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# **Organizing Training: "I Gotta Do Something!" Engaging New Advocates in Uncertain Times**

***May 6, 2020***



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# Objectives

1. Identify barriers to getting involved in advocacy with RESULTS
2. Learn from each other how one can overcome those barriers
3. Review tools & practices for helping new advocates overcome barriers to engagement



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# Expansion #s

Fall (Aug-Dec) 2019: Busy Time

Spring (Jan-April) 2020: Slower

- Inquiries: 347
- Oriented: 101
- Intros to groups: 96

Inquiries: 533  
Oriented: 141  
Intro to Groups: 103



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# Unprecedented Interest = Opportunity

## How do we seize it?

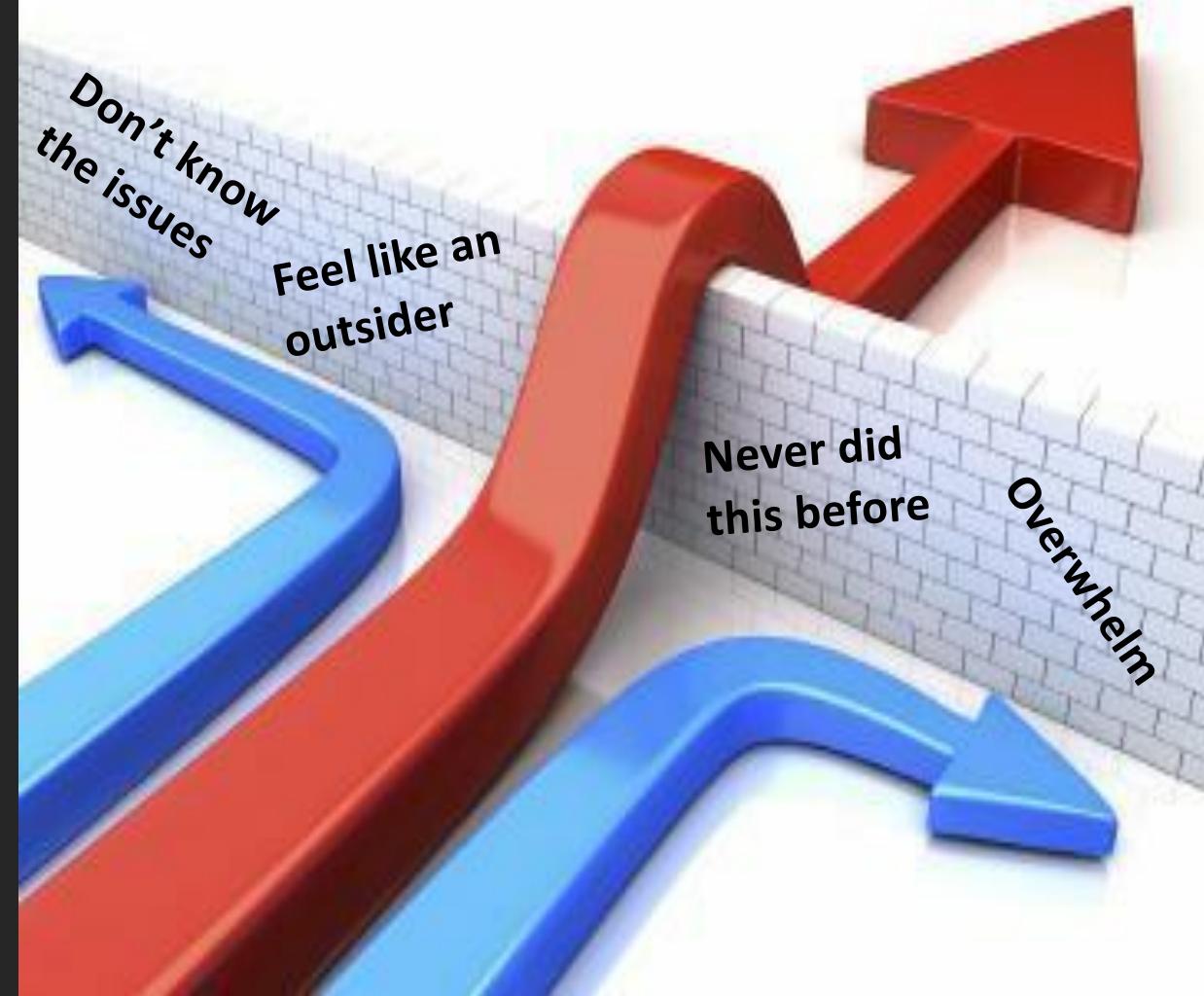
Motivation  
Must Be

Greater than

Barriers to  
Entry



# What are the Barriers?



# Exercise

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Take 2 Minutes to Answer this Question:

*Thinking about your experience of getting involved in RESULTS, what was the turning point or critical moment when you decided to become a RESULTS advocate or to stay involved with RESULTS?*

# Exercise



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Take 2 Minutes to Answer this Question:

*What barriers did you overcome to get involved with RESULTS? How did you overcome them?*

# What are the Barriers?



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- It's overwhelming
- I could never be as good as "they" are at this
- I don't know anything about these issues
- I've never done advocacy—it seems hard
- Nobody cares I'm around—I don't feel welcome
- Hard to get to know people—I feel like an outsider
- The group isn't organized—I don't know when they meet
- There's so much lingo
- I don't think this really makes a difference

## Based on Your Experience, How Can We Help New People Overcome Each Barrier?



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- I don't think this really makes a difference

# Other Barriers You Came Up With

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**What would a first conversation  
with someone who is newly  
interested sound like?**



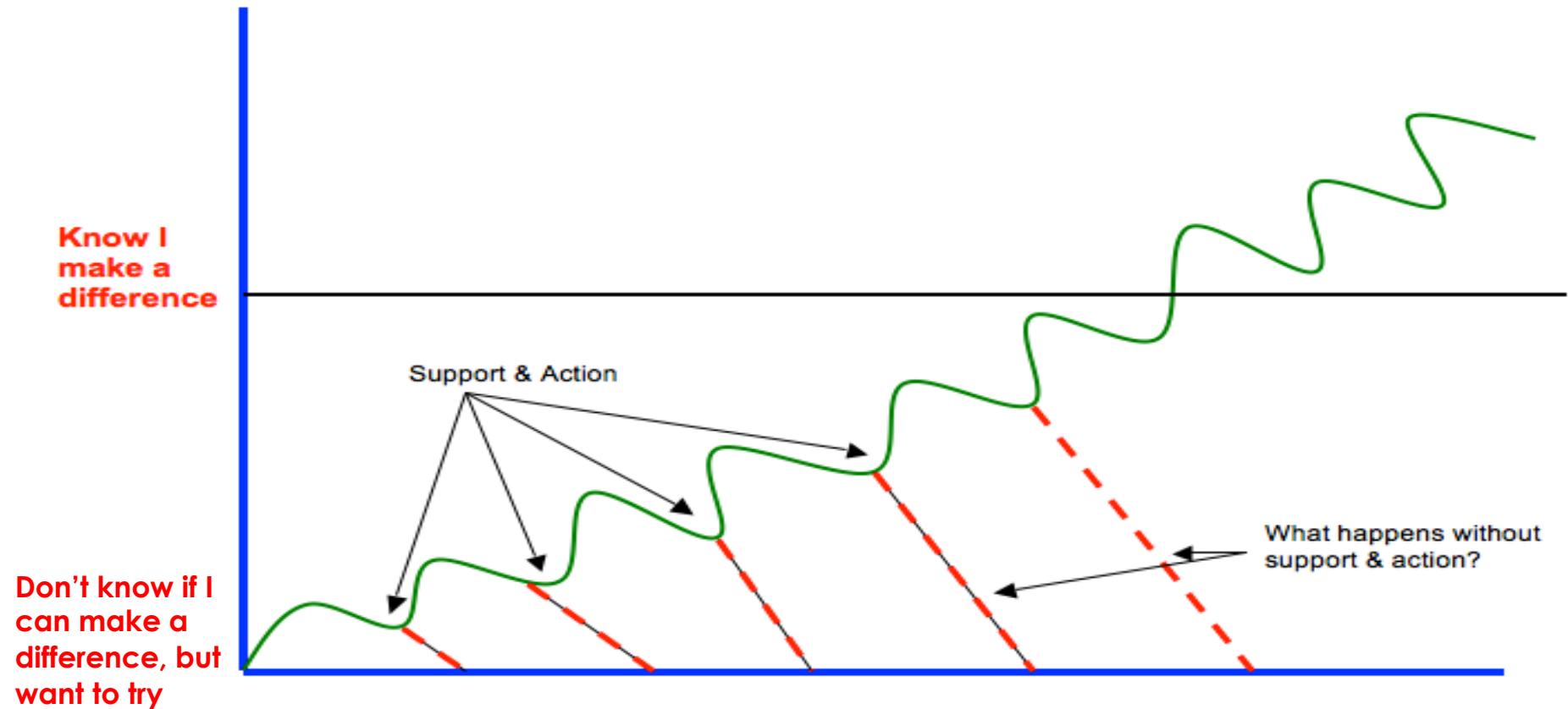
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# Some Tools

- Engagement Process Chart
- “Organizing” Practices
- Ladder of Engagement

# Engagement Process

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# Organizing vs Mobilizing

Organizing	Mobilizing
Organizing is about leadership development and growing long-term people power	Mobilizing is about getting the most # of people to take an action to demonstrate broad support
Personalized Communications (1:1s)	Mass Communications
Relationship Based	Not Relationship Based
High value for time	Low value for time

# Organizing Characteristics

## 1. Relationship

- Give volunteers work that bring them in contact with others

## 2. Agency

- Provide strategic autonomy on how the work is done

## 3. Purpose

- Show volunteers how their work fits into the bigger picture—the campaign, the change they are creating in the world



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# Ladder of Engagement

- Let's navigate there
- Link: <https://results.org/wp-content/uploads/The-RESULTS-Ladder-of-Engagement-Jan-2020.pdf>



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# Opportunities

1. Writing LTEs: Both May Action Sheets focus on media. You can do this remotely.
2. International Conference: have people in your network register before 5/26 to lobby.
3. Other ideas?

# Resources

The logo consists of the word "RESULTS" in white, sans-serif capital letters, enclosed within a red speech bubble-like shape.

RESULTS

- Where you'll find this recording and resources:  
<https://results.org/volunteers/training-webinars/>
- Organizing: <https://results.org/orientation-and-advocacy-training/>
- Ladder of Engagement: <https://results.org/wp-content/uploads/The-RESULTS-Ladder-of-Engagement-Jan-2020.pdf>. In GL Training Module 2
- Engagement Process Chart: In these slides.

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