



Generating the political and public will to end hunger and the worst aspects of poverty

440 First Street, NW, Suite 450, Washington, DC 20001 ~ www.results.org ~ (202) 783-7100

Create RESULTS In Your Community!!

WAYS TO BE INVOLVED:

ACTIVISTS

- Participate as part of a committed core group of advocates: attend monthly conference calls, generate media, write letters to policy makers, meet with members of Congress and their staff, and educate others by learning to speak powerfully.

RESULTS ACTION NETWORK

- Participate occasionally: receive monthly email action alerts and invitations to attend monthly RESULTS meetings, conference calls or letter writing campaigns and take action during critical times such as national call in days.

DONORS

- Help generate the power to ensure a better world by making a one-time gift or becoming a monthly sponsor. See below for details.

I am interested in (check one): ___ Global issues ___ U.S. issues ___ Both

Name: _____

Address: _____

City/State/Zip: _____

Phone: (h) _____ (w) _____ Fax: _____

E-mail: _____ Best way to contact you: phone e-mail fax mail (circle one)

Who introduced you to RESULTS? _____

DONOR INFORMATION

Giving Options:

- I would like to make a one-time gift of \$ _____
A gift of \$35 or more will make you a member of RESULTS/RESULTS Educational Fund.
I will pledge my monthly support*: \$10 ___ \$20 ___ \$50 ___ other _____

*Monthly Payment Authorization (Required for monthly giving):

- Checking Account EFT: I authorize an electronic funds transfer each month from my checking account. I have enclosed a check for my first month's payment or a deposit slip to set up the EFT.
Credit Card EFT: I authorize having my pledge automatically charged to my credit card each month. Please fill out information below.
Monthly Check Writer: I would like a reminder envelope sent to my address each month.

Automatic payments may be stopped at any time by contacting the RESULTS national office at (202) 783-7100.

Payment Options:

- My check is enclosed.
Please charge my: Visa Mastercard American Express (circle one)

Cardholder's Name _____ Credit Card Number _____ Expiration Date _____

Signature _____ Date _____

I would like my gift to go to:

- RESULTS: Your gifts to RESULTS are extremely important, as they directly support our lobbying activities. Because we lobby, a gift to RESULTS is not tax deductible.

RESULTS Expense Reimbursement Form

RESULTS, INC
 RESULTS Educational Fund
 Microcredit Summit
 Global
 Domestic

Name (Please Print): _____

Mailing Address: _____

**Telephone and email are optional*

Date	Description	Amount	Code
Total			

Signature: _____ Date: _____

(Your signature and date certifies that the above expenses were incurred on behalf of the company on this date.)

Approved: _____ Date: _____

Codes:		
EC — Empowering Citizenship	HF — Healthy Families	EA — Education for All
EO — Economic Opportunity	SD — Sustainable Development	NA — Not applicable

Please attach original receipts to back of form.

RESULTS
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Friends and Family Campaign Materials

Table of Contents

Introductory Letter.....	2
Calendar	3
Sample letters to a Potential Donors	4–6
RESULTS Successes — Global and Domestic	7–9
Effective Sponsorship Conversations	10–11
Script for Follow-up Calls	12
How RESULTS / REF Leverage Donors' Investments	13
RESULTS Fact Sheet — Frequently Asked Questions	14
How to Use the FFC Contribution Sheet.....	15–16

Dear RESULTS Volunteers,

Thank you so much for your commitment to fund our extraordinary work through your Friends and Family Campaign. Please look over the materials that we've provided to ensure you and your group's success. Among other things you will find sample scripts, background information on RESULTS, and contribution forms for your donors.

Asking your friends and family to consider becoming monthly sponsors of RESULTS is both exciting and (for some of you) challenging. By asking them to consider funding RESULTS and RESULTS Educational Fund, you are asking them to invest in a new world . . . a world in which our children are our unequivocal priority — and their health, safety and education receive first call on our resources. Without funding, no social movement has ever happened. Susan B. Anthony and her colleagues secured the right for women to vote because funders helped pay for flyers and transportation costs. The Civil Rights Movement achieved its goal in part due to the funding provided for march permits and the legal fees of the many who went to jail for their beliefs.

Even in light of how immensely we value what RESULTS is providing in the world, we may still be intimidated to ask people to give their money to this vision. Isn't it ironic that we are trying to end hunger and poverty with all our limiting beliefs and anxieties about money? Einstein said, "The world we have created is a product of our way of thinking." We can choose to examine our way of thinking about money, and we can choose to shift any thoughts or fears we may hold about scarcity. In this way we can become clear and powerful in our ability bring about a world where every human being is afforded the dignity of meeting the basic needs of food, shelter and opportunity.

One of the best ways to become a great fundraiser for RESULTS is to spend a little time acknowledging how plentiful our lives are. When we get in touch with our gratitude for all that we have we act from a place of fullness, and assist others in acting from that awareness as well.

As RESULTS partners we have a reputation of tenacity, resiliency, and coach-ability. We encourage you to use all of these in pursuit of financial stakeholders in our vision of a world without hunger.

Thank you for your partnership,

Gwen Garcelon, Grassroots Fundraising Manager

Friends and Family Campaign Timeline 2004

October 9	Letters and cards mailed out to potential donors. Make sure that reply cards sent with the cards have your group name filled in before you mail them out!
October 15	Begin making follow up calls to all those who received a card or letter.
October 19	9 pm ET. Training and support conference call with Gwen Garcelon. Dial (888) 387-8686, room number 963-9182.
November 13	All follow up calls made. Begin to gather outstanding donations and prepare paperwork to send to DC.
December 4	Donations gathered by the group and sent to DC office in one mailing (with a Contribution Sheet.) Personal thank you notes sent from volunteers Wrap up loose ends, formal thank you letters sent from DC office

Important Procedures and Tips

In order for us to track how much your group raised, we need to be able to track gifts that come into the RESULTS office back to your group. There are a few things you can do to make sure this is possible. The best option is to have your friends and family send their donation back to you, then you can gather all your donations and send them to DC in one mailing with the proper paperwork. If you want your friends to send money directly to DC, here are some options:

1. If you are sending out RESULTS cards that have a reply card included, fill in your group name in the space on the reply card. When your friends mail that card to DC with their donation, we will see that it came from your group.
2. If you are sending a letter or other type of card, ask your friends to send a note with their donation listing your group.

It is essential to the success of your efforts that you follow up your letters and cards with personal phone calls. Please join one of the upcoming training calls to practice how to make these calls, and use the tips included with these materials.

Sample Letters to Potential Donors

Dear _____,

There are two statistics that never cease to wake me up:

1. Nearly 30,000 children die every day on this planet, mostly from preventable causes.
2. 2.8 billion people, nearly half of the world's population, are trying to survive on less than \$2 per day.

These two have an important relationship: the main cause of #1 is #2. Children die primarily because their families, communities and governments are unable to provide them the necessities of life, such as adequate nutrition, clean water, sanitation and healthcare.

Is this the world we want to live in? If not, do we have to just put up with it?

If I could show you a way for you to make a real difference on this, what would it be worth to you? \$1? \$100? \$1000?

In fact, there are solutions, and I would say the solution of solutions is RESULTS.

RESULTS is the grassroots citizens' advocacy organization that one congressman has called "pound for pound the most effective lobby in Washington." The changes we have caused in U.S. appropriations and in the policies of institutions like the World Bank and the International Monetary Fund are already having a huge impact in ending poverty and saving lives.

In 2002, RESULTS volunteers were instrumental in:

- Making sure very harmful **welfare policy** didn't get passed. Proposed laws would have required mothers to work longer hours at very low paying jobs without any assurance of added child care.
- Expanding funding for international tuberculosis programs and for the **Global Fund to Fight AIDS, TB and Malaria**. The education and advocacy work of our volunteers gained support in Congress for a \$10 million increase in international TB control funding, as well as a more appropriate U.S. share of funding for the Global Fund to address the AIDS epidemic.
- Powerful lobbying that got legislation passed that ensures that our foreign aid provider will start using important new poverty-measurement tools to make sure **microcredit** is reaching those most in need.

I know you must get lots of requests to fund all kinds of good causes, as I do. And I don't want you to get the feeling that because we are friends that I have any expectations for you to fund RESULTS just because I am asking. I simply want people to know about this amazing work and the opportunity to expand its effectiveness. If it speaks to you, I want to invite you to consider being a monthly sponsor of RESULTS. By that I mean I ask that you contribute \$10 or more each month and have that money withdrawn from your credit card or your checking account. The contribution form attached shows you how to do that.

I'll call in a couple of days to follow up and answer any questions you may have. It feels good to be able to share some good news about what's going on in the world — I look forward to talking.

Sincerely,

Dear _____,

I'm writing you to invite you to consider making RESULTS part of your charitable giving.

RESULTS is a nonprofit, grassroots citizens' lobbying group working to create the political will to end hunger and the worst aspects of poverty.

Why is an organization like RESULTS necessary? Here are some of the problems that the organization is helping to solve:

- More than a billion people in the world are trying to survive on a \$1 a day or less.
- More than 2 million will die of tuberculosis, a curable disease, this year alone.
- AIDS, the deadliest pandemic in human history, will claim 3 million lives this year — mostly in subSaharan Africa.
- More than 30,000 children die every day from preventable diseases and malnutrition.

Experts on both the political system and poverty reduction have called RESULTS one of most effective organizations working to correct the injustices of poverty. RESULTS members are simply ordinary citizens like me who see themselves as reclaiming our democracy. We work with our elected officials, contact people in the media, and persuade decision-makers to support legislation, policies, and funding for child survival, basic education and health care, microcredit (tiny loans that help destitute people pull themselves out of poverty) and other programs to alleviate suffering.

lives of the poorest. With our small budget and staff, but powerful network of volunteers, we are able to secure millions (and sometimes billions!) of dollars of federal funding for successful, economical antipoverty programs in our own country and throughout the world.

The sense of hope and empowerment that I've had since joining RESULTS has been very surprising. I was quite cynical about our political situation. But since I've been more active as a citizen through the support of RESULTS — calling and writing my members of Congress and educating others — I see that our democracy really can work. And I've seen that there are practical solutions to even seemingly overwhelming problems like hunger and poverty.

Because I have experienced the great value that RESULTS is providing in the world, I'm asking that you consider becoming a monthly sponsor of this work at \$10/month or more. If a one-time gift is more appropriate for you, that is wonderful as well. This money will go to our national operating budget, which supports our lobbying efforts by conducting research, providing training and communicating continually with our membership.

I'll be in touch with you in a week or so to talk to you personally about RESULTS. But regardless of whether you decide to fund this work, I'm looking forward to talking and sharing about it with you.

Warm regards,

Dear

I am writing to ask you to consider a financial contribution to an organization that I have been involved with over the past 5 years and about whose work I am passionate. The organization is **RESULTS** — a grassroots citizens' advocacy organization with volunteer groups throughout our country and in 6 other countries, including Mexico, Japan, and Australia, working to "create the political will to end hunger and poverty."

This big goal can be accomplished if enough people in our country and throughout the world take personal action. RESULTS volunteers get to know their members of Congress and advocate with them for policy that systemically transforms the root causes of hunger and poverty in our country and globally. RESULTS volunteers get to know their local media and work to get hunger and poverty issues covered by the press at strategic times to influence Congress and organizations such as the IMF and World Bank.

[Insert a paragraph here where you share what a difference RESULTS has made for you personally. How do you view yourself as a citizen differently? What have you or your group accomplished with the support of RESULTS? What do you personally value about how RESULTS operates?]

RESULTS in the U.S. has a small dedicated staff in Washington, D.C. that provides us, as citizen advocates, with accurate, easy to use information on the issues for which we are advocating. The RESULTS staff also builds relationships with members of Congress, the media and the many other organizations that also work on these issues, such as the Children's Defense Fund, National Head Start Association, Bread for the World, and the Grameen Bank.

Most of the funding for RESULTS is raised by local groups such as ours in Santa Fe. RESULTS is a 501(c)(4) nonprofit because it lobbies. It also has an educational fund that is a 50(c)(3) non-profit that supports our annual International Conference in Washington, D.C. and other non-lobbying related activities.

I invite you to become a monthly sponsor of RESULTS — \$10 a month or more a month will make an important contribution to the work of RESULTS. Or you can make a one-time contribution to our work. Please check out the RESULTS website (www.results.org) for more information about what RESULTS does. Once you are in the website, if you choose to contribute to RESULTS, go to "donation center." I also have enclosed donation forms for your convenience with my letter.

Thank you for your concern and compassion on behalf of those living in poverty in Santa Fe, our nation, and the world.

Dear

I believe that we need to help fund the kind of world we want to live in. In my case that means having dollars automatically deducted from my bank account each month to go to RESULTS. You've probably heard me talk about our lobbying work. Our goal is to create the political will to end hunger and the worst aspects of poverty in the world. Most people think that is an impossible task, but we have been making progress with urging leaders in the U.S. and six other countries to support life saving and life affirming legislation. I've enclosed a list of our 2003 successes concerning national issues such as Head Start and IDAs and global issues such as funding for microcredit and the Global Fund to Fight AIDS, TB and Malaria.

I am writing to encourage you to be a monthly donor by a \$10 or more automatic monthly deduction or sending a check for whatever amount funds your vision. Enclosed is a donor form with several options. I have enclosed an envelope if you wish to be a supporter. Through our lobbying work, each dollar leverages many thousands.

Wishing you, family and friends joy and peace in your lives,

RESULTS Domestic Successes 2003

In 2003, RESULTS Domestic volunteers met face-to-face with 40 representatives and 8 senators to discuss issues relating to hunger and poverty in the United States. In addition, 68 domestic volunteers attended the RESULTS Educational Fund International Conference in Washington, DC for intensive education, training and lobbying. RESULTS Domestic groups also organized at least 42 outreach meetings and through these added 104 new partners to their groups. Volunteers participated in 12 national conference calls for training and education with an average attendance of 105 people from around the country. Domestic volunteers and staff generated 31 newspaper editorials, 25 feature articles, 9 op-ed pieces, 78 letters to the editor and sent hundreds of letters to their members of Congress.

Early Childhood Education: Head Start and Child Care

What We Did: All children, including those in low-income working families, need access to quality early childhood programs in order to grow and thrive. Early childhood education and adequate child care can break the cycle of poverty. Many families struggling to move out of poverty cite lack of affordable child care as their number one barrier to securing and retaining a job at a living wage. Head Start and the Child Care Development Block Grant (CCDBG) are the primary federal programs providing quality early childhood education and child care assistance. Both remain under-funded. Head Start currently serves just three out of five eligible 3- and 4-year-old children. CCDBG serves just one out of seven eligible children.

RESULTS volunteers worked to expand and improve the quality of Head Start and opposed efforts to dismantle it. In 2003 we worked to highlight the dangers of shifting oversight of Head Start to the states, focusing on the dangers of losing the comprehensive services, including health and dental screenings, nutrition and parental involvement, essential to the success of Head Start for the past 38 years. On February 26, 2003, we cosponsored a media call with the Children's Defense Fund focusing on the efforts to dismantle the program. There were 52 journalists on the call — **the largest media call in our history**. This media call and the work of RESULTS volunteers and staff produced at least 27 editorials and 122 other media pieces on Head Start in 2003.

RESULTS also continued to emphasize the importance of an increase in funding for child care through a significant increase in funding of CCDBG as a part of the reauthorization of the federal welfare program, Temporary Assistance to Needy Families (TANF). TANF reauthorization was scheduled for 2002 but has not yet been completed. Since then TANF and CCDBG have been extended with no increase in funding.

Campaign Outcomes: In early 2003, President Bush formally proposed giving the jurisdiction of Head Start to an unlimited number of states. This prompted a public outcry, including hundreds of media pieces that RESULTS helped generate. In order to pass legislation, House leaders were forced to scale back the president's original proposal to only allow eight states to take over administration of Head Start. On July 25, the House passed the School Readiness Act of 2003 (H.R.2210), by a margin of one vote. Twelve Republicans voted against the bill despite strong pressure from their party's leadership; eight of those Republicans were lobbied intensively by RESULTS volunteers in the month leading up to the vote.

Immediately after the House vote on Head Start, several key Republican senators, including Senate Health, Education, Labor and Pensions (HELP) committee chairman Gregg (R-NH) and key HELP Senators Roberts (R-KS) and Alexander (R-TN), spoke publicly about their concerns with the House bill and voiced that they would not support any shift of oversight of Head Start to the states. On October 29, the Senate HELP Committee unanimously passed Head Start legislation (S.1940). The legislation does not allow any states to take over the administration of Head Start. RESULTS volunteers, working with other Head Start advocates, were influential in shaping the House and Senate legislation through their work in the media. Many long-time advocates credit RESULTS' early work, especially with media, in our success removing in-state oversight from the Senate Head Start bill. However, many advocates, including RESULTS, are not satisfied with the official bill language and are working to improve the Senate bill. Given that 2004 is an election year and there is so much controversy around the proposed changes to Head Start, Congressional leaders opted to extend the current Head Start guidelines, including federal-to-local oversight, until 2005.

On the child care front, the House passed a TANF bill in February 2003 and the Senate Finance Committee approved legislation on September 10, 2003, which did not reach the Senate floor in 2003. The increase in CCDBG in both House and Senate TANF bills, \$1 billion over five years, is more than the zero increase proposed by the Bush administration, but it is not enough to maintain the current number of families receiving federal child care assistance. At the same time, both bills will increase the demand for child care because of increased work hour requirements for welfare recipients. Congressional leaders opted to not reauthorize TANF in 2004 and instead extended current welfare law until 2005.

Asset Development to End Poverty

What We Did: RESULTS has been a staunch advocate for initiatives to support low-income families to build assets, including an expansion of Individual Development Accounts (IDAs). These special matched-savings accounts provide, at the very least, dollar-for-dollar matching funds for qualifying participants. These funds can only be used to purchase a first home, finance an education, or to start a small business. RESULTS worked with other IDA advocates to urge members of the House and Senate to pass legislation introduced by Senators Santorum (R-PA) and Lieberman (D-CT) that significantly expand the number of IDAs from the current 20,000.

Legislative Outcomes: The Senate passed the CARE Act (S.476) by a vote of 95-5 on April 9, 2003, including the Santorum/Lieberman language providing \$450 million in tax credits to create 300,000 IDAs. The House passed its version of a charitable giving bill (H.R.7) on September 17, 2003, on a vote of 408-13. However, the House bill does not contain the IDA tax credit. The House bill does contain reauthorization of the Assets for Independence Act, an IDA demonstration project. This just maintains a pilot program, and does nothing to expand access to IDAs. RESULTS has worked to educate members of Congress about the need to ensure that the IDA tax credit is included in the final House-Senate compromise bill. Many Congressional offices were unfamiliar with IDAs at the start of our work on this issue, and RESULTS volunteers met with hundreds of congressional staff to educate them about the opportunity to expand IDAs. RESULTS volunteers also generated 4 editorials and 16 other media pieces to educate the public about IDAs. Final House-Senate negotiations on the CARE Act were postponed and RESULTS will continue to push for expansion of IDAs, along with other asset-building policies, in 2004.

RESULTS Global Successes 2003

In 2003, RESULTS volunteers met face-to-face with 75 representatives and 12 senators to urge action on a range of issues to address poverty worldwide. Global and Domestic RESULTS volunteers attended the annual International Conference in Washington, DC, for intensive education, training and lobbying, and met with over 300 congressional staff, as well as members of Congress. Global volunteers generated 118 newspaper editorials, 32 feature articles, 15 op-ed pieces, 90 letters to the editor and 3 radio pieces on these issues, and sent hundreds of letters to members of Congress each month. Global volunteers attended 12 national conference calls for training and education, with an average attendance of 175 volunteers each month.

Global Health: Tuberculosis and the Global Fund to Fight AIDS, TB and Malaria

What We Did: TB, AIDS and malaria are diseases that disproportionately impact poor people, greatly worsening poverty and undermining the stability of families, communities and nations. RESULTS volunteers pursued several legislative avenues to expand funding for international tuberculosis programs and for the Global Fund to Fight AIDS, TB and Malaria (GFATM); and to ensure that U.S. global health funds are spent more effectively to expand the number of people receiving prevention and treatment for these diseases.

Our global health media work helped raise public awareness of and support for international TB control programs and the important new GFATM. To support our strong work generating editorials and letters to the editor in local newspapers, RESULTS worked with high-level experts and allies. RESULTS hosted Zambian AIDS activist Winston Zulu on a 14-city media tour of the country. For World TB Day (March 24), RESULTS hosted a conference call for journalists with TB champions Dr. Raviglione, Acting Director, Stop TB Department, World Health Organization (WHO); Dr. Helene Gayle, director of the HIV/AIDS and Tuberculosis Programs, Bill & Melinda Gates Foundation; Dr. Francis Adatu, Program Manager, National Tuberculosis and Leprosy Program, Ministry of Health; and Uganda U.S. Rep. Sherrod Brown (D-OH), Ranking Democrat, Health Subcommittee, House Energy and Commerce Committee. In advance of World AIDS Day (December 1) we hosted a conference call for journalists on the twin epidemic of TB/HIV with Dr. Helene Gayle from the Bill & Melinda Gates Foundation; Gregg Gonsalves, Gay Men's Health Crisis; Dr. Mario Raviglione, World Health Organization; and Joelle Tanguy, Global Alliance for TB Drug Development.

Legislative Outcomes: RESULTS volunteers supported House and Senate legislation, the *United States Leadership Against HIV/AIDS, Tuberculosis, and Malaria Act of 2003*, which authorized funding levels of \$3 billion a year on AIDS, TB and malaria with up to \$1 billion going to the Global Fund to Fight AIDS, TB and Malaria (GFATM). RESULTS volunteers also supported several amendments offered by Senator Bingaman and Durbin to appropriate funding at those levels. This legislation also helped influence international health policy legislation on AIDS, TB and malaria, which included strong funding targets for the Global Fund to Fight AIDS, TB and Malaria (GFATM) and international TB programs, as well as language to ensure TB monies would be better spent.

Other Outcomes: This proved to be a challenging year for funding. In February, the president's budget proposed major cuts to TB and child survival, as well as drastically reduced funding for the GFATM. With a struggling economy, and the administration prioritizing both a war on terror and possible military action against Iraq, we were pleased that the House and Senate Appropriations Committee not only resisted any cuts to TB programs, but actually provided a large increase in international TB and malaria control funding, bringing the House-approved level to \$180 million — up from just \$76 million

modest amount compared to the \$1 billion RESULTS and other advocates sought, we are continuing to urge support for a fair U.S. share of the resources the GFATM needs to meet its potential in 2005. Additionally, our work has helped build much stronger awareness of and support for the GFATM on Capitol Hill.

Access to Credit for the Very Poor

What We Did: 2003 presented an opportunity for Congress to renew microenterprise legislation and help ensure more U.S. funds reach very poor people. Like other development programs, microenterprise — in which tiny loans and other key services are provided to poor people to start or expand self-employment ventures, so that they can earn more income and improve their family's health, housing and education — can fail to reach very poor people without a concerted effort. Congress has required since 2000 that half of U.S. funds be targeted to very poor people. However, this was not happening as effectively as it should, and progress could not be monitored. In early 2003, we worked closely with members of Congress to re-introduce legislation that would require our foreign aid agency, USAID, to develop and start using important new poverty measurement tools that could better ensure that this would happen.

Outcomes: Microenterprise legislation quickly passed unanimously in the House, and then a modified version passed in the full Senate after gaining the support of USAID. During the final hours of the 107th Congress, issues unrelated to the bill kept it from final passage, but the process began anew in the 108th Congress with the introduction of a new House bill, H.R.192, on the very first day of the 2003 legislative session! This microenterprise legislation finally passed in June of 2003, but just as important, USAID has already begun work to support and implement the legislation. This represents a critical new direction for the microenterprise community with regards to poverty-focused programs.

Effective Sponsorship Conversations

We have a precious opportunity with people when we are inviting them to consider investing financially in our work. They will either be interested enough to want to hear more or not. One of the best ways we can make sure we are making the most of those opportunities is pretty much the same way we get good at everything else we do in RESULTS — by practicing and getting feedback.

The basic elements of a call to invite someone to consider funding our work are to:

1. Tell the person the purpose of your call right up front (i.e. “I’d like to invite you to become a sponsor of RESULTS. Can I tell you more about it?”)
2. Acknowledge why you think the person might be interested in RESULTS and ask them if they would like to hear about it.
3. Share the personal value you get from RESULTS.
4. Share a specific accomplishment so they can get a concrete idea of what we achieve.
5. Make a clear request (i.e. “Would you consider investing \$10 or more a month in our work?”)

Get a friend to pretend to be someone who you want to invite to consider investing in RESULTS. Tell your friend who the person is that they will pretend to be and what they know about RESULTS, and a little about your relationship so they will know how to respond “as that person.”

Here is a sample conversation:

Ring ring . . .

C: Hello?

G: Hi Cathy, it’s Gwen.

C: Hi there! Nice to hear from you. How are you?

G: I’m great — I’m so glad I caught you in, it’s been a long time. (small talk)

The reason I’m calling is to follow up on the letter I sent about RESULTS. Do you have a minute to talk about that?

C: Sure.

G: Great. It’s been important to me to share with my friends about this amazing work and offer them the opportunity to support it. I thought you might be interested because I know you care a lot about social issues and what’s going in the world. Is there anything in particular I can tell you or a question you might have about RESULTS?

C: Well, I know you are really excited about what you do, and I’m interested to know how regular people can get involved with Congress and make something happen. What do your volunteers actually do?

G: Basically our volunteers build a relationship with their members of Congress and work with them to pass specific legislation that will powerfully alleviate hunger and poverty in the world. The RESULTS network is a pretty amazing model of grassroots activism. I can’t believe how much I’ve learned about democracy — and how by helping to shift policy I can be a part of improving so many lives. Last year we succeeded in making sure very harmful welfare policy was not passed. Proposed laws would have required mothers to work longer hours at very low paying jobs without any assurance of added child care assistance, as well as limiting access to educational opportunities. We also get letters printed in the paper and do community education. Does that answer your question?

C: Yes, that’s really great.

G: It sounds like this is work that you value. Would you be interested in supporting RESULTS as a monthly sponsor?

C: It sounds great, but I’m not sure I can give any money right now. I just went back to school and things are a little tight.

G: I understand, I remember being in graduate school. If RESULTS is something you would like to support, would \$10 a month be something you would consider?

C: Well, I guess I could consider that. Would you bill me?

G: You have a couple of choices. The easiest and most cost-effective way is to set up a monthly gift that comes directly out of your checking account or credit card. All we need is a credit card number or voided check and the gift will show up on your monthly statement. I find that it’s a nice reminder to see each month as something powerful I’m supporting as a citizen. Would that work for you or would you rather get a monthly bill?

C: I could do the checking account thing. Where do I send the check?

G: You can just send it to me and I will take care of the paperwork. Thanks so much Cathy. I’m excited for you to learn more about RESULTS and feel the satisfaction of what we as active citizens can create. Let me know if there is ever a

I encourage you all to practice like this, so when you get on the phone with someone you will make the most of that precious opportunity to have them want to take a next step with RESULTS. And to get the most out of practicing make sure to get feedback. First give yourself some feedback. Then ask your friend what worked for her and what she thought you could have done better. This way you keep getting more comfortable with these conversations.

Script to Follow Letter Inviting to Be a Monthly Sponsor

Hello is _____ there?

Hi _____, this is _____.

How are you? *(Get related, chat for a minute or two)*

The reason for my call is to follow up the letter that I sent you and to invite you to consider becoming a monthly sponsor for RESULTS. Are you familiar with the work I do with RESULTS?

RESULTS is a grassroots citizen's lobby. We have the purpose to create the political will to end hunger and the worst aspects of poverty. What really turns me on about RESULTS is this . . . *(share what you practiced with your buddy!)*

I'd be interested to know what your thoughts are about these issues? *(Be quiet and let them talk. . .)*

(Acknowledge them if they bring up community work that they've done. Really listen to what they've got to say.)

(Answer any questions they have. If you don't know the answer, tell them you will find out and call them back.)

From what I've shared with you about RESULTS, does it sound like something you would enjoy supporting at possibly \$_____ per month? You can certainly give a one time gift as well if that suits you.

(If you get an answer of "maybe" . . .) Thank you for considering it, are there any questions or concerns that I could answer? *(Do they need more information or to discuss it with you spouse?)* Should I give you a call back at a certain time?

(If you get a "yes", thank them and ask . . .) Would be helpful if we filled out the form together over the phone, in case you have any questions about the options?

(Be sure to fill it out completely. Encourage them to pay by credit card (easiest and quickest, any but Discover) or to send a check written out to RESULTS or RESULTS Educational Fund to you. The DC office of RESULTS will send an official thank you — but a personal note from you would also make a big difference.)

(If they say "no", say. . .) Thank you for considering this, I really appreciate getting to share about RESULTS.

(If they say no because they give to some other related cause, thank them for that — as there are many important causes related to hunger and poverty that need lots of support. Let them know if they ever want to learn more about RESULTS you would love to have them come to your next outreach meeting — give them the date or ask if you can call them when you have a date.)

If they say no due to limited resources, also invite them to an outreach meeting, ask them if they would like to be involved with your local chapter.

How RESULTS and RESULTS Educational Fund Leverage Donors' Investments

Donations to RESULTS and RESULTS Educational Fund (REF) are some of the hardest-working social change dollars around. On a budget of \$1.83 million in 2003, our volunteers achieved the following:

- We were part of a successful effort to prevent policy that would dismantle Head Start, a vital preschool program for low-income families. RESULTS volunteers have worked hard supporting policies to expand and improve the quality of **Head Start** over the years, because it has been shown to be a successful long-term strategy to support families and children to break the poverty cycle in our country.
- We were successful in getting Congress to appropriate \$550 million to the Global Fund for to fight AIDS, TB and Malaria — this is an increase of \$200 million above last year's level (and almost 3 times the president's request).
- After years of effort, we helped get microenterprise policy legislation passed that requires that our U.S. Agency for International Development fundamentally shift the way it does its microcredit work — it is required to use new poverty measurement tools to make sure at least half of its microcredit funding is reaching those most desperately poor.

Every dollar you give helps produce BIG results like these.

How much of RESULTS' budget is spent on Fundraising? * In REF, only 13% of our budget is spent on fundraising. In RESULTS only 13% as well.

	RESULTS	RESULTS Educational Fund
Program Services	69%	77%
Supporting Services Mgmt & General	18%	10%
Fundraising	13%	13%

What is the Difference between RESULTS and REF?

RESULTS is a grassroots citizens' lobby that trains and supports volunteer groups to advocate for policy that reverses the growing poverty in the world. Since our work is citizen activism, gifts to this organization are not tax-deductible. For tax purposes RESULTS is a 501(c)(4) organization.

RESULTS Educational Fund works on public awareness and education of the critical issues surrounding hunger and poverty. REF teaches the skills of generating media, public speaking, and educating the public on solutions to poverty in America and abroad. REF is a 501(c)(3) organization.

*Figures taken from 2003 income and expenses.

Frequently Asked Questions

What is RESULTS?	RESULTS is a grassroots lobby whose purpose is to generate the political will to end hunger and the worst aspects of poverty and to support citizens in having a breakthrough in their ability to create social change.
What do we need RESULTS for?	Each day approximately 29,000 children die around the world from largely preventable malnutrition and disease, and in America, one out of every 6 children goes to bed hungry some time each month.
What does RESULTS do?	RESULTS volunteers work in groups whose actions are orchestrated by our Washington staff. Each group acts within its Congressional District and empowers our elected representatives to support legislation that helps people pull themselves out of poverty.
How long have you been around?	RESULTS was founded in 1980 by Sam Daley-Harris, a school teacher. After reading statements from the National Academy of Sciences calling for the political will to end hunger, he asked 7,000 high school students who their member of Congress was, over a two year period. Only 200 knew the answer.
How much is your budget?	The combined budgeted total income of RESULTS and RESULTS Educational Fund or REF (focused on public education and research) is \$1.4 million for Fiscal Year 2003.
What do you spend your money on?	The vast majority of the RESULTS and REF budget is spent on training citizens about how government works, teaching them the facts about hunger and poverty, and showing them how to educate the public and their government representatives about the myths that exist surrounding hunger and poverty.
What have you achieved?	Largely due to RESULTS' leadership and action, U.S. government funding for basic global health measures, such as child vaccinations, grew from \$42 million per year in 1984 to about \$455 million per year in 2000. Child death rates have declined from 41,000 a day in 1986 to 29,000 a day today — saving more than 4 million lives each year (<i>reducing child death rates is also one of the most effective controls to population growth.</i>)
Where can I get more information?	Check out our web site www.results.org or call (202) 783-7100.

How to Use the FFC Contribution Sheet

Yup, accounting is no day at the beach, but what is helpful is to recognize is that this form is crucial for the staff in the DC office to track the income from your group's efforts. They need to know how much money you are sending them and how much they can plan to receive in the future through monthly giving. They need to know all the distinctions of how this money is broken down so that they have a **very accurate forecast** for budgeting, so that they can do a good job thanking your friends and family, and so that we can track how much your group raised.

The FFC Contribution Sheet

(Before you start, if you are going to fill in this form by hand, please blank out all of the \$0.00 cells in the chart. These cells calculate for you if you fill in the form using Microsoft Excel. The form is set to print on legal paper.)

1. Notice at the top of the sheet where you check RESULTS or RESULTS Ed Fund. The first thing to do is divvy up all your Donor Forms or cards according to which organization they are for. Put all RESULTS donors on one sheet and RESULTS Ed Fund donors on another.
2. Next fill out your group name.
3. Now start inputting donor information from the Donor Forms or cards. (Extra credit if you put a Donor reference # in the upper right corner of your Donor Forms so that you can match the numbers from your FFC Contribution Sheet, **Column A**, with a Donor Form easily.)
4. **Column C** — use the Donation type codes at the bottom of the sheet to identify how the donor is giving.
5. **Columns D and E** — distinguish between one-time gifts of cash or checks and one-time credit card gifts.
6. **Column F** is for donors who wish to begin an automatic monthly gift from their checking account and have enclosed a check for their first month's payment (Electronic Funds Transfer or EFT).
7. **Column G** calculates that gift as to how much that monthly gift will amount to in the course of a year (i.e. 11 more months of gifts.)
8. **Column H** is for donors who wish to begin an automatic monthly gift from their credit card (EFT).
9. **Column I** is for donors who wish to begin an automatic monthly gift with a voided check (EFT).
10. **Column J** calculates EFT by credit card or started with a voided check over the course of the year.
11. **Column K** is for donors who are already monthly givers through automatic withdrawal (Electronic Funds Transfer), but who wish to increase this monthly gift. **Write in only the amount they wish to increase their gift by — not the total amount of the gift.**
12. **Column L** calculates that donor's monthly increase in giving over 12 months.
13. **Column M** is for donors who already write a monthly check as their gift and pledge to increase the amount of that check **OR** donors who pledge to begin writing a monthly check.
14. **Column N** calculates monthly "check writer" gifts. Since these types of donors are less reliable over time with their giving, we predict only 4 months of giving.
15. **Column O** is the sum of Columns D, E, F, G, J, L, and N.
16. **Column P** is the sum of Columns D, E, F, and H.
17. **Column Q** is for recording any Investor's Circle multi-year gifts pledged or Legacy Society interest.
18. Make sure to fill out the info at the bottom right of the sheet. If the accounting staff has any questions, this will allow them to check with the appropriate volunteer for clarification. It will also allow you to reference your different forms easily.

19. Lastly, make sure you write down the number of FFC Contribution sheets you have sent in.

That wasn't so bad was it!!! Believe me — it's worth a little brain workout to get this stuff right — it makes all our lives so much easier!