



**results**

**Election Candidate Engagement:  
Set the Agenda for the Future**

# Our Anti-Oppression Values



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*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. Poverty cannot end as long as oppression exists.*

*We commit to opposing all forms of oppression, including racism, classism, colonialism, white saviorism, sexism, homophobia, transphobia, ableism, xenophobia, and religious discrimination.*

*At RESULTS we pledge to create space for all voices, including those of us who are currently experiencing poverty. We will address oppressive behavior in our interactions, families, communities, work, and world. Our strength is rooted in our diversity of experiences, not in our assumptions.*

*With unearned privilege comes the responsibility to act so the burden to educate and change doesn't fall solely on those experiencing oppression. When we miss the mark on our values, we will acknowledge our mistake, seek forgiveness, learn, and work together as a community to pursue equity.*

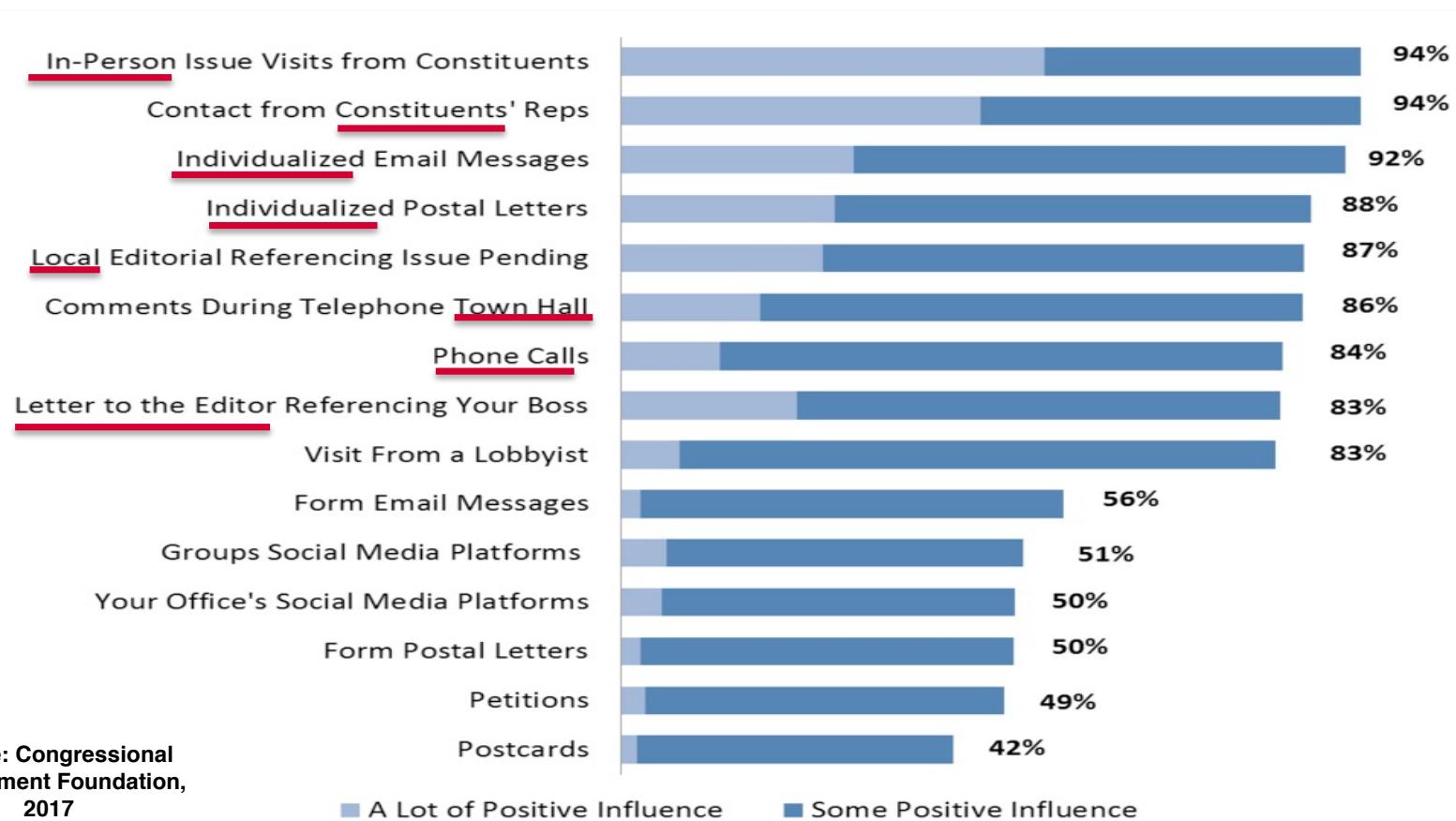
*There are no saviors — only partners, advocates, and allies. We agree to help make the RESULTS movement a respectful, inclusive space.*

Find all our anti-oppression resources at: <https://results.org/volunteers/anti-oppression/>

# Advocacy Works!

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If your member of Congress has not already come to a decision on an issue, how much influence do the following advocacy strategies have:



Source: Congressional Management Foundation, 2017

■ A Lot of Positive Influence      ■ Some Positive Influence

# Why advocate around the election?



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- Establish early relationships
- Inform/educate candidates
- Educate the public
- Set the agenda for next Congress
- Talk to them when they are interested

## COMPETITIVE RACES

\*Italicized name denotes Freshman member

LIKELY DEMOCRATIC 16 Dem • 2 Rep	LEAN DEMOCRATIC 16 Dem • 2 Rep	DEMOCRATIC TOSS UP 11 Dem • 0 Rep	REPUBLICAN TOSS UP 0 Dem • 14 Rep	LEAN REPUBLICAN 0 Dem • 14 Rep	LIKELY REPUBLICAN 0 Dem • 16 Rep
CA-10 Harder	AZ-01 O'Halleran	CA-21 Cox	AZ-06 Schweikert	AK-AL Young	CA-04 McClintonck
CA-39 Cisneros	CA-48 Rouda	FL-26 Mucarsel- Powell	CA-25 Garcia IN-05 Open	AR-02 Hill CO-03 Open	CA-22 Nunes CA-50 Vacant
FL-27 Shalala	GA-06 McBath	IA-01 Finkenauer	MO-02 Wagner	FL-15 Open	FL-16 Buchanan
IL-14 Underwood	<b>GA-07 Open</b>	IA-02 Open	NE-02 Bacon	IL-13 Davis	FL-18 Mast
IL-17 Bustos	IA-03 Axne	MN-07 Peterson	NJ-02 Van Drew	MI-03 Open	KS-02 Open
KS-03 Davids	MI-08 Slotkin	NM-02 Torres Small	NY-02 Open	MI-06 Upton	KY-06 Barr
ME-02 Golden	MI-11 Stevens	NY-11 Rose	NY-24 Katko	MN-01 Hagedorn	NC-09 Bishop
<b>NC-02 Open</b>	MN-02 Craig	NJ-03 Kim	OH-01 Chabot	MT-AL Open	OH-10 Turner
<b>NC-06 Open</b>	NY-22 Brindisi	NJ-07 Malinowski	OK-05 Horn	NC-08 Hudson	OH-12 Balderson
NH-01 Pappas	NV-03 Lee	UT-04 McAdams	PA-10 Perry	NC-11 Vacant	PA-16 Kelly
NJ-05 Gottheimer	OR-04 DeFazio	VA-02 Luria	TX-21 Roy	NY-01 Zeldin	TX-02 Crenshaw
NV-04 Horsford	PA-08 Cartwright		TX-22 Open	PA-01 Fitzpatrick	TX-06 Wright
NY-18 Maloney	PA-17 Lamb		TX-24 Open	TX-03 Taylor	TX-25 Williams
NY-19 Delgado	SC-01 Cunningham		VA-05 Open	TX-10 McCaul	TX-31 Carter
PA-07 Wild	<b>TX-23 Open</b>				WA-03 Herrera
TX-07 Fletcher	VA-07 Spanberger				Beutler
TX-32 Allred	WI-03 Kind				
WA-08 Schrier					

# Ways to Engage



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- Direct Advocacy
- Media

## Direct Advocacy: Public events, group meetings, one-on-one interactions



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- Set up a meeting with your group
- Town halls (virtual or in-person)
- Meet and greets and fundraisers
- Working for the campaign
- Candidate calls to voters

## Creating Direct Advocacy Opportunities: Find Events, Set Up a Meeting



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- **Check website & contact campaign office or party headquarters** for a meeting and/or ask when you can hear candidates speak.
- **Sign up for campaign updates** on their campaign page. Campaign pages are separate from official government websites.
- **Follow candidates and local political parties on Twitter and Facebook**
- **Donate to a campaign**
- **Visit [www.townhallproject.com](http://www.townhallproject.com)** (mainly current members of Congress)
- **Research their positions on the issues.**

## Preparing to Engage – What to say

- **Identify the issue(s) you want to highlight**
- **Research candidate positions on the issues**
  - Campaign website, public statements, third-party ex. League of Women Voters
- **Draft your question(s)** – keep brief; use EPIC format
  - **ENGAGE** the listener in your conversation
  - Identify the **PROBLEM** you want solved
  - **INFORM** them of the solution (tell a story)
  - Provide a detailed **CALL TO ACTION** (Yes/No question)
- **Coordinate with others to participate**
  - Increases chances of personal encounter with candidate
- **Practice, practice, practice**

## Prepare to Ask Questions & Listen: Town Hall or Meet & Greet



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- **Let them know who you are** and who you represent in your community. The RESULTS laser talk is a good start.
- **Prepare a laser talk** and question related to US or global poverty. You'll likely only do 1, but prepare 2.
- **Listen.** Offer to provide information on our issues.
- **Ask for a meeting with your group.**

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## Online Town Hall & Meet and Greet Tips

- **Recruit others** to participate and coordinate on questions you'll ask
- **Arrive early to online event** so you don't miss any instructions.
- **Listen carefully to for how to ask questions.**
  - If they are taking live questions, get in the queue as early as possible
  - If they are only taking written questions, submit them early.
- **If using video, don't wear anything political**
- When called on, **ask your question in a succinct, informative way**
- **Follow-up** with campaign staff
  - Provide more details of issue and any materials
  - If you don't get a question asked, ask staffer to speak to candidate and then follow-up about the response

## Prepare to Ask Questions & Listen: Group Meeting



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- **Similar to a meeting with a MoC.**
- **Engage other organizations** if it helps set the meeting
- **Let them know who you are**, who you represent in the community, history of the group, recent successes
- **Prepare laser talks** and questions related to RESULTS issues
- **Listen** and offer to provide more information on our issues
- **Let them know** you want to work with them in the future
- **Take photo**

## Sample EPIC Laser Talk: US Housing

**Engage:** There was already an affordable housing crisis in America, and the COVID-19 pandemic has made it far worse. This is hitting families in our community, especially low-income Black renters and other people of color, hard.

**Problem:** While the recent national eviction moratorium helps, without funds to help renters get current on their rent, America will face a wave evictions when the moratorium ends in January.

**Illustrate or Inform:** Keeping low-income renters in their homes must be a national priority in the short-term, but we also need long-term solutions. [Share more about your story and/or why you care]

**Call to Action:** What are your thoughts on the current affordable housing crisis and how might we address it if you are elected? Will you support emergency rental assistance and long-term solutions, like a refundable renters credit?

## Sample EPIC Laser Talk: Global Poverty

**Engage:** A recent poll by the ONE Campaign confirms my sentiments that the US must also have a global response to this global pandemic. According to the poll, “nearly all voters say it is important for the U.S. to lead the world in responding (85%), preventing (86%), and detecting (85%) global infectious diseases.”

**Problem:** Projections are that, because of COVID-19, hard fought global health progress could be set back 10-20 years and millions of children and adults could die from lack of healthcare, malnutrition, and disease without additional resources.

**Inform:** But sustaining and increasing U.S. support to existing global health programs like Gavi, the Global Fund, and PEPFAR, as well as investing in food aid and nutrition, will make a difference now and in the longer-term.

**Call to Action:** US leadership has contributed to major advances on global health and poverty over the years. What role do you think the US should play in addressing global poverty and global health? And what will you do about these issues once elected?

# Working for Campaign or Candidate Calls

- **Always have your question(s) ready to go**
  - Take advantage of your opportunities when they come
- **Be polite and friendly**
  - Make sure you have a specific ask (could be policy position)
- **Plan to follow up as needed**
  - Check in on request, provide additional info, materials,
- **Talk to others about the issues you care about**
  - Good way to get others interested in your issues

## Direct Advocacy

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# Questions?

# Election Advocacy using Media

**Cornyn, Senate should pass a relief package**

Re: Aug. 16 article, “Americans waiting on help, but Congress is in recess.”

I am appalled that the Senate recessed for three weeks without passing emergency legislation to address the pandemic and economic crisis. Sen. John Cornyn shows he is a leader by standing behind Sen. Mitch McConnell on TV. How about he and his colleagues take action to deal with the emergency America faces?

Sen. Cornyn and the Senate need to go back to work and pass a COVID-19 package that provides \$100 billion emergency rental assistance to avert the catastrophe of 20 million Americans evicted. What about the more than 25 million workers who got their last \$600 supplement with their unemployment check at the end of July? And, according to experts, they need to provide \$20 billion to keep the wheels from falling off international humanitarian health work.

This is a real crisis for real Americans. We need real leaders who will take real action right now.

**Mark Coats, Austin**

**Cornyn: I'll keep fighting for more pandemic relief**

Re: Aug. 18 letter to the editor, “Cornyn, Senate should pass a relief package.”

In his Aug. 18 letter, a writer expressed his desire for Congress to do more to help Texans suffering from the economic consequences of the pandemic. We've passed five coronavirus relief packages so far, and I share his frustration that we're stalled on a sixth.

To date, Congress has passed trillions of dollars in coronavirus relief, including \$312 billion in public health funding and \$28 billion for COVID-19 testing. We've sent recovery checks of up to \$1,200 per individual, boosted unemployment benefits with an additional \$600 per week, and appropriated more than \$25 billion to help Americans suffering from food insecurity.

Still, we need to do more for Texans who are out of a job through no fault of their own. I support an extension of enhanced federal unemployment benefits, another round of recovery checks, and more funding for schools and child-care. I'll keep fighting to deliver that for Texans.

**John Cornyn,  
U.S. Senator, Austin**

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# Influence of Letters to the Editor

# What does the media landscape feel like these days?

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# Opinion Media Madlibs

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\_\_\_\_\_ should \_\_\_\_\_.  
(person) (action)

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- ✓ New
- ✓ Unusual
- ✓ Local
- ✓ Personal
- ✓ Important

# Letters to the Editor

## Structure



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**Typically 150-200 words** – the shorter, the better

How it appears

- 1. Local & timely hook**
- 2. Why it matters**
- 3. Call to action**

How you write it

- 1. Call to action**
- 2. Why it matters**
- 3. Local & timely hook**

# Letters to the Editor

## Structure

### How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

### How you write it

1. **CALL TO ACTION**
2. Why it matters
3. Local & timely hook

# Letters to the Editor

## Structure



results

A good **CALL TO ACTION** is:

- Brief
- Specific
- Mentions people by name

# Letters to the Editor

## Structure



results

### How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

### How you write it

1. Call to action
- 2. WHY IT MATTERS**
3. Local & timely hook

## Why it matters

A red speech bubble icon with the word "results" written in white inside it.

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Why do I care about this issue?

What makes this issue compelling now?

Why does my member of Congress  
need to know about it?

# Letters to the Editor

## Structure



results

### How it appears

1. Local & timely hook
2. Why it matters
3. Call to action

### How you write it

1. Call to action
2. Why it matters
- 3. LOCAL & TIMELY  
HOOK**

## Local and timely hook

***Easiest hook – responding to an article or opinion piece in the paper***

Racism

2020 election coverage

Coronavirus

Local election

Poverty and homelessness

Unemployment

Public health

Evictions

Pop culture

Health care workers

Candidate endorsement

Gridlock in DC

Local or national budget cuts

Student housing

Health disparities

Charity drives



Home Moments Search Twitter

Tweets 29.9K Following 413 Followers 5,825 Likes 99 Lists 3

**Tweets** **Tweets & replies** **Media**

**Salina Journal** @salinajournal · 3h  
The Salina Journal and its web site, salina.com are the leading local source of news and information for Salina and North Central Kansas.



**Late bloomer**  
The day before Loren Drummond turned 20, he was hired to work an auto assembly line at the General Motors Fairfax Assembly Plant in Kansas City. salina.com





**Salina Journal** @salinajournal · 3h  
The Saline County Sheriff's Office, Salina Police Department and Salina Fire Department are giving away free child safety seats on Aug. 11.

**Sheriff's office, fire and police departments giving ...**  
The Saline County Sheriff's Office, Salina Police

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**HeraldNet**  
EVERETT, WASHINGTON

Local News Business Sports Life Opinion Obituaries Classified



Lanni Johnson sits in front of the Capitol building steps where she has been on a hunger strike to save the Southern Resident orcas. She is joined by supporter Phil Myers, who is wearing an orca onesie. [Emma Eppery / WNPA Olympia News Bureau]

**JERRY CORNFIELD**  
**Snohomish woman on 17-day fast to spotlight plight of orcas**

Lanni Johnson wants elected leaders to publicly back removing dams on Snake River as one solution.

By Jerry Cornfield  
Wednesday, April 10, 2019 12:28pm | LOCAL NEWS | JERRY CORNFIELD | MULTICULTURAL



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SEND IT!

## 100 percent of unsent letters never get published!

Submitting your LTE:

- E-mail it directly to the paper (e.g. [letters@kcstar.com](mailto:letters@kcstar.com) - look on paper's website for address)
- Submit it through your paper's website
- Submit it through the RESULTS website (<https://results.org/volunteers/action-center/>)
- Mailing a hard copy to your local paper (takes longer)

**Important!** Most papers require you to include your name and contact info to be published. If you are a new writer, they will sometimes contact you to verify authorship.

# Leverage your Media



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Maximize the impact of your media by:

- **Send copies to the candidate if you have contact info**
- **Tag candidates on social media** with your published letters
- Share your media with allies **urging people to write letters in response**
- Plan to deliver all your recent media in **upcoming lobby meetings**
- Share your knowledge and experience – **show someone new how to write and submit their own LTE**
  - Leveraging Your Media info sheet: <https://results.org/wp-content/uploads/Leveraging-Media-Chart.pdf>

# The Des Moines Register, October 9, 2012

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Ager, Ankeny

Dear Editors:

Mitt Romney wants to cut PBS Kids. But I won't stand for it. He probably thinks that because little kids watch it they won't care. But PBS helped me learn to read. I do better in school because of PBS Kids. PBS is not just TV to me.

From Stella K Linn, age 7

W. Des Moines, IA 50265

### Oath Keepers honor oaths to Constitution

Recently the Oath Keepers organization has come under

reach, teach and inspire all of us to step back and think about what that oath actually means. Those of us who have taken this oath have not only a moral obligation, but a legal obligation to

to me.

In 2012 the auto deaths in death each day there are Nationwide, a 40 percent of

In 11 years been 2,000 As the United States days to kill them with autos. We immune to the deaths.

Look at statistics for drunk Salvador you your last: ex-squad. Bulgaria for a second Africa's penitentiary prison and a first offense Sweden and one year in jail offense. In Florida is revoked if they require license and at political

The Iowa pass meaning drunken driving us in step with — Dr. W

### Ryan, his the ones

Paul Ryan, President of the state to us his "boycott" Courts Catalog Stop Ryan is doing some of our mand their what Jesus when he said neighbor a As a pri

## Share your skills with others



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- Meeting candidates and getting published can be **empowering and fun**
- **Invite others** to write letters with you
  - Attend an event with you
  - Work on drafting questions for a candidate
  - Call a friend and ask him/her to write an LTE (support)
  - Collaborate on writing an op-ed
  - Hold an online training (use this PPT – it's easy!)
  - Make it a game – who can get published first?
- **Always follow up** after to celebrate success/try again

# Resources



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- **RESULTS Media Tools:** <https://results.org/volunteers/media-tools/>
- **RESULTS Online Media Actions:**  
<https://results.org/volunteers/action-center/>
- **Leveraging Media:** <https://results.org/wp-content/uploads/Leveraging-Media-Chart.pdf>
- **RESULTS Media Report Form:** [www.tinyurl.com/RESULTSMedia](http://www.tinyurl.com/RESULTSMedia)
- **RESULTS Advocacy Basics:** <https://results.org/volunteers/advocacy-basics/>
- **Staff Media Support:** Jos Linn, [jlinn@results.org](mailto:jlinn@results.org)
- **RESULTS Training Resources:** <https://results.org/volunteers/training-webinars/>

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# Questions?

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@RESULTS\_Tweets



/RESULTSEdFund



@voices4results

[www.results.org](http://www.results.org)



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## Town Hall Tips (in person)

- **Arrive early.**
- **Ask for extra campaign paraphernalia** at the door like stickers. Try to look like a HUGE fan of the candidate.
- **Split up** if in a big group.
- **Sit by an aisle towards the front.** Think about where it is easy for a candidate to see you and for an aide to hand you a microphone.
- **Wear bright colors** that could be easily described by a candidate who is calling on you without knowing your name.
- **Cheer loudly during speech** - especially during parts that don't often get applause. Candidates are more likely to call on friendly, smiling, cheering faces – because they are hoping for positive interactions!

## Raise your Hand First, Fast and High!

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## Town Hall Tips (in person)

- If called on make sure you say who you are, why you care and ask a yes or no question. Keep it very brief (think 30 seconds) and be sure to mention what organization your represent (if appropriate)!
- If you don't get called on head for the handshake line! Hold the candidate's hand firmly but politely. Tell them who you are and ask a shortened version of your question.

# Meet and Greets (in person)

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- Meet and greets are informal events where candidates take pictures and chat with potential voters.
- These can happen at campaign volunteer events or popular local destinations like farmers markets and diners.
- Use the same strategies you would in a rope line at the Town Hall for a Meet and Greet!
  - Approach the Candidate (you may need to wait in line).
  - Shake their hand and ask a question – don't let go until you've finished talking and they've answered.
  - Keep it quick, and make sure you say your name and that you're a RESULTS Volunteer.