

Communication templates

Use these templates when you are reaching out to “warm leads” and other people in your network who you want to engage with. You can customize them to fit your needs.

Where are my lists of warm leads?

Contact your Regional Coordinator or RESULTS staff Alicia Stromberg at astromberg@results.org for your updated list.

Tips

- Prioritize your list based on individuals you have been 1) introduced to, 2) have perhaps joined your group at one point but you haven't seen lately, and 3) are most recent contacts.
- Share that you are local — people are energized hearing from folks in their community. Remind them they reached out to us about volunteering.
- Make your invitation friendly and exciting.
- Do not be discouraged. The door closes to RESULTS once you stop contacting them so if you don't hear back right away, follow up again in a few weeks.
- Have a concrete next step (inviting them to a one-on-one meeting, event, group meeting, lobby prep, etc.).

Email templates

Invite them for a one-on-one conversation about advocacy

Hello [Name],

My name is [Your name] and I am a volunteer in [Your city/state] with the anti-poverty organization, RESULTS. I'm reaching out because you expressed interest in being an advocate with us.

Would you like to set up a meeting? I'd love to learn more about your interests in advocacy and what drew you to RESULTS. I could also share what our local RESULTS group is working on and how we make a difference in the community.

Let me know if that would be of interest! We could meet in person or virtually, whichever you prefer.

Hope we get the chance to connect!

Invite them to lobby with your RESULTS group

Hello [Name],

My name is [Your name], and I'm a volunteer in [Your city/state] with the anti-poverty organization, RESULTS. I'm reaching out because you expressed interest in being an advocate with us.

We are setting up a meeting with Sen/Rep [Name] and would love for you to attend! We are going to discuss [issues you are covering]. We make it simple for you to show up and demonstrate your support for anti-poverty issues. RESULTS will provide all the resources and training you'll need. You can simply attend and demonstrate to our members that you care about these issues.

Let me know if you have any questions! I hope to hear from you!

Invite them to attend an event or group meeting

Hello [Name],

My name is [Your name], and I'm a volunteer in [Your city/state] with the anti-poverty organization, RESULTS. I'm reaching out because you expressed interest in being an advocate with us.

We're hosting a [group meeting or event name] and we'd love for you to join us! [Event description] It's a great opportunity to connect with other advocates, learn more about RESULTS' work, and explore how you might get involved.

The event will take place on [Date] at [Time], [Location or Zoom link]. Would you be interested in attending?

I'd also love to hear more about your interests in advocacy and what drew you to RESULTS in the first place. If you can't make our event but want to set up a time to chat, I'd love to connect. Hope to hear from you!

Text message templates

- Hi [Name]. My name is [Your name] and I'm a volunteer with RESULTS in [Your city/state]. Thank you for reaching out to RESULTS. Would you like to set up a one-on-one conversation? I'd love to hear more about your interests in advocacy!
- Hi [Name]. My name is [Your name] and I'm a volunteer with RESULTS in [Your city/state]. Would you like to attend a meeting with [Sen/Rep name]'s office to discuss [Issue(s)]. We will provide all the information you need to feel prepared. Let me know and I can share more details.
- Hi [Name]. My name is [Your name] and I'm a volunteer with RESULTS in [Your city/state]. We are hosting [Event name] on [Date, time, location]. [One to two sentences describing the event.] Are you able to join us?
- Hi [Name]. My name is [Your name] and I'm a volunteer with RESULTS in [Your city/state]. We are hosting a group meeting on [Date, time, and location] and would love for you to join us. We will share local actions and you can meet others from our community. Let me know and I can share more details.

Phone script (adapt to fit your needs)

Hi [First name], my name is [Your first name], and I am calling with the anti-poverty organization, RESULTS. I'm reaching out because you previously expressed interest in volunteering with us. Do you remember reaching out?

(Listen to their answer and respond as needed. See below for options.)

General script

I'm calling to see if you'd ever like to get involved with our RESULTS group here in [Your city/state]? [One to two sentences about your group.] We'd love to have you join us for action!

Script for inviting them to a one-on-one meeting about advocacy

I'm calling to see if you'd like to set up a time for us to chat individually about advocacy. I'd love to hear about your interests and what initially interested you in RESULTS.

Script for inviting them to an event

I'm calling to invite you to a community event happening in [Location] on [Date and time]. [Share event details.] It will be an inspiring moment of connection and advocacy. If you're available that day, we'd love to see you there.

Script for inviting them to a lobby meeting with your RESULTS group

I'm calling to see if you would like to attend a lobby meeting with [Sen/Rep name]'s office? We will be discussing [Issue(s)] and the more constituents we have present, the more powerful our message will be. You can simply attend to demonstrate your support for these issues. We will provide all the training and resources you need to make it easy!

Is that something that might be of interest to you?

(Listen to their answer):

- If yes, great! Confirm their email address and let them know you'll follow up with an email.
- If no, ask if they want to participate with RESULTS in some other way, like attending an upcoming congressional meeting, taking action with the group, etc.
- *(If no...)* Thanks for letting me know! I'll make a note on our end. Have a good day!

Voicemail

Hey [First name]. This is [Your first name], and calling with the anti-poverty organization, RESULTS. I'm reaching out because you previously expressed interest in volunteering with us. I'm calling today to:

- Invite you to have a meeting with me so I can hear more about your interests in advocacy
- Invite you to a lobby meeting with [Sen/Rep name]'s office
- Invite you to our community event
- Invite you to our next group meeting

If you're interested, we would love to connect! I'm going to email you some more information and if you have additional questions, you can send me a text or give me a call back at this number [Your phone number]. Thanks, and take care.