

Outreach and Organizing Resource Guide

ι Informed ι Engaged ι In Action ι

“Each of the great social achievements of recent decades has come about not because of government proclamations, but because people organized, made demands, and made it good politics for governments to respond. It is the political will of the people that makes and sustains the political will of governments.”

--James Grant, Former Executive Director of UNICEF

The United States has a long and hearty history of political organizing. People have risen up and demanded better for themselves and their communities since this country began. Some of these movements have been successful and other have failed, but one thing is definite, demanding equality and social justice has never been led by a visionary leader coming from the top, the most successful social justice movements in history have been organized and executed by average citizens moving from cynicism or apathy to outrage and action. According to one congressional staffer, Congress will only do what we make it impossible for them not to do. Developing public resolve around our issues is vital in developing the political will to end hunger and poverty.

From Cynicism to Action

There is no doubt that RESULTS is one of the most effective citizen lobbies in the country. But in order to fulfill our vision of creating a world free from hunger and poverty we must create the public and political will and develop the political clout in our communities necessary to take us over the edge. We haven't done that...yet. In order to fulfill this vision we must expand our network of groups, target strategically important districts and members and look creatively at how to start new groups. We need to develop new and innovative tools for our website, increase our visibility, impact the media more consistently and more creatively and work on reaching out to the heavy hitters in our community who can influence our elected officials. Developing powerful allies in other organizations, developing a grassroots network that reflects the diversity of our country and foremost to develop a strategy to bring your creative, determined, passionate, dig your fingernails in the dirt and never give up attitude to citizens across the country.

Outreach isn't just about more groups or more activists, it's about moving people from cynicism and apathy to action. It's about breaking down the walls that stand between us and our democracy. It's about educating people about the myths that hold us back from eliminating hunger and creating a society that reflects the needs of the most vulnerable among us. It's about creating a world where each person's inherent worth is recognized and valued. Outreach is about being able to articulate this vision, if we can't articulate the vision how can others be convinced that we can end hunger, that we can stop AIDS or fully fund Head Start, or that we can transform our political leadership? They won't if we can't speak it. So I challenge all of you to dig deep and commit yourself to becoming masters at speaking this vision and inviting others to participate. Organizing is about spreading the vision of RESULTS and the vision of a world free from hunger. It's about telling the story of why we do this work and what it gives to our souls. There are thousands of people out there who feel just like we did, disenfranchised and cynical. They are begging for ways to make a real difference in the world, just like we were, it's up to us use our voices to inspire action.

In this section you'll find the tools to help you as you organize and agitate your way to a world free from hunger. This is meant to be a guide, take what you need, adapt it to suit your group and then celebrate your successes and your failures with those groups around you. RESULTS is built and sustained on the backs of your brilliance, your dedication and your determination. We welcome your ideas and your passionate outrage to make a difference in each of your communities, and we invite, honor and encourage you to raise your voices to make the needs of the most vulnerable among us a top political priority.

Teaching the Activists Toolkit Essentials

Knowledge of the Issues, the Power of Powerful Speaking and the Political Process

Learn the Issues.

1. RESULTS Global Issues
 - a) Microenterprise
 - b) Global Health (AIDS, TB & Malaria/Childhood Diseases, UNCEF, Maternal Mortality)
 - c) Basic Education (The Elimination of School Fees)
2. RESULTS Domestic Issues
 - a) Head Start and Child Care Block Grant
 - b) Individual Development Accounts
 - c) Universal Health Coverage
3. Related Poverty Issues
 - a) Debt
 - b) International Monetary Fund/World Bank Policies
 - c) WTO and other Trade Policies
 - d) Privatization of Natural Resources
 - e) Minimum Wage vs. Living Wage
 - f) Deficit Spending & Tax Cuts

Learn to Speak the Issues.

1. **Create** a short, concise, compelling laser talk (under 2 min.), about each issue to use when you are speaking to your Member of Congress, the media, other organizations or at outreach meetings.
EPIC Format to Construct a Laser Talk.
 - a) **Engage:** Use stats or a personal story to state problem.
 - b) **Propose Solution:** Be clear, concise and passionate.
 - c) **Illustrate, Inform, Inspire.** Use examples to support the solution.
 - d) **Call to action.** Whether it's your Member of Congress or your mother, be prepared with a powerful call to action. (i.e. support a bill, write a letter)
2. **Practice.**
 - a) Knowledge is worthless if you can't articulate your vision clearly and passionately.
 - b) Practice makes for articulate, confident, passionate activists for the end of hunger.
 - c) Practice helps keep you on message.
 - d) As in music, practice allows creative and confident improvisation.

Resources for Accurate Information.

Global Issues:

www.results.org
www.theglobalfund.org
www.unicef.org
www.usaid.org
www.microcreditsummit.org
www.stoptbnow.org

Domestic Issues:

www.results.org
The Kaiser Family Foundation
www.kff.org
Universal Health Care Action Network www.uhcan.org
www.idanetwork.org
www.childrensdefense.org

Legislative Issues:

www.loc.gov
www.house.gov
www.senate.gov

Learn how to Influence Congress.

There are two basic types of committees in Congress, authorizing committees and appropriations committees, all members sit on one, the other or both types. Committees and subcommittees are where the bulk of legislation decisions are made. Influencing key committee members is central in prioritizing our issues.

1. **Authorizing committees** set policy and also set the maximum funding levels allowed for programs.
2. **Appropriations committees** decide every year the actual dollars that are made available for all the programs that the federal government funds.
3. **Strategic Committees:** These are the committees that RESULTS focuses on most heavily. Do you have a Member who sits on one of these committees, or a Member who can influence these committee Members?
 - a) **Senate:** www.senate.gov
 - i. Committee on Appropriations (*15 majority members, 13 minority members*)
 - ii. Subcommittee of Appropriations on Foreign Operations (*8 majority members, 7 minority members*)
 - iii. Subcommittee of Appropriations on Labor, Health and Human Services and Education (*8 majority members, 7 minority members*)
 - iv. Committee on Foreign Relations (*10 majority members, 9 minority members*)
 - v. Committee on Health, Education, Labor and Pensions (*11 majority members, 9 minority members*)
 - b) **House:** www.house.gov
 - i. Committee on Appropriations (*36 majority members, 29 minority members*)
 - ii. Subcommittee of Appropriations on Foreign Operations, Export Financing and Related Programs (*9 majority members, 6 minority members*)
 - iii. Subcommittee of Appropriations on Labor, Health and Human Services and Education (*11 majority members, 7 minority members*)
 - iv. Committee on International Relations (*26 majority members, 23 minority members*)

Other key Domestic Committees: Budget, Ways and Means, Agriculture, Nutrition and Forestry, Banking Housing and Urban Affairs, Financial Services, Energy and Commerce.

How Members of Congress get their information.

1. Five primary ways Congress gets informed.
 - a. Constituents like you
 - b. The media
 - c. Paid lobbyists
 - d. Their staff
 - e. Their colleagues

Sample Ideas for E&A and Outreach Meetings

Design your own meeting, be flexible and creative.

Ask Questions Before the meeting always ask yourself some questions. Why are we doing this? What are our intended outcomes? What does your group really want? Do you want More partners, more donors, more letter writers? Do you want a new group or a larger network to call upon to take action? This helps to focus you in having a strong and effective meeting.

Invite an outside expert to speak about a topic relevant to RESULTS. This helps develop the “grass-tops” of our network, allowing them a forum to speak about their work to an interested audience and a forum to get our message out to some of the heavy hitters in our community who may have political clout with our Members of Congress. This also keeps the meeting fresh and interesting on a consistent basis. Look for these speakers at local universities, local NGOs, churches and research institutes. (Seattle Monthly Outreach Model Included)

If you do a monthly Education and Action outreach meeting and live in a small community without access to experts consider having a RESULTS volunteer or partner report back on a book or documentary they saw that would be of interest to the group. Mountains Beyond Mountains about Paul Farmer or The Working Poor, by David Shipley would be great and inspiring choices.

Encourage participation at every turn. People like to participate, especially people attracted to RESULTS. Allow ample opportunity for questions and insights from those attending the meeting.

Do an asset mapping exercise at the end of the meeting for interested people to write down on a chart what skills they have that might be relevant to the group. Tapping into the skills people already have allows them to bring their own personal expertise into the group. There are all sorts of things we bring to RESULTS that helps develop a healthy group. Giving people more ways of participating can only increase our chance at having groups with more depth and sustainability.

Host a House Party. That’s right, throw a RESULTS party! No ask for money, no pressure, just a hip, happening event to talk shop with others who may be interested in our issues. Follow up for those interested with an invite to your next E&A or Outreach meeting.

Would you want to come this meeting? Look at the meeting you’ve created, is it something you would want to come to? Will it be fun? Educational? Interesting? Worth their time? Remember it’s ok to have fun! Be creative, innovate and then share your ideas with the rest of RESULTS.

In 1990 RESULTS organized Candlelight vigils to correlate with The World Summit for Children meeting at the UN.

Over one million people participated in these vigils around the world. There were over 1,400 vigils in 75 countries.

“One week ago, over a million candles were lit by ordinary people around the world for the success of this summit. Each of those candles represented the inextinguishable hope in the hearts of people everywhere that, amid all the problems and the dangers of the years ahead, the world can still be made a better place.”

-- James Grant
Executive Director,
UNICEF

Take the Show on the Road

Collaboration with Other Organizations

Collaboration is a key ingredient in any social justice movement. Many organizations came together to fight for workers rights, women's right to vote and the civil rights movement, and without this binding of shared vision would have never been able to accomplish their goals. Historically this democracy has not embraced social justice movements and in fact has brutally fought to keep the status quo in place. What separates democracies from dictatorships is that there is a certain breaking point for democracy where holding on to the old ideals or interests that profit only a few, will ultimately be given over to the fear politicians have at losing their seat in Congress. It sounds cynical but it's true. The ship of state will stay its course until a big enough wave pushes it in a different direction. One organization alone won't necessarily shift the tide, but many coming together has and will.

Environmental organizations, peace groups, homeless shelters, food banks, anti-nuke organizations, public health specialists, TB controllers, child welfare advocates we all have a shared vision of leaving our backyard, as well as the planet, in better shape than when we found it. Networking with a wide array of people and organizations will push us all closer to seeing a world worthy of every child, not just a privileged few.

Talk to a local church, school, peace group or university about bringing RESULTS to them. Design a simplified action sheet and a fiery "what is RESULTS" and spread the vision far and wide.

Collaborate with other organizations in your town that work on similar issues to host a press conference, a candidates forum, or an educational event. Ask local experts, members of Congress and members of the media to be on a panel to discuss issues surrounding hunger and poverty.

Offer training workshops in your community to other organizations on how to effectively lobby Congress, work with the media and how to speak powerfully and develop laser talks for their issues.

Agitators are a set of interfering, meddling people, who come down to some perfectly contented class of the community and sow the seeds of discontent amongst them. That is the reason why agitators are so absolutely necessary. Without them, in our incomplete state, there would be no advance towards civilization.

--- Oscar Wilde

Sample Education and Action Meeting Agenda

“The letter writing section is always a powerful part of the meeting. Surely the silence during this section is one of the sounds of democracy.”

Sam Daley-Harris, Founder of RESULTS

Excerpt from *Reclaiming Our Democracy*

The education and action meeting is the major source of outreach for most groups. It's where many people get their first glimpse of participatory democracy and where some are inspired to join the group as a partner. A well-run meeting will give people the opportunity to experience, first-hand, the difference they make, and it will expand the constituency calling for the political will to end hunger.

The education and action meeting is a 2 hour meeting held once a month, preferably on the same day each month.

First there is the relationship and inspiration section.

- 1-2 min. Welcome: Make sure people feel welcomed.
- 5-10 min. Focusing activity: people have come from work, school, or home. The focusing activity should bring them together in a way that touches their hearts and connects them with the problem of hunger and poverty. You can show a video or read aloud from an inspiring article about hunger and poverty. You might also share your own vision for the end of hunger.
- 5 min. Purpose and agenda of the meeting: Let people know the goal and the program for the evening.
- 5-10 min. What is RESULTS? Introduce newcomers to RESULTS so they are clear about its purpose and the need for creating the political will to end hunger. Let them know how they can participate (e.g., as partners, monthly sponsors, etc.).
- 10 min. Introductions: Give people a chance to learn who else is in the room and to inspire each other. Participants should introduce themselves and share what brought them to the meeting.

Education and Action Section:

- 5-10 min. Background report: Introduce the issue. This is a talk built out of the Action Sheet, background material, and any other information on the evening's topic.
- 10 min. Video...
- 25 min. Teaching the Laser Talk: Give guests the opportunity to experience the difference they can make when empowered to speak the issues - active rather than passive learning.
- 5 min. Review: pass out the Action Sheets and review the evening's action. Are there any questions? Does everyone know the name of their member of

- Congress? The Action Sheet is a useful reference when writing the letters.
- 20 min. Write letters: Address envelopes together. Maintain quiet in the room during the first 10 to 15 minutes of the letter-writing period. If guests need extra help, have them step outside with one of the partners to get their questions answered.
- 5 min. Share letters: As people are putting the finishing touches on their letter, have one or two persons who have already finished read their letters aloud.

Relationship and enrollment section:

- 15 min. Participation: Give people the opportunity to participate with the local RESULTS group on an ongoing basis.
1. Describe the partner (activist) agreements....Speak about how being a partner in RESULTS affects your life. Ask if anyone in the room has any questions. Ask if anyone wants to become a partner (activist) Is anyone thinking about making this commitment?
 2. Tell you guests about monthly sponsorship....Tell what inspires you most about contributing to RESULTS...
 3. Announce the date of your next E&A meeting.
- 5 min. Completion: Thank everyone for coming. You may want to invite people to stay for refreshments and some informal time together...

The Outreach Meeting Sample Outline

This meeting can be an extremely effective way to generate new volunteers, new letters writers and new lobbyists, to enlarge your network of activists and to generate new donors to RESULTS. The RESULTS office has provided an outreach meeting *template* that serves as an excellent *example* for designing your *own meeting*. So to put it another way, “We provide the pasta, YOU provide the sauce!” Groups often take this template verbatim and end up with none of their own personal pizzazz included. So get creative with your partners and really sauce it up and make it your own.

RESULTS Outreach Meeting Outline

I. [4 min] WELCOME

- A. Introduce yourself [1 min]
- B. Acknowledge people for being there. [1 min]
- C. Purpose and agenda of meeting [1 min]
 - a. Inspire you all about the difference you can make, working with others, to create the political will to end hunger and poverty.
 - b. Outline basic agenda for meeting.
- D. Intended results/outcomes of the meeting, which could be: [1 min, the more specific you make this section, the better your meeting will be]
 - a. Recruit activists—meaning active volunteers who commit to taking action every month.
 - b. Start a new group.
 - c. ___ letters to Representative/Senator _____.
 - d. Educate friends/family about RESULTS
 - e. Recruit members for the RESULTS Action Network (RAN)
 - f. Sign up ___ new monthly sponsors and other donors.

II. [7-14 min] FOCUSING ACTIVITY AND GROUP INTRODUCTIONS

- A. Set a context for why it’s important to “focus” on why this meeting is taking place. [1 min]
- B. Show a video or read inspirational quote/story [1-3 min]
- C. Ask everyone else to introduce him/herself and why came to meeting [5-10 min, depending on the setting, you may want to ask a more broad question like, “What are you committed to?”]

III. [8-18 min] OVERVIEW THE BASICS OF RESULTS

- A. RESULTS is... [1 min]
- B. History of RESULTS [3 min]
 - a. National Academy of Sciences report in the mid-70's: hunger and worst aspects of poverty could be ended within one generation, what was missing was political will.
 - b. Sam Harris= Substitute music teacher in LA, polled 7000 high school students, only 200 knew the name of their U.S. Representatives.
 - c. Sam took up the challenge, started touring the country to build political will.
 - d. Throughout the 80's, focused primarily in lobbying for specific programs in the foreign aid budget

- e. In 1992, RESULTS “Domestic” formed to focus on US poverty issues.
 - C. Current organizational structure/etc. [1 min]
 - a. 500 active volunteers
 - b. 100 cities/towns all over the US
 - c. 35 of the volunteer groups focus primarily on US issues, rest on global
 - d. Paid staff that provides legislative strategy, on-going volunteer support and training
 - e. RESULTS in six other countries
 - f. We are here to build up the organization: # of active volunteers/donors/RAN members/etc.—go through activist agreements for the first time.
 - D. Successes of the organization [3 min]
 - a. Decrease in child mortality: 40,000-> 27,000 children dying of primarily preventable causes.
 - b. In U.S., expansion of eligibility of enrollment for early education, especially Head Start.
 - c. Give personal examples of where you have seen RESULTS be effective.
 - E. Show “Ordinary People, Extraordinary RESULTS” video [10 min, your group should decide whether it’s a strategic use of time to show the video based on who your audience is and what their familiarity is with RESULTS]
- IV. [10 min] DISCUSSION OF POLITICAL WILL AND POLITICAL RESIGNATION
- A. RESULTS Mission: Create the political will to end hunger and the worst aspects of poverty [5 min]
 - a. Take examples of what “political will” means to people.
 - b. Talk about the meaning of political will within RESULTS.
 - B. RESULTS Mission: Break through the thought that, “I can’t make a difference.” [3 min]
 - a. Personal example—this is something I did ...
 - C. Both are about creating a “shift” in political resignation [2 min]
- V. [37 min] ISSUES/ACTION COMPONENT
- A. Overview of an issue and the action in Congress [7 min]
 - a. Possibly show a video
 - b. Include time for questions.
 - B. Teach participants an EPIC Laser Talk [15 min]
 - a. Have group pick topic and write letters E-P-I-C on left side of paper
 - b. Go through each letter and let people write a statement
 - c. E = Engage P = Problem I= Inform C = Call to Action
 - d. Ask people to share and practice their laser talks
 - C. Letter Writing [15 min]
 - a. People write letters.
 - b. Letters read aloud
- VI. [6 min] INVITATION TO BECOME INVOLVED
- A. Become activists on four-month basis-- Review activist agreements: (w/ explanation)
 - a. Attend National Conference Call (or tape) and take monthly action

- i. National Conference calls take place on 2nd Saturday of every month
 - b. Meet with group to plan group's activities (after call or separate time)
 - c. Stay in touch with GL (return calls/emails) and be in regular communication, take on leadership yourself
 - d. Organize and host outreach meetings like this one every few months to let other folks know what we are up to.
 - e. Contribute at least \$35 every year, \$15 for those that are low-income, to RESULTS. Most RESULTS volunteers contribute to the organization every month, but financial circumstances should not prevent anyone
- B. Become members of the RESULTS Action Network willing to write letters, etc.
- C. Become donors
 - a. Monthly Sponsors= backbone of our organization.
- D. Invite others to future RESULTS Outreach Meetings.

VII. [1 min] CLOSE AND THANKS FOR COMING

RESULTS Outreach Meeting Full Sample Script

I. [4 min] WELCOME

Introduce yourself. [1 min]

“Hi, my name is _____ and I am a volunteer with RESULTS here in _____ . I have been a volunteer since ____.”

Acknowledge people for being there. [1 min]

“There are a lot of ways you could be spending this evening, and I want to thank all of you for coming out tonight and learning more about how YOU can play a role in the movement to end poverty in the United States and abroad.”

C. State purpose of meeting [1 min]

“Our purpose tonight is to inspire you all about the difference you can make, working with others, to create the political will to end hunger and poverty. In the next ___ hour, we will overview the history and mission of RESULTS and give you all a sense of the effectiveness of its training and support network. We will also discuss one of our current campaigns, _____, and all write a letter to our U.S. Representatives urging them to step forward and take leadership on this issue.”

Intended results/outcomes of the meeting [1 min]

[The more specific you make this section, the better your meeting will be]

“Then, we will talk more specifically about the ways you can get involved—our goal here tonight is to:

- Build our local group by bringing in at least two or more active partners—volunteer activists who come together every month to learn about recent policy developments and take specific actions, oftentimes communicating with their members of Congress, on hunger and poverty issues **OR**
- Start a new RESULTS group here in _____ **OR**
- Send off ___ letters to Representative _____ so that he/she gets a strong message from folks in his/her district that we care about poverty **OR**
- Let all of you, my friends and family know more about what RESULTS does **OR**
- We will have the opportunity to expand the work of RESULTS through our financial investment by signing up at least ___ new monthly sponsors, people who commit to contributing at least \$10 per month or more, preferably doing so electronically

Most of all, we want to make sure this is a valuable experience for all of you.”

..... II. [7-14 min] FOCUSING ACTIVITY AND GROUP INTRODUCTIONS

A. Set a context for why it’s important to “focus” on why this meeting is taking place. [1 min]

“I know many of you have come straight from work, or a crazy few hours at home with your families, or from school. Your attention is likely to be focused anywhere but on tonight’s meeting. This video/reading will give you a sense of the problem of poverty and some of the solutions. . You’ll see that ordinary citizens like you and me actually can do something about it.”

B. Show video or have group read inspirational quote/story

Ideas for this section:

- a. A Prayer for Children by Ina J. Hughes
- b. Excerpts from A Shift in the Wind by the Hunger Project
- c. Excerpts from the National Academy of Sciences Report on World Hunger.
- d. 341 video from UNICEF.
- e. Video on the Grameen Bank from 60 Minutes
- f. Other videos or readings that deal with issues of poverty in the US or abroad.

C. Ask everyone else to introduce him/herself and why came to meeting [5-10 min]

[Depending on the setting, you may want to ask a more broad question like, “What are you committed to in life or what are you passionate about?”]

“Now, I would like to start off by asking everyone to introduce themselves and share what it was about RESULTS that had you come to this meeting. I would like to start with _____ here on my left and then go clockwise around the room.”

.....

III. [8-18 min] OVERVIEW THE BASICS OF RESULTS

A. RESULTS is..[1 min]

“RESULTS is a grassroots citizens’ lobby committed to creating the political will to end hunger and the worst aspects of poverty. Basically, we are a network of volunteer activists around the country who take action every month to build a larger movement to end hunger and poverty in this country and abroad. Once a month, RESULTS partners around the country hook into a national conference call with hundreds of other volunteers around the country to learn more about an issue and then we communicate directly to our elected officials by sending them letters, meeting with our members of Congress face-to-face, generating media and also public pressure on Congress to take specific actions.”

B. History of RESULTS. [3 min]

“I want to give you all a sense of the grassroots beginnings of this organization. In the late 70’s, the National Academy of Sciences, literally hundreds of experts from around the country, came out with a report examining world hunger. In this report, they concluded that hunger and worst aspects of poverty could be ended within one generation, what was missing was political will. In other words, there are enough resources on this planet, the infrastructure needed, to make sure that no one should go hungry or malnourished, but until that political will exists, world hunger and malnutrition will continue to exist. We will delve into what political will means in just a few minutes.

“In 1980, Sam Daley-Harris, a musician and substitute music teacher in Los Angeles, took a good look around and didn’t see anyone working to build that political will. Like most of us, he felt hopeless about doing anything about solving the big problems of the planet—whether it be world hunger or environmental degradation. What Sam realized is that he wasn’t hopeless about the existence of “solutions”—he was hopeless about human nature, thinking that people would just never get it together and do what it would take to make hunger a thing of the past.

“If this political will is what it will take to end hunger, Sam wanted to know why it wasn’t happening. In speaking to high school classes across the country, he found that, of 7000 students, 6800 of them did not even know who their members of Congress were. To Sam, the solution was logical—get folks engaged in the political process, communicating with their elected officials, to build that political will. So, he took up the challenge by mobilizing people he knew, meeting in places like this living room/church basement/ community center, and got folks to begin that process of building political will by writing letters to their elected officials.

He began to train volunteers to communicate effectively and powerfully with members of Congress to build support for specific cost-effective programs to combat poverty.

“Sam started touring the country, getting others involved in the political process, and RESULTS grew from there. Throughout the 80’s, RESULTS focused primarily in lobbying for specific programs in the foreign aid budget. RESULTS identified the most cost-effective measures to save the lives of thousands, then millions, of children—like immunizations and other basic health measures..

“In 1992, a group of volunteers formed RESULTS “Domestic” formed to focus on US poverty issues.”

C. Current organizational structure. [1 min]

“In the last twenty-five years, the organization has grown in terms of size and effectiveness. There are now over 800 active RESULTS volunteers in over 100 cities and towns across the United States. Half of the RESULTS volunteers focus primarily on US issues, ½ on global poverty. Also, there are over 40 RESULTS chapters in five other countries. We have over 20 staff, most of whom are based in Washington, DC. They provide the volunteers with the research, legislative strategies, support and training that allows them to be so effective. We have a budget of over \$1 million.

“Our goal tonight is to build up the organization—to increase our network of active volunteers by bringing on ___ new partners. The minimum time commitment is typically 3-5 hours per month. Specifically, partners:

- Attend a National Conference Call and take an action every month, usually writing a letter to a member of Congress.
- Meet with our RESULTS group every month to plan the group’s activities.
- Stay in touch with local Group Leader every week to let him/her know what you are up to.
- Organize and host outreach meetings like this one every few months to let other folks know what we are up to.
- Contribute at least \$25 every year, \$15 for those that are low-income, to RESULTS. Most RESULTS volunteers contribute to the organization every month.

“We ask that folks “try it on” by committing to be a partner on a 4-month basis OR increase our financial base by adding two new monthly donors.”

D. Successes of the organization. [3 min]

“RESULTS has had a pretty amazing chain of successes in the last two decades. Twenty years ago, 40,000 children died every day of mostly preventable diseases and malnutrition. As a result of the efforts of RESULTS volunteers and many others, UNICEF now estimates that 29,000 children die each day of mostly preventable diseases and malnutrition. Saving these lives is not only an act of compassion - it’s also one of the most effective controls to population growth and one of the best ways to promote peace. Millions of lives have been saved around the world due to the efforts of everyday people like yourselves, while overall funding for foreign aid has gone down dramatically.

“Here in the United States, RESULTS has been a major force in increased enrollment in early education programs like Head Start. Head Start is a comprehensive program for pre-school aged children of low-income families. The program has received major increases in the last few years due to the work of RESULTS and other organizations. Last year alone, RESULTS and others advocated an additional \$1 billion for Head Start in 2001. About 880,000 preschool-age children were in Head Start in 2000. That was less than half of the eligible children. The 2000 budget was about \$5.27 billion. The additional \$933 million for 2001 is expected to raise enrollment to about 950,000, and we still have further to go.

“I have gotten a chance to see the effectiveness of RESULTS firsthand in our work on...”

D. (If appropriate) Show “Ordinary People, Extraordinary RESULTS” video [12 min]
[Your group should decide whether it’s a strategic use of time to show the video based on who your audience is and what their familiarity is with RESULTS]

“We’d like to show you a video now to demonstrate the impact that our volunteers and this organization have in the world”

.....
IV. [10 min] DISCUSSION OF POLITICAL WILL AND POLITICAL RESIGNATION

A. RESULTS Mission: Create the political will to end hunger and the worst aspects of poverty. [5 min]

[You may decide to start this section with a few people reading the quote from the National Academy of Sciences report aloud]

“Now that you have gotten a better glimpse of the organization, we want to spend the next few minutes discussing the missions of RESULTS. Our first mission is to create the political will to end hunger and the worst aspects of poverty. As we mentioned earlier, over 20 years ago the National Academy of Sciences concluded that world hunger could be ended within one generation if the political will existed to do so.

“Let’s say you are walking down the street and a reporter comes up to you and says, ‘This big report just came out... according to experts, we could end hunger within a few decades if there was ‘political will’ to do so—what do you have to say about that?’...”

“So, when I say that our mission is to build political will, what does “political will” mean to you? ...

“RESULTS uses the term “political will” to describe a process of using the instruments of government to make a difference. For example, I think we’ve seen an example of political will with the response of our politicians to the attacks on September 11. The politicians came together those first few days afterwards and immediately put \$40 billion worth of federal funding into the response. All but one of our U.S. Senators and Representatives voted in favor of this funding. Whether or not you agree with this decision or our government’s response to the attacks since then, that was an example of “political will”, of government’s willingness to make that issue a priority and do whatever they could to address it.

B. RESULTS Mission: Break through the thought that, “I can’t make a difference.” [3 min]

“The second mission of RESULTS addresses how to build political will—it is to break through the thought that, “I can’t make a difference.” Most RESULTS volunteers, including myself, didn’t necessarily know even the name of our members of Congress when we got involved in the organization. Now, I look at what I have done since I got involved in this organization—for example, ... As a result of my action and others around the country, Congress ... I don’t think I would have ever done this without being involved in RESULTS.”

C. Both are about creating a “shift” in political resignation. [2 min]

“James Grant, the former Executive Director of UNICEF, said,

“Each of the great social achievements of recent decades has come about not because of government proclamations, but because people organized, made demands, and made it good politics for governments to respond. It is the political will of the people that makes and sustains the political will of governments.”

“Basically, our mission is about shifting the way people look at and use the political process. In order to build the political will to end hunger and poverty, we need a shift—RESULTS is causing that shift by providing the training, support, and organizational structure for people to get involved in the political process, and to make a measurable difference. The experiences of RESULTS volunteers tells us that individual actions are making a huge difference in the world—we all can make a big impact!”

.....
V. [37 min] ISSUES/ACTION COMPONENT

A. Overview of an issue and the action in Congress. [7 min]

“Now we will spend the next 30 minutes or so learning more about a specific campaign that RESULTS is working on, teach you how to speak powerfully about that issue, and guide you through writing a letter to your members of Congress. After this, we will see who would like to become a partner in our local RESULTS group and also who would like to become a donor.” ...

B. Teach participants a Laser Talk. [15 min]

“In this section we will practice a conversation with a Member of Congress about _____. We call this a 2 minute laser talk—a chance to learn the bare-boned facts about the issues so if you are trapped in an elevator tomorrow morning with Senator _____, you can speak powerfully about an issue. Sam, the founder of RESULTS, is fond of saying, “You aren’t dangerous until you can speak powerfully” and I think our technique of learning and practicing information really sets us apart—and, for those of you active in other organizations, this is worth stealing! You also can adapt this information for the letters we will write next.

“I will go through the some basic information about this issue, also known as a laser talk, a total of three times. The first time, I will recite it through entirely, emphasizing the key points for you to remember. The second time, I will ask you all to ‘fill in the blanks’ by shouting out answers to my questions about the basic facts. Then, I will go through it again and leave certain sections blank for you to fill in silently to yourselves. Then, we will pair up and practice with each other. I realize this will be a lot of like school, and you may or may not feel like reliving those years, but this is where you can really become ‘dangerous’ because you will go from being a ‘listener’ to a ‘speaker’ about these issues. So, here it is....

“Now I will recite through this laser talk again, asking you all to ‘fill in the blanks’...”

“Now I will recite through this laser talk again, leaving certain sections blank for you to fill in silently to yourselves...”

“Now we will pair up and practice speaking this information with each other...”

“Great! Now is the time we get to practice together. Can I get a volunteer to help me out this time by filling in the blanks out loud? ...

“Now let’s pair up and practice with a neighbor...”

C. Letter Writing. [15 min]

“Now, I will pass out a basic action sheet from the RESULTS office on this issue. You all probably don’t even need it—you already know the information already! ...

“I know some of you are wrapping up your letters, but I would love for a couple of people to volunteer to read their letter aloud while the rest of us are finishing up. Who’s finished with their letter and would be willing to read it out loud? ...”

VI. [6 min] INVITATION TO BECOME INVOLVED

A. Become partners on four-month basis-- Review partner agreements: (w/ explanation). [2 min]

“This letter is just the starting point for RESULTS. If you get involved with RESULTS as an active volunteer, someone we call a partner, you will go on to meet with our representatives and their aides. Let me tell you a little bit more about what our partners do. As I said earlier, the minimum time commitment is typically 3-5 hours per month. Specifically, we ask partners to commit to the following things:

Attend National Conference Call and take an action every month, usually writing a letter to a member of Congress like the ones we wrote tonight. The National Conference call take place on 2nd Saturday of every month and if you have a conflict with a specific call, you can listen to a cassette tape of that call instead.

Meet with our RESULTS group every month to plan the group's activities. Usually, we meet...

Organize and host outreach meetings like this one every few months build RESULTS and our organizational power.

Stay in touch with local Group Leader every week to let him/her know what you are up to. In other words, that means that partners agree to return phone calls and/or emails. Of course, there is nothing stopping you from taking on more leadership yourself as well.

Contribute at least \$35 every year, \$15 for those that are low-income, to RESULTS.

Most RESULTS volunteers contribute to the organization every month.

“We ask that folks “try it on” by committing to be a partner on a 4-month basis. So, who’s totally excited about becoming a partner right now? Who wants to give it a whirl though you are a little nervous about it?”

B. Become “allies” willing to write letters, etc.. [15 seconds]

“We have a larger network of people here in _____ that don’t commit to being partners but we consider our “allies”—they come to letter-writing meetings like this one, are willing to call the White House or our members of Congress when there is a key vote coming up, and do other work to support the success of our group. I invite all of you not able to commit to being a partner to consider becoming one of our allies here.”

C. Become donors. [3 minutes]

“I want to now ask you to seriously consider becoming a donor to RESULTS. You see, none of this work gets done without people taking a financial stand for the vision of a world without hunger. If you think about it, no social movement has EVER happened without funding.

Consider the civil rights movement, the struggle for the right of women to vote or the labor movement, these ALL occurred because people opened their wallets to support the phone calls, the banners, and the posters that made the movement happen. People **INVESTED** in a world where people have civil rights, where women get to vote and where there are labor laws. And because of that funding, the world changed!

I invite each one of you to become a monthly sponsor for RESULTS at \$10 or more each month. By doing this you will be making an investment in a different kind of world: a world where 1 out of 6 kids **DON’T** go to bed hungry in America, and a world where 30,000 kids **DON’T** die of preventable causes on a daily basis. Your gift will help pay for the on-going, day-to-day work of RESULTS. It will pay for training phone calls for your groups, updates on special actions to take, our Quarterly newsletter, and any other support you and the other partners across the country get from the RESULTS office.

I'll pass out the forms now and let you fill them out....

Thank you for your commitment to this work.

D. Invite others to future RESULTS Outreach Meetings. [15 seconds]

“Lastly, we are planning to have future meetings like this one about RESULTS and taking people through the process of taking action by writing letters like the ones you wrote tonight. Please let me know if you can think of other people here in _____, or in other cities where we may have a RESULTS group now or are looking to start one, who may be interested in coming to a meeting like this.”

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VII. [1 min] CLOSE AND THANKS FOR COMING