



Outreach 101

Enlisting and Retaining People for the Movement to End Poverty

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Steps to Building Your Local Movement

- Set your intention
 - Put yourself out there! Talk to people.
 - Lead with Action: Offer a powerful, exciting skill or action opportunity
 - Follow up! (Follow up...follow up...follow up...)
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Set Your Intention

Why are you with RESULTS?

Why do you want to grow?

What do you want to see happen?

*What would it mean if you are successful at
reaching your goal?*

Visualize, Plan, Commit

Put Yourself Out There!

- Connect to people's core motivations
 - Ask questions
- “Sell” the benefits of being an advocate and how it meets a need they have
 - Make a difference? Understand politics & influence? Public speaking skills? Relationship?
- Be confident showcasing our deep-advocacy model (people really do like it!)
- Keep afloat: Rejection is temporary and isn't personal

Offer an Opportunity or Skill

- Lead with Action
 - Tangible, hands-on
 - Group / Community Event
 - Advocacy skills training?
 - Issue workshop with action?
 - Others?
 - Individual
 - Prove: Time spent with RESULTS is time well spent
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Follow Up **Follow Up** Follow Up
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Remember Your ABC's

A

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- Connect with their motivations

B

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- Stay afloat amid ocean of rejection..it's not personal

C

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- Be clear on what you're offering **and** how people can get there

RESULTS Coastal CT



Gather the Tools of the Trade



A terrible thing happens when you don't advertise:
nothing.

Grab the thistle boldly!



People can't say "yes" unless you ask them

Following RESULTS Gumdrops



Finding a Niche



New Times – New Skills



The Invitation



Taking It On The Road

1. Introduction to Advocacy – the Long Haul



Taking It On The Road

2. RESULTS EPIC Talk:

“You are not truly dangerous until you can speak powerfully.”

– RESULTS founder Sam Daley-Harris

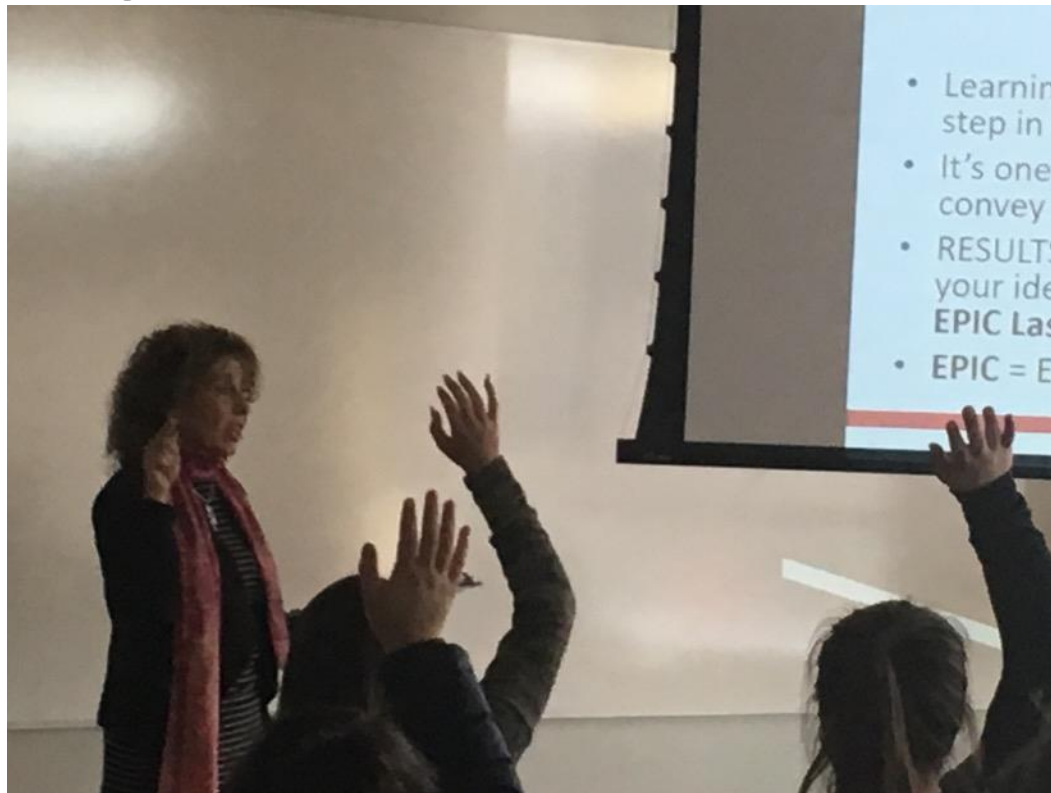
Taking It On The Road

3. The Ask of the Day



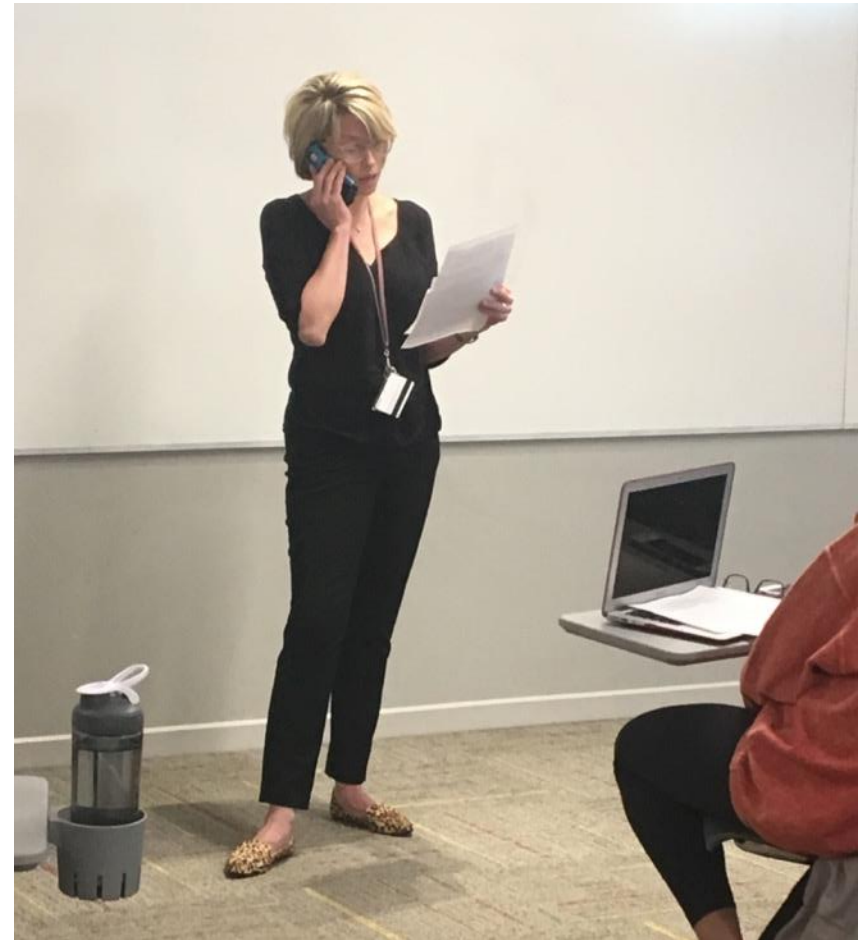
Taking It On The Road

4. Teaching EPIC



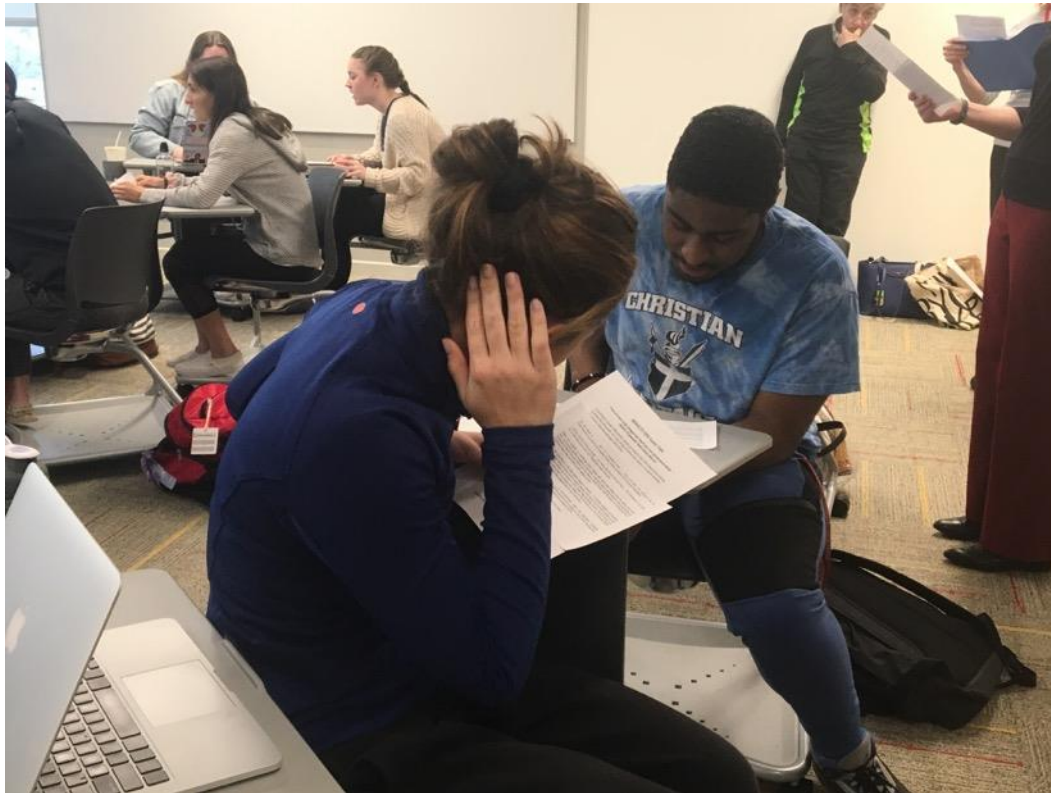
Taking It On The Road

5. Modeling the Call



Taking It On The Road

6. Take Action!



Taking It On The Road

7. Q & A and How to Join In

- Name
- E-mail
- Cell Phone

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Action List

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Lobby

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Letter Writing

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Next Meeting

Keeping People at the Table

- Be welcoming
 - Get to know people!
 - Then, meet their needs
 - Let people know they are needed (and how!)
 - Give them something important to do (lead with action)
 - Make it tangible
 - Ask!
 - Be willing to let others be powerful
 - Check in, reflect and celebrate
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Sarah Borgstede, RESULTS STL and Southern Illinois



My First Face to Face Meeting

Sarah Borgstede, RESULTS STL and Southern Illinois



The First Face to Face Meeting that I Led

Sarah Borgstede, RESULTS STL and Southern Illinois



“Being used by a purpose greater than yourself”

Sarah Borgstede, RESULTS STL and Southern Illinois

New Advocate Welcome Series

What will I do as a RESULTS volunteer?

Get a glimpse inside the world of a RESULTS advocate and learn about the kinds of actions we can support you to take through our volunteer advocates' stories!

Face to face meetings with Congress and their Staff

"My member of Congress knew who I was because of that meeting. To know that I could engage with politics at such a young age and make such a difference because of RESULTS completely changed my life." - Kiran Waqar



New Advocate Orientation

- LIVE staff led webinar connecting new advocates across the country

 - “Hit the Ground Running” Agenda
 - ❑ RESULTS Advocacy Strategy & Model for Change
 - ❑ Getting to Know Your Members of Congress
 - ❑ RESULTS Campaigns Overview
 - ❑ Powerful Messaging
 - ❑ Beyond Online Actions: Take Your First RESULTS Action
 - ❑ Connecting with RESULTS in Your Community
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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 will improve access to health, education, and economic opportunity.

Together, we realize the incredible power we possess to use our voices to change the world.

Practice! Make Your Pitch

ENGAGE: I've been noticing that a lot of people are hungry to use their voices to make a difference. Are you noticing the same thing?

PROBLEM: I'm also hearing from people that they don't know what to do.

INFORM ON SOLUTION: I feel lucky that I found RESULTS. RESULTS has trained me in the most effective tactics for having my voice heard on issues of poverty. Recent research from the Congressional Management Foundation confirms this.

CALL TO ACTION: I'm interested in growing our RESULTS chapter, but I'd also like to share our know-how with others in the community. Would your group be interested in having me lead a hands-on advocacy skills workshop to help people channel their passions?

Practice! Make Your Pitch

HOW CAN WE HELP YOU?

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