New Advocate Mentor Community of Practice
Learning Community Webinar
February 1, 2023
Welcome!
Goals for tonight

- Refresher on practices and tools for supporting new volunteers
- Learn from each other’s collective experiences
- Clear direction on engaging new volunteers in “Set the Agenda” campaign
introductions
the building blocks
Where we’ve come from...
Since 2020...

- Enhanced capacity for ‘new volunteer support’ starting 2020
- New Advocate Mentor Community of Practice
- Support system for new volunteers joining RESULTS
- Resources for volunteer leaders
New Advocate Support Plan

30 Days: First Group Meeting + 1:1 Meeting

Congratulations! As a Regional Coordinator, the groups you support have welcomed new advocates and they’ve been with RESULTS for 30 days! You might be wondering what your role is and how you’ll be supporting them. Don’t worry, we have created this guide to support you!

• First, the Expansion Team will have emailed the Group Leader(s), the New Advocate Mentor(s), Regional Coordinator(s), and the new advocate(s) to introduce everyone.

• The Expansion Team will also have placed the new advocates name and start date in the groups Roadmap.

• Lastly, the New Advocate Mentor will need to contact them within 72 hours of receiving the introduction email from the Expansion team.
New Advocate Support con’t

90 Days: Group Check-In

Your group’s new advocates have officially been RESULTS volunteers for 3 months – great job on your coaching and leadership! At 90 Days, the New Advocate Mentor/Group Leader will conduct a check-in with the new advocate using the Conversation Guide (created for New Advocate Mentor) and the Individual Planning Form. This is the time for your groups to begin planting seed and explore possibilities of what is next for the volunteer now that they are no longer “brand new.”

Regional Coordinator Tasks:

✓ You will provide support and coaching to ensure that groups are following through with the new advocates 90 day check-in

✓ Remind New Advocate Mentor and Group Leaders of the materials available to them:
  - 90-Day Check-In Conversation Guide
  - Individual Planning Form
  - Grassroots Roles

✓ Are your group’s advocates still active? Record in the New Advocate Tracker!

✓ Remind New Advocate Mentor and Group Leader(s) that if a volunteer has been silent since their introduction, that they can be moved to their Action Network list and follow-up again in 3 months to check-in on participation and interest in re-joining groups.
New Advocate Support con’t

6 Months: Staff Phone Call Check-In

Just 1 more check point until your groups advocates have been RESULTS advocates for one whole year! During this check-in, a staff member from the Grassroots Impact Team will be reaching out to new advocates to continue to cultivate the relationships your groups have built and help plant seeds for leadership.

Regional Coordinator Tasks:

- Are your group’s advocates still active? Record in the New Advocate Tracker!
- Remind groups to check in with new advocates goals, and how this should be included in their group goals in their Roadmap.

12 Months: Time to Celebrate!

Your group’s advocates have officially been RESULTS Volunteers for a whole year!

Regional Coordinator Tasks:

- Are your group’s advocates still active? Record in the New Advocate Tracker!
- Remind Group Leaders and New Advocate Mentors to congratulate their advocates for volunteering for one year with RESULTS
Best Practices

• **Commitment is a PROCESS** and not all volunteers will be ready to jump in and be a full-time group member. Success comes in many forms!

• New advocates join with an understanding of who RESULTS is and what we do, **and receive “hands on” training in local groups**

• **ACTIVE & CONSISTENT** communication is necessary
Best Practices, con’t

• **New Advocate Mentors = new advocate success.** New volunteers need clarity on who to go to with questions

• **Inclusive and welcoming** group meetings → slow down, ask them to participate, do the work DURING your meeting

• **Show, don’t tell** (get them into action!)
“I found that my initial instinct was to repost on social media. I really had a strong urge to take my advocacy offline. RESULTS was a perfect avenue to do that.”

– Aisha (Miami, FL)
Our focus is

**Relationships**
- with new advocates and volunteers across our community

**Engagement**
- with new volunteers in creative and exciting ways

**Transformation**
- the “RESULTS experience” is centered around action & community
nuts & bolts of building a movement

Outreach & Recruitment
- Outreach & Partnership Coordinators
- Online recruitment
- Partnerships
- Events

Grow Action Networks
- Action Network Managers
- Engagement
- Action Alerts

Volunteers join RESULTS & build new leaders
- New Advocate Mentors
- Orientations
- Action-focused
- Leadership development
Set the Agenda
What are we doing?

Inviting new people to join our “Set the Agenda” lobby meetings
“Do not underestimate your community impact... One of the best things you can do for that member is to raise awareness with your mate. Neighbors, community members... Hearing from multiple people does make a difference.”

-Anna Dieterich
former staff for Senator Murkowski (AK, R)
Who are we inviting?

• 4,500 contacts from expansion (2020-2022)
  • Includes everyone who inquired with RESULTS from 2020-2022
  • “Joiners” and Fellowship are notated
• People in your Action Networks
• Community partners and connections
• Fellowship alumni
• Anyone else you think might be interested!
How will we do it?

• RCs or staff will provide state lists
• Engagement Toolkit with communication templates, best practices, timeline
• 1:1 coaching for you AND new volunteers you recruit
• “Set the Agenda” Info Session = new people coming on board
“Something that I really wasn’t expecting was the kinds of people you meet along the way... just amazing people.”

– Diego (Miami, FL)
let’s talk about this
Food for thought

What has been successful for you?

What makes you nervous?

Have you brought a new person to lobby before?

What barriers do you experience?

What advice do you have?
looking ahead
## Timeline

<table>
<thead>
<tr>
<th>While you’re preparing</th>
<th>When you have meetings confirmed</th>
<th>After your meetings</th>
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<tbody>
<tr>
<td>• Invite to meetings</td>
<td>• Invite to meetings</td>
<td>• Recognize anyone who joined</td>
</tr>
<tr>
<td>• Introduce campaign</td>
<td>• Share upcoming dates/times of your meetings</td>
<td>• Send an action alert</td>
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Action Steps

1. Familiarize yourself with the resources and your list of contacts
2. Create a list of people you want to invite
3. Reach out by email with an invitation to join your lobby meetings (using the template!)
4. Follow-up and do additional invites if/when you have capacity
Your support!

• We're here to support you!
  ➢ Sarah = mentors, group leaders, regional coordinator's
  ➢ Alicia = onboarding new advocates, mentors

• Community of Practice
  ➢ Join our RESULTS New Advocate Mentor listserv by emailing results-new-advocate-mentors@googlegroups.com
  ➢ Will meet again in a few months!
“We have agency. And we can hold our elected officials accountable.”

– Tracy (Baltimore, MD)
Thank you!