willing to accept coaching to take on new challenges and coach others for this
- Willing to help maintain records
- Willing to provide feedback and inputs to staff in a spirit of growth

Key resources of support:

- Group leaders
 - Weekly conference calls with your region and national staff
 - Monthly National Webinar
- RESULTS website - www.results.org

[Watch this video](#) featuring **Yesenia Sanchez on her experience as a Regional Coordinator**

Example of how advocates have made the most of this role:

Leading and Coaching

The role of the RC is to coach and empower the Group Leader in having the group's advocates take on contacting members of Congress and their staff, contacting editorial writers, and working on community organizing. The RC supports the Group Leader in ensuring the advocates are prepared to take on these roles.

Establish a relationship with your Group Leader and have them reach out to one another to allow coaching of one another. We all get stuck and need fresh ideas to create breakthroughs. Doing “mock” conversations can be a useful tool in planning and taking the next step. Another great resource is David Rock’s book *Quiet Leadership*.

Meeting

RCs participate in several phone conferences with their regional team or national staff each month, plus the national monthly webinar. Meeting with Group Leaders requires finding

what works best for you and your group and sending reminders and invitations for participation.

Possible ways to help coordinate with other RESULTS partners in the state for Senate coverage

- Report progress to your group local leaders and urge him/her to share it with other Group Leaders and their groups
- Maintain an email list of other partners in the state who are interested in being updated on progress with senators
- Create a Googledoc and update it with requests/progress made; share this document with other RESULTS partners in the state so they can view and update
- Invite everyone to participate in conference calls with Senate aides

Generating News that Gets Covered and Commented On

Any events, meetings, fundraisers, and activities being organized by your groups and community allies is news. Inform your local media outlet of group activities and ask them to consider covering them in the news. Such news stories might even inspire editors to comment on our issues in an editorial.

To leverage the media your groups have generated, package several media pieces together and send to your members of Congress.