

Depending on your past experience with RESULTS, you may think of community outreach as limited to special events. But outreach can – and should – be so much more than that! Take a look at some of the options available to you.

Reach Out

One-on-one conversation. Do you know someone who has asked you about your RESULTS work? Can you think of someone who might be inspired by RESULTS' advocacy? Arrange a coffee with them. Ask them about their passion for the end of extreme poverty, and let them know about yours. Offer concrete examples of what your group has accomplished, and put it in the context of our larger campaigns. Examples of success and the energy of enthusiasm are contagious and could help your prospective new member imagine themselves in your group. (To prepare for your coffee, you can [send along this brief, inspiring video](#) ahead of time!)

Advocacy Skills Workshop. We face a unique opportunity at this moment. Countless people are waking up to the fact that apathy and disengagement are no longer an option in our political process. They want to get involved, but they don't know what to do or how to do it. In addition to interested individuals, you can reach out to like-minded groups: faith groups, scouting troops, civic clubs, etc. RESULTS volunteers serve as a new model of what an engaged, informed citizen looks like. Sharing that experience with others will bring new people into our groups and strengthen the democratic process. [Join our April 12 webinar to learn more about how to do this in a way that shares skills and helps grow your group.](#) And take a look at a [sample workshop agenda.](#)

Invite In

Education and Action Meeting. This refers, very simply, to a RESULTS meeting that's crafted to help bring people up to speed on an issue and take action before they leave. E&A meetings are effective for both new and veteran groups. What could be more powerful than ending a meeting with a stack of letters you can submit to your paper or take to your legislators? You can create a powerful E&A using our monthly action sheets that come equipped with a customizable meeting guide. [Find these action sheets online.](#)

Event. A visit to a museum exhibition, a coffee & conversation with a special guest, a movie screening . . . all paired with action-taking and follow-up with those who attend. You're only limited by your imagination.

Leverage Your Activity

Fundraiser. Consider the inspirational value of a fundraiser – the buzz, the fresh mix of people, the sense of accomplishment and momentum. It's very likely that one or more of your fundraiser guests would also like to engage in advocacy. Why not make that request?

Social Media. When your group plans a monthly meeting, gets published, or engages with the community, share it on social media! Post on Facebook and/or tweet alongside the @RESULTS_Tweets handle. Leverage the great activities in which you're already engaged.

What Else Comes to Mind?

Outreach resource page: http://www.results.org/skills_center/group_resources_and_admin/