

Action Network Manager Role and Responsibilities

The **Action Network Manager** plays a very important role within a RESULTS group. An Action Network is a list of individuals who aren't a part of the local group but have agreed to speak with their members of Congress, take online actions, sign petitions, and write letters to the editor.

As an Action Network Manager, they will encourage and empower their members to act and find their inner advocate. Additionally, they conduct important outreach to invite budding or veteran advocates to their Action Network and monitor it as it grows. [View here](#) for a video highlighting Action Network accomplishments from 2021!

What does the Action Network Manager do?

- ✓ Stay connected with your group leader so that you are a bridge between action-taking and the network
 - If you are a Free Agent, keep in contact with your RESULTS Staff member Jos Linn or Lisa Marchal
- ✓ Participating in bimonthly Action Network Webinars
- ✓ Make phone calls to action network members after emailing them an action once or twice a month.
- ✓ Even if you call a few each month, their desire to act will grow with a personal invitation

Growing Your Action Network

Start thinking about who in your life (friends, family, coworkers) would want to take action in the fight against poverty!

- ✓ Ask them, “Do you want to help end child poverty by taking 20 minutes each month to take action?” “If yes, let’s chat about RESULTS and what the Action Networks are!”
- ✓ Here is a [link](#) to our website that discusses who RESULTS is as an organization
- ✓ In the Action Network webinar notes, there is a lot of information on how to do outreach!
- ✓ [Here is a flyer](#) you can post on social media and send to your friends about Action Networks

Process for Sending out Action Alerts

As staff member liaison for Action Networks, Sarah Leone creates Action Alerts based on current RESULTS priorities

- ✓ Sometimes the actions will be different than the rest of the RESULTS network and sometimes we’re working in tandem
- ✓ Links are added to the Alerts to help Managers track members action taking on the back end

Actions are sent out every two weeks on a schedule to Managers via VoterVoice ([dates can be found here](#))

- ✓ During Action Alert week I send alerts to Managers on Monday evenings, which is a friendly expectation to personalize and send out by Wednesday evening to their Network.
- ✓ The Manager would then personalize it so there’s a relationship-building piece amongst this group

The Manager will send it out to their Network via whatever means they want:

- ✓ You can copy and paste the content from the biweekly Action Alerts and email it out to your network (I'd recommend creating a group within your email to make it easier every time you send out an Alert)
- ✓ You can create a Newsletter (I can help create a template for this) and email it out to your network, post it in a Facebook group, or print them out to pass out at outreach events
- ✓ You can use a Google listserv, Mailchimp, Slack, or any other mechanism you feel comfortable using to communicate with your network
- ✓ You can use social media: Twitter, Instagram, Facebook group, Snapchat, texting using GroupMe or WhatsApp
- ✓ Here is a [sample spreadsheet](#) you can use to keep track of your Action Network members

Action Network Bimonthly Webinars

The webinars are a safe space for Action Network Managers to come together and support one another.

- ✓ Here they will brainstorm outreach ideas and discuss action alerts that have gone out!
 - ✓ [Here](#) are notes you can review from all previous webinars.
- ✓ The dates for 2022 Action Network Webinars are January 19, March 16, May 18, July 20, Sept 21, and Nov 16
- ✓ You can register for the [12:30 pm ET](#) session and/or the [8:00 pm ET](#) session