

March 2014 RESULTS U.S. Poverty Conference Call Agenda

Call-in number: (888) 409-6709. The slides, recording, and summary will be posted at:
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Introduction from Joanne Carter, Executive Director of RESULTS/RESULTS Educational Fund

Welcome everyone to the RESULTS March 2014 National Conference call focused on US domestic poverty. It's great to be with all of you. I am calling in from Amsterdam—on my way back from a major meeting on AIDS and TB in Indonesia. A special welcome for those of you who are on the call for the first time and to our special guests from Circles.

First I am excited to let you all know that RESULTS and REF board of directors met a few weeks ago and have approved our US poverty campaigns for 2014.

Meredith will say more in a moment on the details of our 2014 work but the board was extremely enthusiastic about our campaign strategy for several reasons:

First it's a comprehensive strategy to **Build Ladders out of Poverty (embedded in a larger goal of ending poverty in America by 2030). It includes:**

- 1) **Ensuring that people can earn what they need to make ends meet.** A key piece of that work is support protecting and expanding the Earned Income Tax Credit (EITC) and Child Tax Credit (CTC).
- 2) **That they can stay on their feet.** We'll also focus on the importance of supporting families as they get on their feet by investing additional resources to address the "cliff effect", rather than allowing key supports such as child care, SNAP, EITC, and housing assistance drop off precipitously with modest increases in income.
- 3) **And that they can Save for the Future.** You'll hear more about one of our key efforts through this month's action on an innovative asset building strategy--to create incentives for people to save.

In addition to being a comprehensive approach, our campaign is proactive and aspirational—we talked a lot how critical our defense of SNAP was this past year but also that we need to put forward a bigger vision and strategy to proactively tackle poverty that can allow us to gain ground and pull people toward something.

This campaign is an important opportunity for RESULTS to play even more of a leadership role in helping shape the agenda: through this bigger vision and by not just support legislation but help investigate and design and launch legislation—for example to address the Cliff Effect.

The campaign also builds on our organizational strengths—meaning you: the unique strength we bring with a sophisticated network of advocates that understands complex issues like tax policy and that engages regularly and powerfully with members of Congress and the media.

In the context of our 2014 campaigns, over the years one of the most important lessons I have learned (and we've all seen) is the power and impact of people telling their own stories—the profound influence that can have on policymakers and the media-- whether Head Start parents talking about what that program has meant for their children and entire family or advocacy allies from Africans talking about what it meant to get access to treatment for TB/AIDS.

That is why we're particularly committed to incorporating this focus of bringing forward the voices and experiences of people living in poverty in our 2014 campaign planning and that's why I am so thrilled about our collaboration with the organization Circles. It was work with Circles that led us to more deeply understand the "cliff effect". Later in this call you'll hear from two amazing people –the founder of Circles Scott Miller and Circles leader LaNae Havens who I am proud to say is also a RESULTS leader in Albuquerque. I had the privilege to participate in a RESULTS fundraiser in Santa Fe last fall and LaNae and I were both speakers and she was amazing –both the way she speaks so clearly and powerfully on what it means to live in poverty and what the support that Circles has been to her. Bu also she was one of the best speakers I ever heard talking about the power of RESULTS and finding your voice in advocacy. And if you want to know why to attend the RESULTS IC, ask LaNae—and maybe you too can be in the Congressional record.

So first you'll hear from Meredith Dodson on an overview of our domestic campaigns

Then hear from our special guest speakers and have a chance to ask questions

Then get an update on recent advocacy efforts and our March Action in support of the Financial Security Credit—an innovative way to encourage low-income families to save.

Then a speaking exercise designed to help you be effective in taking this month's action

And then some great shares from you on successes and lessons learned and a fundraising update.

Thank you for all you do. Please join us June 21-24 in DC. We need your voice for action now and for achieving our goals of ending poverty in America by 2030.

Overview of U.S. Poverty Campaigns – Meredith Dodson, Director of U.S. Poverty Campaigns

As Joanne mentioned, our overall campaign focus is Creating Economic Mobility: Building Ladders out of Poverty, and within the framework of the broader goal of ending poverty here in the US and around the world by 2030.

Starting with our March Action, we will advocate for specific policies that support low-income families to build for the future through innovative [Asset Building strategies](#) including the [Financial Security Credit](#). In addition, we voice our support for making sure people earn enough to meet basic needs, including protecting and expanding the [Earned Income Tax Credit](#) (EITC) and [Child Tax Credit](#) (CTC). This year we'll also focus on the importance of supporting families as they get on their feet by investing additional resources to address the "cliff effect", rather than allowing key supports such as child care, SNAP, EITC, and housing assistance drop off precipitously with modest increases in income.

This campaign takes a longer view. For example, the Financial Security Credit, which is the subject of this month's action, is tied to tax reform. As a piece of legislation on its own, it would not likely pass. However, if we can generate enough momentum behind it, it could be included in tax reform legislation, but tax reform likely won't take place until next year at the earliest or, perhaps, after the 2016 presidential election. The same goes for tax credits for low-income families or cliff effect. If we have the chance to advance our priorities legislatively this year, we'll certainly take them. But because of the political climate right now, these priorities make take more time. But this is a good thing. It gives you the chance to build a strong foundation of support for these ideas so that when the opportunity to act arises, we'll be ready to advantage of it.

So here's how we see the year playing out. For the first half of 2014, we'll be focusing on asset building and the Financial Security Credit. This spring, we'll also be working with key leaders on Capitol Hill to assess "cliff effect" legislation and its chances of moving forward.

[In the second half of 2014, while still pushing asset development, we'll look for opportunities to protect and expand the Earned Income Tax Credit and Child Tax Credit and address the cliff effect. We'll also be using this time to help build our advocacy presence. It's not enough for us to advocate for these important issues; it is just as important to get more people involved, to make our voice deafening so that our elected officials have to pay attention.]

In April, we're going to focus on outreach and we plan to make the April conference call a national outreach event, similar to what we did with Barbara Ehrenreich back in 2012. We're working on getting a well-known speaker for the call to help you with inviting new people to get involved. We'll have more information about the April call and action in the coming weeks.

Building our voice also means having the biggest and best [RESULTS International Conference](#) in June. We already have a wonderful array of speakers lined up, including Marian Wright Edelman, the founder of the [Children's Defense Fund](#), and Jim Kim, the president of the World Bank. Also, we're once again having a panel to hear from the "real experts" on poverty, which will include [Shearine McGee of Witnesses to Hunger](#) and our conference call guest LaNae Havens. A similar session we did at last year's was considered by many the best session we've ever had at a RESULTS conference. And, as late breaking news, we'll also be joined Michael Blake, former White House Aide Michael Blake who is now the [Operation HOPE Senior Advisor](#) and Director of Public Policy & External Affairs at Green For All.

But we need you and new people to attend the conference to reach our goal. As existing volunteers, we need your expertise and experience at the conference. We also need new volunteers bringing their own fresh

experience to the conference. We need the energy and enthusiasm of young people coming to the conference through the [REAL Change Fellowship](#) – so please urge young leaders 18-28 years old to apply. So we urge you to register today for the RESULTS Conference. For the next month, it's only \$165 to register; after that the registration fee goes up. We also encourage you to invite others to come as well. Bring someone new from your group or invite a person in your community. If you know someone 18-28 years old, encourage them to apply for the REAL Change Fellowship... and quickly – applications for REAL Change are due March 21.

Introduction of Guest Speakers – Scott Miller, Circles USA, and LaNae Havens, Circles Albuquerque

Scott Miller began his focus on poverty in the late 1970's as a volunteer for the Catholic Worker in Rochester, NY. Since then, he has initiated projects in North America that directly help families and communities address poverty more effectively. After a decade of experimentation Scott founded Circles. He makes his home in Albuquerque, NM with his wife Jan. Both have volunteered for years as allies to families enrolled in Circles. He is author of the book, *Until It's Gone: Ending Poverty in our Nation, in our Lifetime*.

LaNae Havens was born in Las Vegas New Mexico in 1975. As a child, she lived in Grants, NM and Milan, NM while her dad worked in the uranium mines, then settled in Albuquerque when her dad started a Solar business. She is now a single mother of a 10 year old and a college student studying Social Work. She also serves as a Coaching Intern with Circle's New Mexico and is a Volunteer with RESULTS Albuquerque U.S. Poverty Group. Through RESULTS, she with Rep. Michelle Lujan Grisham in 2013. Rep. Lujan used LaNae's story on the floor of the U.S. House of Representatives to argue against cuts to SNAP.

Q&A for Guest Speakers Scott Miller and LaNae Havens

1. Scott: What is Circles?

- Thank you to RESULTS including the Albuquerque chapter. Have had a great experience learning from RESULTS volunteers re: making presentations, advocacy, making change
- Circles builds relationships with people making their way to economic stability, and middle/upper income that can share their experience
- My work in 70s was as a volunteer at a homeless shelter
- In 80s worked in emergency assistance, would listen for 30-40 minutes, but no way to refer people to help them get stabilized
 - Heard about “family development” in Iowa, able to spread with support from the Casey Foundation
- In 90s, started focus with Circles – meet weekly, 12 week class that focuses on basic skills:
 - Establish a budget – what do you need to make and set some aside
 - How boost your income
 - What supports do you need
 - Building relationships across income lines
 - How to give back to community – middle and upper income folks don't have the same urgency and clarity
 - Ex. Programs are not designed not by people trying to move out of poverty, which is why we have things like the “cliff effect” (benefits drop off completely even with only small increases in income)
- Circles focuses on telling stories
 - RESULTS Albuquerque taught EPIC laser talk format [see [Create and deliver an EPIC laser talk](#) in our [Activist Toolkit](#). Also see our [new PowerPoint](#) for additional guidance.]
 - Had great win in Albuquerque: fighting cuts to affordable housing
- Circles has two areas of focus:
 - Peer support and build relationships across income lines – 2 allies paired with 1 Circles Leader

- Big view: address systemic issues that stand in the way
- 70 sites in 24 states plus Canada – see <http://www.circlesusa.org/index.php?page=location>.
- Train staff and community before invite into process

2. **LaNae: Tell us your story and how you got connected to Circles and RESULTS?**

- Thank you – feel honored
- 3 years ago, married, part-time working mother, 24 hours/week
- Had health care through husband
- Made \$8.25/hr
- Suddenly: single mother of 7 year old
 - In middle of living room, screaming and crying
 - One foot out door to homeless
 - Was 2 months behind everything and had to face tough choices – should I choose electricity or gas (this was October)?
 - If give up electricity, how would son do homework? Very Scary to think about.
 - I made the twisty, turny, bumpy fall into system of welfare – even more of a scary place
- Searched for resources
 - St. Vincent's DePaul, referred me to Circles
- Circles provided knowledge to get out of poverty
 - Matched with allies
 - Worked towards goals with their support – can call, provide knowledge
 - Most people don't have access to that
 - Took me out of that isolation I felt when trying to keep head out of water
 - Was leaving week-to-week, day-to-day
 - Since graduating from Circles, moved into safe neighborhood – not scary for son, now sleeps in own room without fear and plays outside
 - I have access transportation
 - Through my job, I can support myself as mother and student
 - Matched with the best allies could have hoped for
- RESULTS/Circles
 - RESULTS volunteer Roxanne Allen met Dee Ivy at a farmer's market and talked about RESULTS
 - Sandy Duckert came taught whole Circles group the RESULTS EPIC Laser Talk – taught us how to share expertise
- Circles gave me the knowledge to get out poverty, RESULTS gave me the voice to get out of poverty

3. **Both: Why do you think RESULTS and Circles working together makes sense?**

- Lanae: story of what happened last summer
 - Chosen for scholarship to RESULTS conference in DC
 - Was excited and scared – was no longer asking if could pay utilities but choosing between dish soap vs. toothpaste, didn't have appropriate clothes or shoes
 - Felt ashamed – wanted to accept scholarship but didn't feel comfortable doing so
 - People in my local network let me borrow clothes and suitcases
 - When get to DC, Roxanne Allen gave me her shoes to wear
 - Scholarship gave me hope and ability to use my voice

- Conference gave knowledge to Capitol Hill
- On Capitol Hill, I shared importance of cuts to the SNAP program
- In Rep. Michele Lujan Grisham's office, Sandy reassured me: "just tell your story" I told Sandy: "I can't wait until this is not my story."
- A few months later, Rep. Lujan Grisham's office asked me for the story and used it to argue against SNAP cuts on the House floor (watch the speech at: http://www.youtube.com/watch?v=I-TaOc2_Rls&feature=youtu.be)
- Didn't know what the Congressional Record was or what Rep does; now they know me and I am in the Congressional Record
- The RESULTS Conference was life-changing
- In past two years was at the bottom of hopelessness, Circles and RESULTS gave me chance
- Scott: we don't have knowledge and one third of our population don't have the means to make ends meet
 - When we build relationships across income lines, we can end poverty
 - Circles Leaders and Allies work together
 - Need shift and urgency about poverty
 - Complimentary pieces: nuts and bolts to create change.
 - We are at a time that building momentum – intolerance of poverty, 50th anniversary of War on Poverty, a spiritual awakening that includes social justice
 - Need to create a tipping point about poverty so it's not something we bear but instead we can't tolerate
 - Will change a whole bunch of issues: education, business
 - Thank you for all your work to get us to that point.

Questions/comments from volunteers

- **Minneapolis:** this all started at chance meeting at farmer's market, two people met and created shift that could end poverty. The kind of stories that LaNae and others have can make that difference.
 - LaNae: I am so grateful for this meeting

Review of February and March Actions – Jos Linn, Grassroots Manager for U.S. Poverty Campaigns

Hi folks. This is Jos Linn, Grassroots Manager for RESULTS' U.S. Poverty Campaigns. I have lots of good information for you today so let's jump right in.

So now let's turn to our legislative actions. First, I want to say congratulations to all of you who submitted op-eds and letters to the editor to your papers over the last month. As a result of your hard work, we've gotten 8 op-eds and two letters to the editor published from the [February Action](#); they're listed on slide 10 of the PPT. And more may be coming. If you haven't submitted an op-ed or followed up with the paper about your submission, it's not too late. We even have some good new hooks you can use.

- If you want to keep your focus on the War on Poverty, note that Rep. Paul Ryan [released a report](#) this last week basically calling the War on Poverty a failure. However, some of the researchers are now saying that he [misrepresented their research](#) and ignored parts of the War on Poverty that worked.
- Also, Rep. Dave Camp of the House Ways and Means Committee recently released his tax reform plan, which proposes major cuts to the Earned Income Tax Credit. According to an [analysis by the Center on Budget and Policy Priorities](#), a mother of two working full-time making \$15,000 per year would lose \$2,000 per year compared to what she receives now.
- Finally, this week President Obama released his [FY 2015 Budget proposal](#). In his proposal, the president calls on Congress to *expand* the EITC, particularly for workers without children. He would double the credit for these workers (currently less than \$500) and allow them to earn more money before losing the

credit. The president would also allow expand the eligibility age range for the EITC from 21 years old up to 67 years old. It's estimated that 13.5 million people will benefit from this expansion, lifting 500,000 people out of poverty. The president also calls for increased funding for Head Start, Early Head Start and his preschool for all initiative.

These are all good hooks for talking about the need to expand economic mobility in America. So if you haven't sent in your op-ed, do so this week. As always, please contact me or Deputy Communications Director Colin Smith (csmith@results.org) for any help you need in drafting, editing or submitting your piece. And please let us know when you do get published so we can all celebrate!

Now, let's turn to the [March Action](#). This month we are focusing out legislative work on helping low-income individuals and families build savings and assets, which is an integral part of any effort to end poverty. It's not enough for people to lift themselves out of poverty one day if they risk falling back in the next. And too many Americans fall in this boat. The Corporation for Enterprise Development reports that 44 percent of American households are asset poor; that means that if they lost their income, they would not have enough savings to live out of poverty for more than three months. This is a crisis and we need to do something about it. Unfortunately, most U.S. asset development policies don't benefit those who need it most.

To help rectify this, we support the [Financial Security Credit](#) (FSC). Here's how it works. Typically, low-income Americans get their largest checks of the year this time of year at tax time because of the Earned Income Tax Credit and Child Tax Credit. The FSC uses this opportune moment to encourage saving. It would allow people to deposit all or part of their tax refund into an existing or new savings product right on their tax return. If they maintain the deposit for eight months, they would get a 50 percent match for each dollar saved, up to \$500 per year. It's a simple idea but it makes sense. A similar program called [SaveUSA](#) has shown that it can work (as you can see on slide 15).

Now, the Financial Security Credit alone won't end poverty in America. But think of what an extra \$200 or \$500 or \$2,000 in the bank could do for low-income families. It means they can get the car, pay the rent, or save a little for their child's education. It also means that they have the peace of mind know that if the rug gets pulled out, there's something there to cushion the fall. Doesn't everyone deserve that?

TAKE ACTION: So this month, we want you to write letters to your senators and representative urging them to support policies that help low-income Americans build savings and assets. Tell them about the Financial Security Credit and urge them to talk to tax leaders about including it in any new tax legislation. Our goal is to build up enough support for the credit that when Congress takes up tax reform, they will include the Financial Security Credit as part of it.

To help build that momentum, in addition to talking to tax leaders, be sure to ask your representative to cosponsor [H.R.2917](#), the *Financial Security Credit Act of 2013*. There is no companion bill in the Senate yet but we hope to see one introduced in the next few months.

The [March Action](#) has talking points and background information to help you; you can find those talking points in the conference call slides as well.

So now let's turn to our speaking training for the month, which focuses on the Financial Security Credit. And I am pleased to welcome Anita Lee from California to lead the training for us.

March Speaking Training – Anita, Lee, RESULTS San Fernando Valley (CA)

Hello, this is Anita Lee from the San Fernando Valley RESULTS group. I am happy to lead our speaking training this month. This month, we're going to return to an oldie but goodie exercise – the fill in the blank laser talk. This exercise will help you learn more and speak effectively about the Financial Security Credit. Here's how this will work.

I will read through the laser talk a few times, changing it up each time to help you learn it. At the end, you'll have time to practice the talk in your groups. First, I'm going to go through the talk and I just want you to listen and pay attention to the key facts. Note: this laser talk assumes you're talking to a member of the House. Here we go.

According to CFED, 44 percent of American households don't have enough savings to stay out of poverty for more than three months if they lose their income.

This means that millions of Americans are just one job loss or one medical crisis away from financial disaster.

The Financial Security Credit uses tax time to help people build emergency savings. Low-income taxpayers could choose to deposit all or part of their tax refund into an eligible savings product by simply checking a box on their tax return. And to encourage their participation, after eight months they would get a 50 cent match for every dollar they save, up to \$500 per year. A similar pilot program called SaveUSA has shown that this idea works.

Will you co-sponsor H.R. 2917, the Financial Security Credit Act of 2013, and speak with House Ways and Means leaders about including the Financial Security Credit in upcoming tax legislation?

Now I'm going to go through it again but this time, I'm going to leave out some of the key facts. When I get to those blanks, just shout out the answer there with your group. Here goes.

According to CFED, WHAT PERCENT of American households don't have enough savings to stay out of poverty for three months if they lose their income? (44 percent)

This means that millions of Americans are just one job loss or one medical crisis away from WHAT? (financial disaster)

The Financial Security Credit uses WHAT TIME to help people create emergency savings? (tax time) Low-income taxpayers could choose to deposit all or part of their tax refund into an eligible savings product by DOING WHAT? (simply checking a box on their tax return) And to encourage their participation, after eight months they would get HOW MUCH OF A MATCH? (50 cents for every dollar they save, up to \$500 per year). A similar pilot program called WHAT has shown that this idea works? (SaveUSA)

Will you co-sponsor H.R. 2917, the WHAT ACT? (The Financial Security Credit Act of 2013) and speak with leaders of WHAT COMMITTEE about including the Financial Security Credit in upcoming tax legislation? (House Ways and Means Committee leaders)

Now I'm going to go through it a third time. I'll leave in the blanks again but this time, please don't shout out the answer. Instead, just think the answer silently in your head and then I will give it to you. This will help you internalize the facts.

According to CFED, WHAT PERCENT of American households don't have enough savings to stay out of poverty for three months if they lose their income? (44 percent)

This means that millions of Americans are just one job loss or one medical crisis away from WHAT? (financial disaster)

The Financial Security Credit uses WHAT TIME to help people create emergency savings? (tax time) Low-income taxpayers could choose to deposit all or part of their tax refund into an eligible savings product by DOING WHAT? (simply checking a box on their tax return) And to encourage their participation, after eight months they would get HOW MUCH OF A MATCH? (50 cents for every dollar they save, up to \$500 per year). A similar pilot program called WHAT has shown that this idea works? (SaveUSA)

Will you co-sponsor H.R. 2917, the WHAT ACT? (The Financial Security Credit Act of 2013) and speak with leaders of WHAT COMMITTEE about including the Financial Security Credit in upcoming tax legislation? (House Ways and Means Committee leaders)

Think you've got it? Let's see. We're going to go silent for two minutes and we ask that one person in your group volunteer to do the laser talk for your group right now. Don't be shy – this is great practice. And we urge you to do it without looking at the call slides. We then encourage all of you to practice the laser talk right after today's call. OK, go.

Jos Linn – Grassroots Manager

Thank you so much for leading the training, Anita, and for all your great work in southern California. We hope all of you found this exercise helpful. Not only will it help you as you write letters this month, remember too that Congress will be on recess the week of March 17. This laser talk is great for face-to-face meetings and town halls appearances. If you don't yet have a meeting scheduled for the March recess, contact your House and Senate schedulers to schedule one and be sure to ask about town halls and public events that week too. And once you do get a meeting, please contact Meredith or me ASAP to help you prepare. Good luck.

We have the [laser talk](#) linked on the [U.S. Poverty Actions and News page](#), and will include a link in the call summary and next Tuesday's Weekly Update.

Shares and Fundraising Update – Cindy Changyit Levin, RESULTS Fundraising Coach

This is Cindy Changyit Levin, Fundraising Associate for RESULTS. I get to facilitate our shares section on this month's call and then give you a brief fundraising update. First, we want to hear from Lucinda Winslow in Stamford, CT and about her and her husband's amazing media successes over the last three weeks and how they did it.

Lucinda Winslow, Stamford, CT

*Thanks, Jos. Hi everybody. I'm honored to be here with you all and especially the Circles folk. I'm very moved. Last month's Op Ed challenge cracked a glass ceiling open for both my husband Bill Baker and me. In the past 3 weeks, together we've had 5 op-eds and 1 LTE published in 5 Connecticut papers and Spirit of Change Magazine, New England's largest holistic health publication. We're pretty amazed and know that if we can do this, **you** can, too.*

I think the key was stretching beyond comfort:

- **First, we went to the International Conference last July.** *Actually tasting the energy & importance of what RESULTS and all of us are doing, and the empowerment of being heard by our MOCs- this was huge.*
- **And, reading...** *I'm not a naturally a news freak, but now try to I make a habit of reading the newspapers, the RESULTS website, everything I can.*
- **We use a team approach.** *As part of Coastal CT RESULTS, we meet twice a month to discuss both domestic and global issues, and knock ideas, actions and strategies around, like an editorial board. Bill and I drill into our local paper, the NY Times and state papers looking for hooks and angles. We also bounce ideas off Jos Linn- he's a world class hook meister.*
- **We widen target.** *So as not to overload our local paper, we also write to papers in the other four Connecticut congressional districts on each of the RESULTS focuses. We have the Hartford Courant still to go on EITC. We ask, where else can we write?*
- **Start with tried n true.** *Bill and I often are learning the issues as we go, so our first drafts usually borrow heavily from others...from your great letters online, from RESULTS information, from Jos's sample pieces. Then by letting the piece rest and ferment, my own angle and feelings emerge and what I send ends up being mine. Also, Jos is a great editor - a terrific safety net.*
- **Back to stretching.** *I wouldn't be honest if I said this is comfortable for me- yet. When I heard the Op-Ed challenge, I said, oh, sure. Bill can do it. An alarm went off and I got curious as to what up. I heard all the familiar inner culprits: 'who am I, not nationally known, they won't like it'- voices that have forever kept me small, invisible and safe. I'm sure you have your own versions. I knew I had a choice, and that one of the things we're doing together is moving beyond what stops us to step up on behalf of big issues that really count. So, I wrote the Op Ed, and though my hand was sweating, pressed send. Trembling, I followed up by voice messages and kept going. The truth is, many editors are actually open and interested—they are looking for items that are timely, well written and important. Each time we speak out, show up, we break barriers not only in ourselves but for each other, and make a difference as we work together to end poverty.*

Thank you, Lucinda. Now let's go to Janice Mazur in Whitefish, MT to share about a recent face-to-face encounter the RESULTS Montana group had.

Janice Mazur, Whitefish, MT

Three of us attended the breakfast put on by the Flathead County Democrats this morning in Kalispell and got a few minutes of actual face-time with both Senators Tester and Walsh!

There was a good-sized group considering the weather and the 8:00 am start time. (Probably about 25-30 people I guess)

The event started with mingling over coffee, so we approached Senator Walsh first, introduced ourselves, congratulated him for his appointment, and said a bit about RESULTS. We told him we were concerned about poverty in America and hoped he would do all he could to support SNAP, and the EITC and CTC. He immediately responded that his wife has been a teacher for many years and knows first-hand that too many students miss meals on days they are not in school. Sen. Walsh said he is supportive of cutting the deficit, but

we can't do it on the backs of our most vulnerable citizens. (His words). He also said that although he has been in the military for 33 years, he thinks a lot of cuts can be made to the military budget without sacrificing national security and that is far preferable to letting kids go hungry.

We then approached Sen. Tester, again introduced ourselves and RESULTS, thanked him for his support of SNAP and signing onto the letter. He responded that he was disappointed that any cuts were made, but given the package with the Farm Bill, the end result was a whole lot better than the \$40 billion in cuts the House was proposing. He commented on all the "crazies back there who just don't get it." We then told him that we hoped he would support the concept of a Financial Security Credit. He was unfamiliar with the House Bill and seemed very interested, asking for the Bill number and the name of its Congressional sponsor, so we gave him the "leave behind" sheet and he said he would follow up with it.

Then everybody took a seat and the Senators each gave a brief statement, and took questions. (During his comments, Sen. Walsh reiterated to the group that we can't cut the deficit on the back of our poor).

I think all of us, were impressed both men. Tester is a very direct, straight shooter. He seemed to answer questions very honestly (for example, someone asked if he was going to carry on with Sen. Baucus' tax reform. He said that he supported it and would work with the new Finance Chair (Ron Wyden of Oregon) but noted that he just won't have the political clout that Baucus had in that area.

Thank you, Janice.

Now I'd like to do a brief fundraising update.

A "Celebration of Everyday Heroes" Blends Fundraising and Outreach

Instead of having a volunteer share about a fundraiser, today I'm going to share my own experience with you about a house party I hosted in my own home in St Louis last week. I did that to test drive brand new resources we've developed to help you host an "Everyday Heroes" fundraising event with an outreach theme. Our party was a big hit, so I'm excited to tell you about it.

A little background: I am a fundraising coach on staff at RESULTS, but I'm also a volunteer. You may not know that I moved to St Louis less than a year ago, so my personal connections for outreach and fundraising were pretty much starting from scratch. I didn't have any friends here to have a sandwich with, much less ask for a donation. But, I'm determined to start a RESULTS global group here on March 30 and as part of that strategy, I invited everyone I've met so far to come to a RESULTS fundraiser. See, an invitation to a "Celebration of Everyday Heroes" party sounds more fun and less intimidating than a "RESULTS Group Start Meeting"

I admit inviting strangers is not comfortable for me, but magic can happen even when you get a "no". For instance, the "no's" on my list actually turned into: 2 invitations to speak to classrooms, 2 invitations to speak a social justice team, and 4 donations from new donors. Inviting for a fundraiser is a great excuse for outreach conversations!

But...about the event. Twenty people arrived and when I gathered guests together, I framed up the program to set people at ease, telling them, *"I'm excited to tell you about RESULTS, an organization I'm very passionate about. By inviting you here, I'm sharing this piece of myself with you so we can get to know each other better and I can invite you to be a part of it, too."* A short 20 minute program included my story of what RESULTS means to me, a showing of the [RESULTS Everyday Heroes video](#), and my invitation to engage with RESULTS by donating or by helping RESULTS make connections and gain members at the group start. Throughout the party and my talk, I ran a slide show on the wall of you, my partners, dressed up in hero costumes at the International Conference with reasons why you advocate with RESULTS.

We did raise \$2000, which is about the cost of supporting two RESULTS groups, which is exactly what we're going to have in St Louis! But I am telling you, by using the Everyday Heroes language and asking for people to help make connections and start a group, not just give money – it changed the whole tone of the event to be more collaborative. I've never had so many people come up to me after the talk and even the next day saying things like:

- "I want to hear more about this and how you can partner with my nonprofit"
- "I own a store. What if we did a day when 15% of the profits go to RESULTS"
- "My company is interested in this kind of work. Do you have a corporate sponsor yet?"

I hope that story has your imaginations moving about how you can use an Everyday Hero themed fundraiser to help reach your own outreach goals. We are finalizing a resource for you called the "Fundraiser to Go." It will be a mailed kit of resources on a flash drive with great tools for you to use, including:

- Sample fundraising shares from partners, including mine from this event
- The RESULTS “Everyday Heroes” video and other videos
- A slideshow of RESULTS partners in superhero costumes
- “Everyday Hero” invitation templates
- Sample emails for invitations and follow-up
- Your donation reporting documents
- Even ideas for appetizers!

We’ll be sending these to groups who regularly throw house parties, but please contact your fundraising coaches...me, Cindy Levin at clevin@results.org, or Jen DeFranco jdefranco@results.org if you would like to receive a “Fundraiser to Go” resources kit to host your own Celebration of Everyday Heroes when they become available soon.

Final Announcements – Kristy Martino, RESULTS U.S. Poverty Organizer

Kristy Martino (kmartino@results.org), to the RESULTS U.S. Poverty staff. With more than a decade's worth of experience in the advertising and design field, Kristy is helping bring the power of messaging and storytelling into her work at RESULTS. She has been an ally of many social justice and rights organizations across the country and is now dedicating her professional career to truly making a difference in the world. Kristy's life experience has certainly shaped her worldview. Being born into a working class family in Binghamton, New York, she saw poverty and struggle first as a detriment, then as a means to ascend and transform herself and those around her, engraining the power of any ordinary citizen's political voice as a force for change. She is a passionate thinker that values listening, pragmatism and curiosity. Kristy currently lives with her husband and two cats in Kittery Point, Maine. Kristy will work for RESULTS part time to help us start new groups in the Northeast and South.

- **Upcoming Outreach**
 - **March 12:** RESULTS Iowa City Group Start Meeting, 6:30 pm CT, St. Mark’s United Methodist Church, 2675 E. Washington St., Iowa City, IA. RSVP at our [Iowa City Facebook Event page](#). Contact Jos Linn for more details (jlinn@results.org).
 - **March 23:** Meredith Dodson (dodson@results.org) will be presenting at Ecumenical Advocacy Days in Washington, DC.
 - **March 26-27:** Myrdin Thompson will be in Memphis, TN to work on starting a new group there. Contact Myrdin for more details (mthompson@results.org).
 - **April 1:** RESULTS Gig Harbor (WA) Group Start Meeting, 6:30 pm PT, 87 Raft Island, Gig Harbor, WA. Contact Jos Linn for more details (jlinn@results.org).
 - **April 4-6:** Meredith and Kristy Martino will be doing outreach in New Hampshire and Maine. Contact Kristy Martino for more details (kmartino@results.org).
- **RESULTS Introductory Call:** Wednesday, March 12 at 9:00 pm ET. Register at www.tinyurl.com/RESULTSMeeetandGreet/.
- **RESULTS Media Support Call:** Tuesday, March 18 at 8:00 pm ET. To join, dial (712) 775-7300, passcode 954747#.
- **RESULTS U.S. Poverty Free Agents Calls:** Tuesday, March 18 at 1:00 pm and 9:00 pm ET. (443) 453-0034, passcode 703096.
- **Please send in Your 2014 Group Plans** to Jos Linn at jlinn@results.org today!
- Don’t forget to **register for the 2014 RESULTS International Conference!** You can register at: http://www.results.org/events/IC_2014/.
- If you know people 18-28 years old, please encourage them to **apply for the REAL Change Fellowship**. Applications are due by March 21. Find out more at: <http://www.results.org/realchange>.
- You can find a full list of upcoming events, along with call-in numbers and registration links, on the

[RESULTS Events Calendar.](#)

- Thank you for being on the call today. The next RESULTS U.S. Poverty National Conference Call is **Saturday, April 12 at 12:30pm ET.**
- Operator, please open up the phone lines so we can all help start a fire about the Financial Security Credit by wishing each other a Happy Bunsen Burner Day (March 31)!