

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

***Guide for Regional Coordinators (RCs)***

# Welcome

Since 1980, 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. To fully leverage everyone's time with RESULTS, we have created a New Advocate Support Plan to provide extra guidance to new volunteers through their first year with RESULTS!

Regional Coordinators play a vital role in helping new advocates feel welcome and succeed at advocacy. With this New Advocate Support Plan, you will have a guide for your role at each step of the new volunteer journey. We've included best practices, email templates, and benchmarks as you support a volunteer through their first year at RESULTS.



# Regional Coordinator role

As a Regional Coordinator, your main role is to support your groups to welcome and engage new volunteers. You will provide coaching, share best practices, provide moral support, and update the New Advocate Tracker. We will discuss new volunteers regularly on Regional Coordinator calls.

## **What can Regional Coordinators do?**

- ✓ Check-in monthly with your group leaders during your Regional Support Calls and ask them if the new volunteer is still involved and how it's going
- ✓ Coach leaders on follow-up and engagement to help them make connections with new volunteers and invite them into action
- ✓ Fill out the New Advocate Tracker during the call. We only need to know if they are still volunteering or not! All other information is optional.

## **Tracking new advocates**

We are striving to track each new volunteer's engagement at RESULTS and we need your help! New Advocate Mentors and Group Leaders have been informed to share any updates about new advocate engagement with their Regional Coordinators.

# Immediately upon introduction

Congratulations! Your region is growing. As a Regional Coordinator, you can help your groups engage and keep track of their new advocates.

## **Regional Coordinator Tasks:**

- ✓ Respond to the introduction email
- ✓ Keep your eyes out to see if someone from the group responds... If they don't, send them a reminder!
- ✓ Recognize the growth and addition of new volunteers during Regional Group calls
- ✓ Encourage groups to have a New Advocate Mentor and support Group Leaders by sharing responsibilities

## **Sample email:**

*I am so happy you are a part of the RESULTS community! 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 the look-out for an email or call from them 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: Check on engagement

At 30 days, the group should have welcomed their new volunteer, invited them to a group meeting, or conducted a one-on-one meeting.

### **Regional Coordinator Tasks:**

- ✓ Support the New Advocate Mentor or Group Leader to have successful introductions with new advocates
- ✓ Check in regularly on Regional Group Calls about each new advocate and their progress getting connected
- ✓ Coach groups on best practices for getting new volunteers engaged
- ✓ Record new volunteer engagement in the New Advocate Tracker or email a RESULTS staff

*The Grassroots Impact Team will show you how to enter this information in and provide space for this during RC calls.*

## **Optional email to send to groups:**

*Thank you for your continued work and advocacy! We are happy to hear that you have new volunteers in your area who are ready to join you on this incredible journey.*

*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?** Try giving your new volunteers a text or call to welcome them personally.*
- 2. **If you sent one or two emails, and haven't 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.*
- 3. Check out the RESULTS Group Guide for Welcoming & Supporting New Advocates for more tips on how to be effective at growing your group. Find it on the [RESULTS website](#), under "Welcome and support new advocates".*

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

*Thank you for your partnership!*

## 90 Days: Group check-in

At 90 Days, the group will conduct a check-in with the new advocate using the 90-Day Conversation Guide and the Individual Planning Form. You can support leadership development in your region by encouraging groups to build relationships and facilitate these conversations.

This is the time for groups to begin exploring possibilities of what is next (taking on a volunteer role, leading an action, etc.)

### **Regional Coordinator Tasks:**

- ✓ Keep track of new volunteer introductions and check-in with your groups when their new advocates approach three months
- ✓ Remind New Advocate Mentor and Group Leaders of the materials available to them! You can find all these resources on the [Working with Your Group page](#), under “Welcome and Support New Advocates”
- ✓ If a volunteer has been silent since their introduction, groups can move new volunteers to their Action Network list and follow-up again in a few months
- ✓ Record new volunteer engagement in the New Advocate Tracker

## **Optional email to send to groups:**

*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 three months of involvement with RESULTS. Remember, you can track your new advocates by using your Group Roadmap!*

*We have some tools to help you! Find all these resources on the [Working with Your Group page](#), under “Welcome and Support New Advocates”. 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 and follow up again in three 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 \_\_\_\_\_.*



## Six to 12 months: Time to celebrate

Celebrate the new volunteer's achievement! Encourage groups to recognize their new volunteers in some way.

### **Regional Coordinator Tasks:**

- ✓ Once an advocate's 12 months arrive, remind groups to congratulate them for one year with RESULTS
- ✓ Send the new volunteer a personal note of congratulations
- ✓ Record new volunteer engagement in the New Advocate Tracker

### **Optional email to send to groups:**

*Congratulations on your leadership in supporting new volunteers this year! Your new advocates across the region are shining.*

*Make sure to celebrate their anniversary and accomplishments throughout the year in one of your group meetings.*

*Thank you for your hard work and dedication to RESULTS! Our movement is growing because of you.*

# New volunteer support plan

	Groups	RCs	Staff
<b>Upon Intro</b>	<ul style="list-style-type: none"> <li>-Respond to introduction email within three days</li> <li>-Add to all forms of communication</li> </ul>	<ul style="list-style-type: none"> <li>-Respond to introduction email</li> <li>-Monitor if group has responded to introduction</li> <li>-Check-in during Regional Support Calls</li> </ul>	<ul style="list-style-type: none"> <li>-Send introduction email</li> <li>-Follow up with new volunteer</li> <li>-Check-in with RCs, Group Leaders, and mentors</li> </ul>
<b>30 days</b>	<ul style="list-style-type: none"> <li>-Attend first group meeting</li> <li>-Host one-on-one meeting</li> <li>-Support volunteer to take first RESULTS action</li> </ul>	<ul style="list-style-type: none"> <li>-Track new volunteer involvement</li> <li>-Check-in during Regional Support Calls</li> </ul>	<ul style="list-style-type: none"> <li>-Send check-in email to new volunteer</li> <li>-Check-in with groups on introductions</li> </ul>
<b>90 days</b>	<ul style="list-style-type: none"> <li>-Facilitate 90-day check-in</li> <li>-Explore volunteer roles</li> <li>-Move to Action Network if unresponsive</li> </ul>	<ul style="list-style-type: none"> <li>-Encourage groups to do 90-day check-in</li> <li>-Track new volunteer engagement</li> <li>-Check-in during Regional Support Calls</li> </ul>	<ul style="list-style-type: none"> <li>-New volunteer support transitions from Expansion to Grassroots Advocacy</li> <li>-Support RCs and groups</li> </ul>
<b>Six to 12 months</b>	<ul style="list-style-type: none"> <li>-Celebrate anniversary</li> <li>-Update group roadmap with advocate role</li> </ul>	<ul style="list-style-type: none"> <li>-Support groups to celebrate anniversary</li> <li>-Track new volunteer involvement</li> <li>-Check-in during Regional Support Calls</li> </ul>	<ul style="list-style-type: none"> <li>-Phone call to new volunteers</li> <li>-Encourage celebrations</li> <li>-Support RCs and groups</li> </ul>

# Best practices

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

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

- Remember to be inclusive because we never know someone's background or what they are going through.

**Focus on building relationships and getting to know new volunteers.**

- People come to RESULTS for community and to meet like-minded people.
- Ask them how they're doing personally.
- *"Advocacy goes at the speed of relationships, which go at the speed of trust."*

**Invite new volunteers to take action with you.**

- Walk new volunteers through the Action Center on our website or guide them to email a staffer in their member of Congress' office.
- No "assignments" but rather "decisions".

## **Check in with new volunteers often.**

- Ask how they are feeling after the orientation and find out what questions they might have.
- Ask if there are any issues they want to take action on.

## **Remind your groups that we 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 and 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?

## **Your Group’s New Advocate Mentor sent their introductory email, but they haven’t heard back yet. What should they do next?**

- Try sending a text message or making a phone call.
- If you send one or two emails and haven’t heard back, don’t fret! Most new advocates are eager to get started, but not all will jump in with both feet right away.