

Voices that Change the World!

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. As volunteers, we receive training, support, and inspiration to become skilled advocates. In time, we learn to effectively advise policy makers, guiding them towards decisions that improve access to health, education, and economic opportunity. Together we realize the incredible power we possess to use our voices to change the world.

What is the RESULTS Ladder of Engagement?

To end poverty, many voices are needed. We must have a welcoming environment for new people to join our movement. We must have a supportive structure within RESULTS and within our groups for all of us to learn new skills. We need to create a culture of diversity, trust, and inclusivity where everyone has the chance, power, and responsibility to take action.

How do groups grow & thrive?

How do we engage new members, empowering them while not overwhelming them or flooding them with jargon?

How do we engage current members to grow and take on new challenges and leadership goals?

The ladder of engagement is a resource to help:

- People new to RESULTS find the tools they need and want to build a foundation for making a difference.
- Current RESULTS activists reference the next step in reaching their capacities and advocacy goals.
- Leaders support others in becoming powerful advocates.

Use the conversation tips on page 3 to engage people at each level to take the next step on their ladder of engagement with RESULTS.

Climbing the RESULTS Ladder of Engagement

Key: Working with media Working with Congress Building Group Capacities

6. BEING A LEADER

Write an op-ed	Regional Coordinator	Grassroots Board Member	Group Leader
Develop relationship w/ media	Develop relationship w/Congressional staff	Organize a fundraiser	
	Speak w/ Congressman	Build an Action Network	Speak to community group
Grow group's social media	Attend International Conference	Lead outreach or action meeting	



5. BEING IN ACTION

	Ask a question at a Town Hall meeting	
	Call congressman's office	
	Handwritten letter to congressman	Table at an event
Write a letter to the editor	Email congressman online	Tell friends about RESULTS

4. FIRST STEPS FOR A NEW GROUP MEMBER

Choose an issue and learn about it	Create a Laser Talk	
Participate in New Volunteer Advocacy Training	Browse Advocacy Basics	Discuss your interests & involvement
	Attend monthly call	

3. INITIAL INVOLVEMENT

Attend a fundraiser	Participate in Education & Action meetings
Take Action to sign up for Action Alerts	Follow on Facebook / Twitter  

2. INTRODUCTION TO RESULTS

Chat with RESULTS member	Receive RESULTS volunteer intro info	Attend an outreach meeting
--------------------------	--------------------------------------	----------------------------

1. INITIAL CONTACT WITH RESULTS

*Where did you start on this ladder?
Where are you now?
Which direction would you like to go?*

Conversations to inspire reaching higher

6. BEING A LEADER

- What does RESULTS help you express in yourself?
- How motivated are you to use your skills and talents to take a leadership role in the group? What role do you feel called to do?
- With support, would taking bolder action be an exciting challenge?
- How can I / RESULTS best help you further?

5. BEING IN ACTION

- How do you feel about your participation so far? How did you feel when you saw your first letter-to-the-editor in print?
- How would you like to deepen your impact? What are your thoughts about focusing on media, outreach, or working directly with the congressional office?
- Would you like to brainstorm a bit about growing our impact through developing a meaningful relationship with your Congressman?

4. FIRST STEPS FOR A NEW GROUP MEMBER

- We really enjoy your participation in our group meetings. Why does <this issue> peak your interest?
- There will be an expert on our next monthly webinar. Would you like to come?
- You have written inspiring letters. Would you like to learn how that ties into other actions you could take?

3. INITIAL INVOLVEMENT

- Ending poverty takes many voices. Your quick actions will amplify our advocacy efforts.
- Your donation will empower everyday people to use their voices to influence policy makers.
- Attending our monthly meetings is an easy way to learn about the issues and solutions.

2. INTRODUCTION TO RESULTS

- How did you find RESULTS? What brought you here?
- Would you like to learn more? RESULTS offers an Introduction to RESULTS call twice each month.
- Would you like to attend an outreach meeting to learn just how RESULTS works?

1. INITIAL CONTACT WITH RESULTS

Hello! Begin the RESULTS laser talk and explore how the conversation goes.