

# How to Talk About RESULTS

Use the RESULTS Laser Talk to help you speak powerfully when talking about RESULTS and our advocacy model. You can use this to talk to a friend, member of Congress, person in the media, or even someone you don't know yet!

## RESULTS Laser Talk

RESULTS is a movement of passionate, committed everyday people. Together they use their voices to influence political decisions that will bring an end to poverty.

Volunteers receive training, support, and inspiration to become skilled advocates. In time, volunteers learn to effectively advise policy makers, guiding them towards decisions that improve access to education, health, and economic opportunity.

With every hour of their time, volunteers multiply their impact through the enormous power of advocacy — whether it's helping change policy to support millions of families putting food on the table or helping raise billions of dollars for the world's most vulnerable children.

Backed by the in-depth research and legislative expertise of staff, RESULTS advocates realize the incredible power they possess to use their voices to change the world.

## Personalize Your Message

You can personalize the RESULTS Laser Talk by sharing your own testimony and experiences. Think through these questions to make the RESULTS Laser Talk your own:

- Why does RESULTS matter to you?
- Why do you choose to do advocacy work?
- How do you make an impact by being a RESULTS advocate?

Including personal details in your laser talk will help the listener relate to our advocacy and further understand our mission and campaigns.