

**results**

**supporting  
your leaders  
to welcome &  
engage new  
advocates**

***Guide for Regional Coordinators***

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# welcome

For over 40 years, RESULTS has invited thousands of new advocates to join our cause. Many of those advocates stay for years, but some only stick around for a few months. In order to fully leverage everyone's time with RESULTS, the RESULTS Expansion and Grassroots Impact Teams have come together and created a New Advocate Support Plan to provide extra support to new volunteers through their first year with RESULTS!

We plan to support advocates throughout their first year, and have Volunteer and Staff planned activities at 30-Days, 60-Days, 90-Days, 6-Months, and 12-Months. At each interval, Regional Coordinators play a specific role in conjunction with the New Advocate Mentor, the Grassroots Impact Team, and the Expansion Team. This plan will be implemented for every new advocate that is introduced to RESULTS Groups by the Expansion Team.

With this guide, you will have explanations for your role at each interval as stated above. We've included a set of best practices, email templates, and benchmarks to strive to support a volunteer through their first year.

## **What is accomplished before we start supporting volunteers:**

- Volunteer participates in RESULTS onboarding process (New Advocate Orientation and 1:1 onboarding session)
- Volunteer is introduced to the local group by expansion or was locally recruited by the group and attended a New Advocate Orientation
- Volunteer onboarding/recruitment process is tracked by expansion team
- Volunteer is added to the RESULTS Group Roadmap roster

# regional coordinator role

As a Regional Coordinator, your main role will be to support your groups to welcome and engage new volunteers. One of the ways you will be supporting them is by providing coaching, best practices, moral support, and updating the New Advocate Tracker. We will review the process and tasks during each weekly Regional Coordinator Call.

## Tracking new advocates

We are striving to track each new volunteer's length of involvement with RESULTS and need your help! This information will help us support and engage volunteers better as they join our network. We will utilize the [New Advocate Tracker](#) spreadsheet to do this.

### **What do we need Regional Coordinators to do?**

Please check-in with your group leaders during your Regional Support Calls and ask them if the volunteer is still involved at each of these intervals: 30 days, 60 days, 90 days, 6 months, 12 months. We only need to know if they are still volunteering or not! All other information is optional. We encourage you to do this live during the calls to minimize the amount of work and follow-up the tracking requires. We will take time during Regional Coordinator Calls to check-in on this process.

# timeline for rc support tasks

## Immediately After Intro Email

### Regional Coordinator Tasks:

- ✓ **Respond to introduction email**  
*See the sample email below that you can use as a Regional Coordinator*
- ✓ **Keep eyes on email to see if Group Leader and New Advocate Mentor responds... if they don't send them a reminder!**
- ✓ **Recognize the growth and addition of new volunteers during Regional Group calls**

### **Sample email:**

*I am so happy you are a part of the RESULTS family! Please do not hesitate to reach out to \_\_\_\_\_ or myself if you have any questions or need additional support. \_\_\_\_\_ is a fabulous group leader, so be on a look-out for an email or call from him in the next week to chat about group meeting dates/times, group norms, and goals! Once again, welcome! We are so happy you are here.*



## 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.

### Regional Coordinator Tasks:

- 
- **Supporting the New Advocate Mentor or Group Leader to have successful introductions with new advocates that are introduced to their group.**

*Keep in mind that some Group Leaders want to be involved in all aspects of having new advocates (which they're more than welcome to do so).*

*However, having a New Advocate Mentor empowers group members and supports Group Leaders by sharing responsibilities.*



## Check-in regularly on Regional Group calls about each new advocate introduction to receive updates

*At this stage, each group should have welcomed, or be in the process of welcoming the new advocate into the group, introduced them to the group roadmap, as well as group goals and norms.*



## Are your group's advocates still active? Record in the [New Advocate Tracker!](#)

*The Grassroots Impact Team will show you how to enter this information in and provide space for this every time there's a Regional Coordinator Call.*

## Optional email to send out:

*Thank you to you and your team for your continued work and advocacy! We are happy to hear that you have new volunteers in your area who are ready, motivated and enthusiastic to join you on this incredible journey. Note that the Expansion team has added new volunteers' names and contact information directly to the Group Roster on your roadmap.*

*As coaching new advocates supports and leverages more great advocacy, my Co-RC and I are here to support you as you welcome and coach new volunteers coming into your group.*

*Here are a few quick tips to keep in mind with new volunteers:*

- 1. I sent an email but I haven't heard back from them yet, what do I do next?** *If you sent one or two emails, and having heard back, don't fret! Most new advocates are eager to get started, but **not all will jump in with both feet right away**. Everyone engages with RESULTS at their own pace and letting them know you are there is enough. You can also try to give your new volunteers a call (or even a quick text) to welcome them personally.*

**2. How did their orientation go? Are there any more questions?**

*Check in and see how new volunteers are feeling after their initial new advocate orientation. Personal relationships go a long way! Have one of your volunteers share what their experience has been like with RESULTS and with your group. What are you most proud of? What have been some of your challenges? Find out what questions they might have and what motivates them to take action.*

**3. Check out the RESULTS Group Guide: Welcoming & Supporting New**

**Advocates!** *This resource provides a great outline on what you can expect as you welcome new advocates, and ways to best support them as you create a warm, welcoming and inclusive environment for them to grow with your group.*

*As always, if you have any questions or need any support, please don't hesitate to reach out to me or \_\_\_\_\_.*

*Thank you for your partnership!*

# 60 Days: Finish 30 Days Tasks!

Your group's new advocates have been with RESULTS for 60 days! This is fantastic. The Expansion Team will be reaching out to each new advocate at this time and sending them a survey asking them questions about their experience so far as a RESULTS advocate. The Expansion Team will share any relevant survey RESULTS with RCs and Group Leaders as needed.

## Regional Coordinator Tasks:



### **Check in with your groups!**

*Have they had the 1:1 meeting with the New Advocate Mentor?*

*How did the introduction to the group itself go?*

*Has the new advocate taken any actions so far?*

*Were they able to attend their first group meeting?*



### **Are your group's advocates still active? Record in the [New Advocate Tracker](#)!**

*The Grassroots Impact Team will show you how to enter this information in and provide space for this every time there's a Regional Coordinator Call.*

# 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.

## Sample email:

*I hope this note finds you well! This is a reminder that a few of your new advocates are at their 90-Days of Advocacy, which is fantastic! We are encouraging New Advocate Mentors to facilitate an individual check-in with new volunteers around 3 months of involvement with RESULTS. **Remember you can track your new advocates by using your group Roadmap!***

*We have some tools to help you do this!*

### **Individual Planning Form**

### **Conversation Guide**

*Please do not hesitate to let me know if you need any assistance in organizing these check-in meetings.*

*If for some reason the new advocate has been silent since their introduction to the group at this point, (has not attended a meeting, checked in with a New Advocate Mentor or Group Leader, responded to emails, etc) you should move to them to an Action Network list & follow-up again in 3 months to check-in on their participation or interest in re-joining groups.*

*If you don't have an Action Network and want to start one, let us know and we can put you in touch with Sarah Leone on the RESULTS team!*

*As always, if you have any questions or need any support, please don't hesitate to reach out to me or \_\_\_\_\_.*

## 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**

## **Optional Email:**

*Congratulations on your leadership during your advocate's first year at RESULTS! Thank you for the hard work and dedication to supporting new volunteers in your group.*

*At this point, we will no longer be tracking any of your "new" advocate(s) as part of our support strategy. Makes sure to celebrate their anniversary and accomplishments throughout the year in one your group meetings! (For example: they took an action in the Action Center, attended a meeting with their member of Congress, wrote an LTE).*

*Once again, we appreciate your tireless hard work. Because of your leadership, you have supported volunteers to engage with your group for an entire year! That means more power and ultimately more influence in Congress in our fight to end poverty.*

*We thank you again for your commitment and congrats on this outstanding success!*

# new volunteer support plan

	Grassroots	RCs	Staff
<b>Upon Intro</b>	<p>Respond to introduction email within 3 days</p> <p>Add to all forms of communication</p>	<p>Respond to introduction email</p> <p>Monitor if group has responded to intro</p> <p>Check-in during Regional Support Calls</p>	<p>Expansion staff send intro email</p> <p>Expansion staff fo follow-up with new volunteer</p> <p>GRIT check-in with RCs, GLs, &amp; mentors</p>
<b>30 Days</b>	<p>Attend first group meeting</p> <p>Host 1:1 meeting</p> <p>Support volunteer to take first RESULTS action</p>	<p>Track new volunteer involvement</p> <p>Check-in during Regional Support Calls</p>	<p>Expansion staff send check-in email to new volunteer</p>
<b>60 Days</b>	<p>Accomplish remaining benchmarks from first 30 days</p>	<p>Track new volunteer involvement</p> <p>Check-in during Regional Support Calls</p>	<p>Expansion staff send check-in survey to new volunteer</p>
<b>90 Days</b>	<p>Facilitate 90-day check-in</p> <p>Offer ongoing role/responsibility</p> <p>Move to Action Network if unresponsive</p>	<p>Support groups to do 90-day check-in</p> <p>Track new volunteer involvement</p> <p>Check-in during Regional Support Calls</p>	<p>Support for new volunteer transitions from Expansion to GRIT</p>
<b>6 Months</b>	<p>Check-in with volunteer on 90-day goals</p> <p>Update group roadmap with advocate goals</p>	<p>Track new volunteer involvement</p> <p>Check-in during Regional Support Calls</p> <p>Support group with roadmap</p>	<p>GRIT staff conduct phone call to new volunteers</p> <p>Support Regional Coordinators</p>
<b>12 Months</b>	<p>Celebrate anniversary &amp; accomplishments</p>	<p>Support grassroots to celebrate anniversary</p> <p>Track new volunteer involvement</p> <p>Check-in during Regional Support Calls</p>	<p>GRIT staff encourage celebration</p> <p>GRIT staff mail out cards to volunteers</p>

# best practices for coaching your leaders

Keep these best practices in mind and remind your groups of these strategies on an ongoing basis!



**Encourage your groups to welcome them and thank them for joining RESULTS and for their commitment to help end poverty**

*Remind them that their new advocates may have experienced poverty or are currently experiencing poverty*



**Remind your groups that they need to be mindful of the ways in which we frame the issues, to be respectful and avoid “saviorism” language.**

*Have them read these questions & reflect:*

- *How do I frame the anti-poverty narratives?*
- *Is my language empowering or oppressive?*
- *Are we contributing to the myth or are we myth busters?*



**Provide recommendations for centering the human behind the volunteer:**

- *Ask them how they're doing personally*
- *No “assignments” but rather “decisions”*
- *Help them find their way to do it*
- *Check-in often*
- *Recognition goes a long way*



## **It's always great for your groups to check in on how their Orientation went!**

*Check in and see how new volunteers are feeling after their initial new advocate orientation.*

*Find out what questions they might have and if there are any specific global or domestic issues which motivate them to take action.*



## **Encourage your groups and New Advocate Mentors and invite them to take an action with you!**

*If they have time at that moment, walk through the Action Center on our website, and invite them to take an action with you.*

*If not, schedule a day and time that would work for them to take action with you.*



## **Your Group's New Advocate Mentor sent their introductory email, but they haven't heard back from them yet, what should they do next?**

*If you send one or two emails and haven't heard back, don't fret!*

- *As shared in the Group Guide, most new advocates are eager to get started, but not all will jump in with both feet right away.*
- *Everyone engages with RESULTS at their own pace and letting them know you are there is enough.*





**Step 2:** Hover your cursor over Column K titled "RC Region" and click on it.

The screenshot shows an Excel spreadsheet with the following structure:

Volunteer Information		RESULTS Connections							30 Days (1:1 Meeting with New A			
First	Last	Email	Phone	City	State	District #	Status @ Orientation	Date Intro'd	Group	RC Region	Date	Check-In Sent
Jane	Doe	<a href="mailto:janedoe@gmail.com">janedoe@gmail.com</a>	123-456-7890	Jane Town	IN			10/5/2021	IN_INDIANAPOLIS_		1/5/2021	
											1/30/1900	
											1/30/1900	
											1/30/1900	
											1/30/1900	
											1/30/1900	
											1/30/1900	
											1/30/1900	

A context menu is open over column K, showing options: Sort A → Z, Sort Z → A, Sort by color, Filter by color, Filter by condition, and Filter by values. A yellow circle highlights the menu.





