RESULTS
the power to end poverty

RESULTS January 2015 U.S. Poverty National Conference Call
Getting Face-to-Face Meetings and Creating Powerful Plans for Success in 2015
Saturday, January 10, 12:30 pm ET, (888) 409-6709
Welcome from
RESULTS Director of U.S. Poverty Campaigns
Meredith Dodson

(Meredith with daughter Iris lobbying on Capitol Hill for children’s health in November)
Remarks from Congressman Keith Ellison (D-MN-5)

- Represents Minnesota’s 5th Congressional District in the U.S. House of Representatives.
- Philosophy is based on “generosity and inclusion” and his priorities in Congress are building prosperity for working families, promoting peace, pursuing environmental sustainability, and advancing civil and human rights.
- Member of:
  - Congressional Progressive Caucus (co-chair)
  - Congressional Black Caucus
  - Congressional Consumer Justice Caucus (founder)
- Previously a community activist and ran a civil rights, employment, and criminal defense law practice in Minneapolis. Also served two terms in the Minnesota State House.
- Keith was born and raised in Detroit, Michigan and is the proud father of four children.
2015 RESULTS US Poverty Campaign: EITC and CTC

We plan to pursue two major campaigns, approved by the board January 6, 2015

1. Continue our multi-year Economic Mobility campaign.

   • Policy work focused on protecting and expanding the **Earned Income Tax Credit (EITC)** and the **Child Tax Credit (CTC)** for low-income working families but in a broader framework of tax fairness and addressing inequality
     - These tax credits are our nation's most successful anti-poverty programs for children – they **lifted 8.8 million Americans out of poverty in 2013**.
     - Key EITC and CTC provisions are set to expire in 2017. If they do, about **17 million people, including 8 million children, will fall into poverty or deeper into poverty**.

   • Create talking points and template materials for RESULTS presentations on **inequality and the racial wealth gap** (see below for a few slides)

   • Since Congress primarily focused on corporate tax legislation, no real opportunity to move asset-building legislation in 2015-2016 so less work on the **Financial Security Credit**
EITC and CTC Are Helping Millions of Families

### Supplemental Poverty Measure

The official poverty rate is based on pretax money income. The supplemental poverty measure also factors in costs for critical goods and services and government benefits to determine the number of people living in poverty.

<table>
<thead>
<tr>
<th>People kept out of poverty by ...</th>
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<tbody>
<tr>
<td>Social Security</td>
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<tr>
<td>Refundable tax credits</td>
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<tr>
<td>Supplemental Nutrition Assistance Program</td>
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<tr>
<td>Supplemental Security Income</td>
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<td>Housing subsidies</td>
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<tr>
<td>Unemployment compensation</td>
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<tr>
<td>School lunch</td>
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<tr>
<td>Child support received</td>
</tr>
<tr>
<td>Public assistance</td>
</tr>
<tr>
<td>Women, Infants, and Children</td>
</tr>
<tr>
<td>Workers compensation</td>
</tr>
<tr>
<td>Low Income Home Energy Assistance Program</td>
</tr>
</tbody>
</table>

### People falling into poverty due to ...

- Medical out of pocket: -11.1M
- Work expenses: -6.0M
- Federal Insurance Contributions Act: -4.9M
- Federal income tax: -1.3M
- Child support paid: -349,000

A person may receive more than one of the above benefits and may have more than one of the above expenses.

### Letting Key EITC and CTC Provisions Expire Would Push Millions Into or Deeper Into Poverty

Impact on poverty (using Supplemental Poverty Measure) if provisions expire at end of 2017:

- 16.4 million pushed into poverty
- 7.7 million pushed deeper into poverty


Center on Budget and Policy Priorities | cbpp.org
Understanding Inequality and the Wealth Gap

Poverty Rates by Race and Hispanic Origin: 1959 to 2013

- Non-Hispanic White: 7.5% in 1959, 9.6% in 2013
- Asian: 16.1% in 1980, 10.5% in 2013
- Hispanic (any race): 22.8% in 1965, 23.5% in 2013
- Black: 55.1% in 1959, 27.2% in 2013

Recession periods marked by blue bars.
Understanding Inequality and the Wealth Gap

**FIGURE 1: Liquid Wealth by Race/Ethnicity, 2011**

- **White**: $3,000
- **Black**: $200, $25
- **Asian**: $3,000
- **Hispanic**: $340, $100

Source: Author’s analysis of the 2011 U.S. Census Bureau’s Survey of Income and Program Participation.
# Understanding Inequality and the Wealth Gap

## Table 2: Median Net Worth & Racial Wealth Gap: 2005, 2009, and 2011 (SIPP)

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<tbody>
<tr>
<td>White</td>
<td>$142,335</td>
<td>$119,152</td>
<td>$111,740</td>
<td>-$23,183</td>
<td>-16%</td>
<td>-$7,412</td>
<td>-6%</td>
</tr>
<tr>
<td>Black</td>
<td>$12,840</td>
<td>$6,081</td>
<td>$7,113</td>
<td>-$6,759</td>
<td>-53%</td>
<td>$1,032</td>
<td>17%</td>
</tr>
<tr>
<td>Asian</td>
<td>$176,225</td>
<td>$81,291</td>
<td>$92,259</td>
<td>-$94,934</td>
<td>-54%</td>
<td>$10,968</td>
<td>13%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>$19,228</td>
<td>$6,668</td>
<td>$8,113</td>
<td>-$12,560</td>
<td>-65%</td>
<td>$1,445</td>
<td>22%</td>
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</table>

### Relative Holdings per $1 White Wealth

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</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>$0.09</td>
<td>$0.05</td>
<td>$0.06</td>
<td>-$0.04</td>
<td>-43%</td>
<td>$0.01</td>
<td>25%</td>
</tr>
<tr>
<td>Asian</td>
<td>$1.24</td>
<td>$0.68</td>
<td>$0.83</td>
<td>-$0.56</td>
<td>-45%</td>
<td>$0.14</td>
<td>21%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>$0.14</td>
<td>$0.06</td>
<td>$0.07</td>
<td>-$0.08</td>
<td>-59%</td>
<td>$0.02</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Author’s analysis of the 2011 U.S. Census Bureau’s Survey of Income and Program Participation.
Understanding Inequality and the Wealth Gap

**FIGURE 2: Share of Households with No Tangible or Financial Assets by Race/Ethnicity, 2011**

- **White**
  - No Tangible Assets: 6%
  - No Financial Assets: 14%

- **Black**
  - No Tangible Assets: 21%
  - No Financial Assets: 38%

- **Asian**
  - No Tangible Assets: 11%
  - No Financial Assets: 12%

- **Hispanic**
  - No Tangible Assets: 17%
  - No Financial Assets: 35%

Source: Author’s analysis of the 2011 U.S. Census Bureau’s Survey of Income and Program Participation.
Understanding Inequality and the Wealth Gap

BUILDING A STRONG ASSET HOUSE

POLITICS

INDIVIDUAL ASSETS
- Real Estate
- Business
- Private Insurance
- Savings/Checking/Retirement
- Stocks/Bonds/Mutual Funds

COMMUNITY ASSETS
- Kinship Networks
- Culture
- Community Non-profits
- Faith
- Financial and Education Institutions

ASSET BUILDING POLICIES
- Progressive Tax Structure
- Progressive Education Policies and Incentives
- Preventive Health Programs and Incentives
- Progressive Safety-net Programs and Incentives
- Progressive Community Development Programs and Incentives
- Progressive Compensatory Measures
- Fair and Accessible Legal Justice Systems
- Progressive Employment Policies and Incentives

SOCIETAL ASSETS
- Social Security
- Medicare
- Universal Healthcare
- Unemployment/Wage Protection Insurance
- Quality Public Education
- Citizenship

BELIEFS/BEHAVIORS

MEDIA
Understanding Inequality and the Wealth Gap

Yet current tax policy makes the wealth gap worse...

Source: CFED
http://cfed.org/blog/inclusiveeconomy/upside_down_the_211_billion_budget_to_house_the_wealthiest_ho
meowners/
2015 U.S. Poverty Campaign: Nutrition

2. Food For Thought: Protecting Nutrition Programs. Primarily focused on protecting the Supplemental Nutrition Assistance Program (SNAP, formerly food stamps), also possibly WIC and other programs in the Child Nutrition Reauthorization.

• Deep threats to SNAP in budget process, especially “reconciliation”

• Congress could also once again cut SNAP funding as a way to pay for Child Nutrition Reauthorization, as it did in 2010.
97 percent of congressional staff say that in-person issues visits from Constituents influence policymakers (Congressional Management Foundation)

Submit and follow up on your face-to-face meeting requests. Be sure to ask about town halls too!

See the January Action for more details.
## 2015 Grassroots Goals

<table>
<thead>
<tr>
<th>2014 Achievements</th>
<th>2015 Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>33 U.S. Poverty groups with 243 activists Represent 30 states and 121 House districts</td>
<td>39 U.S. Poverty groups with 270 activists Represent 37 states and 145 House districts (add 8 new groups and 110 new activists)</td>
</tr>
<tr>
<td>123 Face-to Face Meetings (92 House members, 31 Senators)</td>
<td>120 Face-to-Face meetings (85 House members, 35 Senators)</td>
</tr>
<tr>
<td>121 Media Pieces Published (0 editorials, 17 op-eds, 98 LTEs, 6 “other”)</td>
<td>134 Media Pieces Published (5 editorials, 20 op-eds, 100 LTEs, 8 “other”)</td>
</tr>
<tr>
<td>37 existing U.S. Poverty volunteers attended the International Conference, representing 67 percent of our groups</td>
<td>50 existing U.S. Poverty volunteers attend the International Conference, representing 75 percent of our groups</td>
</tr>
<tr>
<td>93 outreach and/or fundraising events 27 percent of groups did fundraising</td>
<td>100 outreach and/or fundraising events At least 40 percent of groups fundraise</td>
</tr>
</tbody>
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Announcements and 2015 Group Planning
Jos Linn, Grassroots Manager for U.S. Poverty Campaigns

(Jos, right, with Sen. Tom Harkin and RESULTS Iowa volunteers Maddy Becker and Frank Driscoll)
Announcements

• BIG FEBRUARY OUTREACH EVENT WITH NICHOLAS KRISTOF! On Saturday, February 14 at 2:00pm ET, RESULTS will host a national outreach event with New York Times columnist and best-selling author Nicholas Kristof. As you do your planning today, please include this event in your outreach plans for 2015. This is a ready-made event that will be easy for you to use to grow your group. We’ll have materials and additional information for you in the coming weeks. This event will be an online event using audio and video (details soon); the event will be in lieu of our normal February conference call.

• TRAININGS FOR KRISTOF OUTREACH EVENT. RESULTS will hold two training calls this month to help you with your outreach for Kristof event. Learn who you can invite, how to get them in the room, and strategies to use the event to grow your group.
  - Tuesday, January 13 at 9:00 pm ET and Wednesday, January 21 at 1:00 pm ET.
  - To join one of these online meetings, go to http://fuze.me/27334294. To join by phone, dial (201) 479-4595, meeting ID 27334294.
Announcements

• Register for the 2015 RESULTS International Conference is July 18-21, 2015 in Washington, DC. Be sure to include attending the conference in your group planning as well. Register TODAY at: http://www.cvent.com/d/vYIVLWMJSEO1NhuvqD6jKQ/ll3m/P1/1Q.

• Learn How to Effectively Research Your Members of Congress. Join our popular “Researching Your Members of Congress” training to show you how to get helpful information on the background, voting record, and issue positions for your members of Congress. The trainings are Wednesday, January 14 at 9:00 pm ET and again on Thursday, January 15 at 1:00 pm ET. To join online, go to http://fuze.me/27200038. To join by phone, dial (201) 479-4595, meeting ID 27200038.

• Join Budget Battles Webinar on January 22 at 1:00 pm ET. The Coalition on Human Needs and Center on Budget and Policy Priorities will host a webinar to help you understand what’s at risk for vital anti-poverty programs in the new Congress and steps you can take to protect them. Register at: https://chn.peachnewmedia.com/store/seminar/seminar.php?seminar=33869.

• Next RESULTS Introductory Call is Wednesday, January 14 at 9:00 pm ET. You can find a link to the Intro Call registration form on the RESULTS Homepage.

• The RESULTS U.S. Poverty Free Agents will be having monthly support calls on Tuesday, January 20 at 1:00 pm and 8:00 pm ET (note earlier time for evening call).

• You can find these events and others on our RESULTS Events Calendar on the RESULTS website.
2015 RESULTS Group Planning

• We’re going to walk you through Group Planning today!

• Please have the following in front of you:
  ▪ Completed **2015 Individual Planning Sheet** (PDF version)
  ▪ **2015 Group Plan Summary** (PDF version)
  ▪ **2015 Group Planning Guide** (PDF version)

You can **find all our Group Planning Resources on the RESULTS website**.

We will go through the Group Plan Summary form. The goal is for your group to get something on paper today and send it to Jos Linn (**jlinn@results.org**) as soon as you are done. Even if you have more to add later, send Jos what you have now. You can add to or amend your plan after today and resubmit it.
If your group would like to walk through group planning on this call with staff (like last year), just stay on the line and we’ll get started momentarily.

If, instead, your group wants to do planning today at your own pace, you can go ahead and hang up now and start your planning. If during your planning you have a question, you can call back in (888-409-6709) and tell the operator you have a question for Meredith Dodson on the RESULTS call. The operator will put you into Meredith’s direct line – you will not rejoin the ongoing call. Meredith will be available until 1:45pm ET.

If you are signing off, please remember to send a copy of your plan to Jos Linn (jlinn@results.org) when you are done today.
Celebrate Your 2014 Success!

Before you begin your 2015 planning, it’s important to recognize the successes you and your group accomplished last year. This will help you set the stage for a successful 2015.

Take a few minutes to acknowledge and celebrate your successes over the last year. The call will be silent while you talk; we’ll let you know when it’s time move to the next step.
Group Plan Summary Form

Section A. Group Members and Roles

1. List where your group is and what congressional district(s) your group covers.

2. List everyone who is in your group. Please make sure all the information is current. Keeping in touch with one another is an important part of being a successful group.

3. Please assign leadership roles – very important! We encourage everyone in the group to take a leadership role. Key roles to get assigned today are:
   - Group leader(s)
   - Point person for each member of Congress (you should have at least 3 (two Sens, 1 Rep) and please list the legislator’s name, e.g. “Senator #1 Point Person: Portman”)
   - Media point person
   - Action Network Manager

4. Please choose a contact person so people who visit our website can find you. We recommend you create a generic group e-mail (e.g. resultsdesmoines@gmail.com) so you don’t have to change your group contact e-mail if your contact person changes.
Group Plan Summary Form

Section A. Group Members and Roles

*Take a few minutes to fill out Section A of the form.*

As you discuss leadership roles, pass the form around to have people fill in their contact info. The call will be silent during this time so you can talk with your group.

Please list ALL the members of your group below. *Please make sure the crucial roles listed below are assigned for your group.* If you are a Free Agent, what role/skill most interests you? For other fun and useful roles, go to: [http://www.results.org/uploads/files/results_grassroots_roles.doc](http://www.results.org/uploads/files/results_grassroots_roles.doc).

<table>
<thead>
<tr>
<th>Activist Name(s)</th>
<th>Email</th>
<th>Phone #</th>
<th>Role(s) in Group</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Group Leader</td>
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<td>Senator #1 Point Person</td>
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<td>Senator #2 Point Person</td>
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<td>Representative #1 Point Person</td>
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<td>Representative #2 Point Person</td>
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<td>Media Point Person</td>
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<td>Action Network Manager</td>
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</table>
Group Plan Summary Form

Section B. Group Health Plan

1. **List your monthly meeting days and times.** We encourage groups to meet twice per month.

2. **How will you grow your group?** Groups that grow are groups that last. How many people do you have now and how many do you want to have by year’s end? What steps will you take to grow your group?

    Take a few minutes to fill out questions 1 and 2 of Section B.

What will you do to strengthen and grow your group in 2015?

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<tbody>
<tr>
<td>1.</td>
<td>Our group will meet monthly on <strong>the second Saturday of the month for the National Conference Call</strong> (U.S.: 12:30pm ET/Global: 2:00pm ET) and on ________________________________ (mtg. #2 day/time).</td>
</tr>
<tr>
<td>2.</td>
<td>We currently have _______ members in our local group. By the end of 2015, we want to have _______ members. What ideas do we have about how will we will grow?</td>
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<tr>
<td></td>
<td>a.</td>
</tr>
<tr>
<td></td>
<td>b.</td>
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Group Plan Summary Form

Section B. Group Health Plan

3. Will your group fundraise this year? How much will you raise? What kind of event and/or online fundraiser do you want to do? Include any specifics you can at this time.

4. How will you grow your local Action Network? (people who take action at important times) Thinks of ways you can include more people in this network and thus magnify your voice.

5. Who in your group would like to come to the 2015 RESULTS International Conference?
   • July 18-21, 2015 at the Washington Court Hotel in Washington, DC (four blocks from Capitol Hill)
   • Guest Speakers already confirmed are Economist Jeffrey Sachs and NETWORK’s Sister Simone Campbell (of the “Nuns on the Bus”)… with more to come!
   • Even if you’re not sure if you can go, list your name in the form and we can work with you and your group on ideas to make it happen.
   • Register at: http://www.cvent.com/d/vYIVLWMJSEOINhuqvD6jKQ/ll3m/P1/1Q
Group Plan Summary Form

Section B. Group Health Plan

Take a few minutes to fill out questions 3, 4, and 5 of Section B.

What will you do to strengthen and grow your group in 2015?

3. Our group will raise $___________ for RESULTS in 2015, on or around (give date) ________________.
   • Our fundraiser will be (circle all that apply): An event   Friends & Family   Other: _______________
   • Provide any details about your fundraising plans (remember fundraiser can be outreach events too).

4. For our local Action Network, we currently have approximately __________ members. By the end of 2015, we want to have ________ members in our local Action Network. How will we reach this goal? Note: Include strategies on connecting and partnering with other organizations in your area.

5. We plan to send ______ members of our group to the 2015 International Conference, July 18-21. Please list names (if known):
**Group Plan Summary Form**

**Section C. Working with Members of Congress Plan**

1. **List your members of Congress** by name and where they are on the **Champion Scale** for U.S. Poverty issues.

   **Champion Scale**
   - 1 = Opposed
   - 0 = Neutral/Uninformed
   - 1 = Supporter
   - 2 = Advocate
   - 3 = Leader
   - 4 = Champion

2. **What strategies will you use** to move your members of Congress up the Champion Scale this year?
   - Be specific

3. **When will you submit a face-to-face meeting request** for each one of your members of Congress?
   - House recess: January 15-19
   - House and Senate recess: February 14-22
   - See the **January 2015 U.S. Poverty Action** for tips on scheduling face-to-face meetings and using the Champion Scale
What is your plan to influence members of Congress on our issues? Use the Champion Scale below (http://www.results.org/skills_center/champion_scale/) to help you. List details as to how you'll move them up the scale.

Scale Key: -1 = Opposed / 0 = Neutral/Uninformed / 1 = Supporter / 2 = Advocate / 3 = Leader / 4 = Champion

Sen. _____________________ is currently a _____ on the Champion Scale on our issues. We want to move him/her to a _____ by the end of the year. Here’s how we will do it:

We will request our first face-to-face meeting no later than: ___________________.

Sen. _____________________ is currently a _____ on the Champion Scale on our issues. We want to move him/her to a _____ by the end of the year. Here’s how we will do it:

We will request our first face-to-face meeting no later than: ___________________.

Rep. _____________________ is currently a _____ on the Champion Scale on our issues. We want to move him/her to a _____ by the end of the year. Here’s how we will do it:

We will request our first face-to-face meeting no later than: ___________________.

Take a few minutes to fill out Section C.
Group Plan Summary Form

Section D. Media Plan

1. **How many editorials** do you want to generate in 2015?
2. **How many op-eds** do you want to get published?
3. **How many letters to the editors?**
4. **What media outlets** do you want to work with?
5. **What other media** do you want to generate (social media, articles, TV, radio) in 2015?

_Take a few minutes to fill out Section D._

What is your plan to use media to educate and influence members of Congress and your communities on our issues in 2015?

1. In 2015, we want to generate the following number of media pieces:
   
   LTEs ____________  Op-eds ________________  Editorials: ________________

2. These are the news outlets we will work with:

3. What other media goals do we have (radio, TV, Facebook, Twitter, blogs, etc.)?
Thank you all for going through this process!

Please submit your plans THIS WEEKEND to Jos Linn at jlinn@results.org

E-mail him your Group Planning form as a Word document or a scanned version of your hand-written plan. If you have trouble, e-mail Jos and he’ll work with you to get it submitted.
Happy New Year!

See you next month on February 14 at 2:00 pm ET for our Nicholas Kristof Outreach Event!