

# **The Activist Milestones – Developing the Skills to Become a Trained Citizen Activist**

The Activist Milestones are meant to be used as a step-by-step guide for you to introduce new volunteers and other community activists to the concrete actions they can take to hone and develop their skills as effective citizen activists.

Taking these actions one-by-one builds a solid advocacy foundation for your group, and breaks down what is often an incredibly overwhelming amount of information RESULTS activists feel they need to learn in a short amount of time.

This toolkit will allow activists to mark their progress as they move through the milestones and give Group Leaders the roadmap they need to facilitate skills training in their new groups and new volunteers.

## **Activists' Milestones**

1. Choose one RESULTS global or domestic issue and learn its basics.
2. Create and deliver a Laser Talk to another activist about the issue you choose.
3. Write a letter to your member of Congress and get a reply.
4. Write and get published a letter to the editor.
5. Send the published letter to your member of Congress.
6. Get to know the Congressional aide who handles our issues.
7. Ask a question at a Town Hall meeting or a candidate forum.
8. Meet with your member of Congress.
9. Call an editorial writer and inspire an editorial, which is sent to your congressional offices.
10. Speak to a local community group, church or student group about RESULTS or one of our issues. Use the Laser Talk format to craft your talk.
11. Build a network of community allies to take action on specific issues.
12. Organize a community forum on one of our issues.
13. Organize a statewide media call.
14. Hold a fundraising event for RESULTS.
15. Attend the International Conference in Washington, D.C.

# **Global and Domestic Campaign Issues 2005**

## **GLOBAL ISSUES:**

### **Global Healthy Families:**

Tuberculosis (TB)  
The Global Fund to Fight  
AIDS, TB & Malaria

### **Global Education for All:**

Elimination of School Fees

### **Global Economic Opportunity:**

Microcredit

## **DOMESTIC ISSUES:**

### **Domestic Healthy Families:**

Budget cuts, including Medicaid  
SCHIP (the State Children's Health Insurance Program)  
Affordable and quality health care for all

### **Domestic Education for All:**

Head Start  
Child care and welfare policy

### **Domestic Economic Opportunity:**

Individual Development Accounts (IDAs)  
Savings accounts for all children (KIDS Accounts)

You can find detailed campaign information in the Legislative Resource Guide in this handbook.

You can also find detailed information on our global and domestic campaigns by accessing our website at [www.results.org](http://www.results.org) and going to <http://www.results.org/website/article.asp?id=37>, or by listening to the Basics of RESULTS CD, which is accessible via our Activist Info page at: <http://www.results.org/website/article.asp?id=317>. If you need a copy of this CD please contact Joyce Lee in the RESULTS office at [jlee@results.org](mailto:jlee@results.org) or by calling (202) 783-7100 x115.

# Drafting Your EPIC Laser Talk

## Milestone #2

### The Power of Powerful Speaking

Learning how to speak powerfully about our issues is one the most important tools in an activists' toolkit. RESULTS has created an easy format for our volunteers to create powerful "laser talks," short and compelling talks that are the backbone of our work with RESULTS. We use them when we meet with our members of Congress, when we call our editorial boards, before we host a RESULTS event or sometimes when we run across a member of Congress in the airport.

We've created a simple acronym, **EPIC**, to help you remember the basics of creating your talk. The letters in EPIC stand for **E**ngage, stating the **P**roblem, **I**nforn about the solution and give the **C**all to action. You can also find an audio version of creating a laser talk on the Basics of RESULTS CD.

#### Training Exercise:

- ☐ Review the laser talk section of The Basics of RESULTS CD.
- ☐ Listen to the Issues Section of The Basics CD or read through the issues section in the Legislative Resource Guide.
- ☐ Choose one of our campaign issues.
- ☐ Create a laser talk using the guide below.
- ☐ Read as a group the "Delivering your Talk".
- ☐ Split up into pairs in your group and say your laser talk to one another.
- ☐ After delivering your laser talk tell your partner one thing you really liked about it, and one thing you would change. Ask your partner to do the same.

### E for Engage Your Audience

Here, you want to get your listener's attention with a dramatic fact or short statement. Keep this opening statement to one sentence if possible.

For instance, you could say:

*"According to the World Bank, over 1.2 billion people live on less than \$1 a day." Or "There are over 45 million Americans who have no health insurance and 9 million of those are children."*

### P for State the Problem

Here you present causes of the problem you introduced in the first section. How widespread or serious is the problem?

*"Each year over 29,000 thousand children under the age of five die of completely treatable diseases and malnutrition."*

### I for Informing about Solutions

Here you inform the listener about a solution to the problem you just presented. Develop your solution by examples of how and where it has worked, how it is proven and cost-effective and how it has benefited the poorest. You could site a recent study or report or tell a first-person account of how the solution has impacted

you or others you know.

*“A recent government study showed Head Start centers provide quality classrooms and teachers, and effectively prepare children for school. Head Start children demonstrated a greater increase than typical children in vocabulary and early writing.”*

### **C for the Call to Action**

Now that you’ve engaged your listener, presented the problem and informed them of a solution, what do you want them to do? Make the action something specific so that you will be able to follow up with them and find out whether or not they have taken it. Present the action in the form of a yes or no question.

For example, *will you cosponsor a bill to fund microcredit? Will you write an editorial about health care in America? Will you call the White House Call-in Line? Will you come to a RESULTS letter-writing meeting next Thursday?* You want to state the call to action in one sentence.

#### **Sample Laser Talk**

“I was shocked to find out that over 121 million children worldwide between the ages of 5 and 11 receive no primary education.”

“The reason for this is that many countries in the developing world started charging school fees for primary education in the 1980s at the behest of the World Bank and IMF. These policies have had a devastating effect on these countries being able pull them selves out of poverty. In Sub Saharan Africa alone there are over 40 million children not in school.”

“Eliminating these school fees will increase the number of children in school and will help to eliminate a root cause of poverty and its ongoing cycle. Education produces powerful and positive outcomes in economic productivity, health and social well-being, especially for girls. In fact, in modern times, not a single country has achieved significant economic growth while requiring that people pay for basic education.”

“Knowing how important this is to millions of children, their societies, and our own economic well-being, would you be an initial cosponsor on legislation supporting the elimination of school fees?”

OR

“Would you speak and write personally to the key decision-makers on the foreign aid funding subcommittee (foreign operations subcommittee) to ask that this effort to support governments to eliminate school fees be greatly expanded and basic education funding be increased overall?”

## **Delivering Your Laser Talk**

Any good musician or actor knows you would never go on stage without rehearsing first, and it's no different with public speaking. Taking the time to educate ourselves about the issues, writing a laser talk and then practicing our speaking skills is the most powerful tool in our Activists' Toolkit. Being an active member of RESULTS requires that we get out of our comfort zones and commit ourselves to practicing speaking the issues in front of others. The first time you use your laser talk with a member of Congress or the media, you'll never go back to winging it again.

It's important to speak to the other person instead of reading the information word for word. You can, however, refer to notes at first. And you'll want to strive to keep the talks short – no more than two minutes. As you speak the information, you'll discover where you need more practice or where you may want to change a part of it. These talks will develop and change as you learn new information over time, so be flexible and always keep on the lookout for interesting facts to update your talks.

### **Tips for Delivering your EPIC Laser Talk:**

1. Practice your Laser Talk several times before practicing in front of another person.
2. Memorize as much of the details as possible.
3. Choose a member in your group that you feel safe practicing with.
4. Identify your audience – for example a member of Congress or a potential new RESULTS volunteer.
5. Deliver your talk without stopping, even if you have a few stumbles along the way. The more you practice the better you will get.
6. Once finished, critique yourself. Pick two things that you liked about the talk and one thing you would like to improve upon.
7. Listen with an open mind and ear for learning how to make your talk better when your partner gives you feedback on your delivery.

### **Tips for Listening to an EPIC Laser Talk:**

1. Ask your partner who they are targeting this talk to.
2. Listen intently to the talk trying to pick out different sections of the EPIC format.
  - a. Did they engage you up front?
  - b. Did they describe the problem and its solutions?
  - c. Were you inspired by a clear call to action?
3. Ask your partner to critique their talk if they forget.
4. Tell your partner two things that you really liked about the talk and one thing that you think they could improve upon.

# Write a Letter to Your Member of Congress

## Milestone # 3

Your members of Congress need to hear from you. They depend on you to educate them about what is happening in their district and what legislation is most important to their constituents. Writing a letter and making a follow-up phone call only takes a few minutes of your time, but it ensures that your representatives know how you want to be represented.

Be sure to include all of your contact information so your member of Congress' office can reply.

### Engage

Dear Senator X,  
As a mother of two small children I was shocked to find out that over 100 million primary aged school children are

### Problem

Can it be that the only thing standing in the way of these children having access to a brighter future are school fees often as little as \$50 a year? I've recently learned that the number one barrier for poor, vulnerable and orphaned children in getting an education is school fees.

### Inform about the Solution

How can we expect any country to develop to its full potential when its children are not getting educated? Not one developed country has been able to do so without first making education free and compulsory for its children.

When school fees were dropped in Kenya over 1.2 million new children showed up for school.

### Call to Action

Please become an initial co-sponsor of HR-1406, legislation calling for the elimination of school fees with a \$250 million incentive fund for countries to draw upon to help defray the costs of hiring new teachers, building new schools and providing all children with a quality education. I look forward to your reply on this issue.

Note: all mail sent to congressional offices in Washington is now screened for anthrax, so we suggest you fax a copy of your handwritten letter to Congress, send them to the local district office or contact your members of Congress via email (which is still less effective than a handwritten letter). You can find all the necessary contact information for congressional offices at: <http://capwiz.com/results/>.

## **Write a Letter to the Editor (Milestone #4) and Send Your Published Letter to Your Member of Congress (Milestone #5)**

Letters to the editor are an important tool in your media toolkit. They are quick to write, relatively easy to have published, and are the most widely read section in the paper. Politicians and government agencies routinely clip and circulate letters to the editor as an indicator of what is important to their constituents.

Letters to the editor, while often “reactive” to news already reported, can keep the story alive and the debate raging. Journalism is one of the rare professions in which controversy is good. Reporters get “extra points” when their stories spark debate. A furious war on the letters-to-the-editor page warms the hearts of reporters and delights editors. Among other things, it means people are reading the paper.

### **Tips on Generating a Letter to the Editor – Remember Your C’s**

**Be Current** – Responding to a recent article in the newspaper or to a very recent event is a great way to increase your odds of being published. Refer specifically to the article by using the name of the article and date, such as, “In response to your recent article on child care . . .”

You can do a search on the newspaper’s website for recent articles, using search words like “poverty,” “education,” “Head Start” and “priorities.” If you don’t know a newspaper’s website, you can find it listed at: <http://capwiz.com/results/dbq/media/>. Or, collect newspapers for a few days before writing your letter, and then skim them looking for a “hook” that you can hang your response on, even if it is a stretch.

**Construct** – your letter using the EPIC format and send any published media to MoC offices.

**Be Clear** and **Concise** – keep your letter short and to the point. Stick to one subject and check your grammar. After you have written your letter, read it out loud and listen to it. Have you made your point clear? Can you shorten your letter and still get your point across?

Most papers will not print letters that are more than 250 words, or two to three paragraphs in length. The shorter the letter, the better chance it will be published.

**Connect the Dots** – connect the dots between poverty issues and the greater world at large. Relate your topic issues with other social justice issues, defense spending and how it affects what’s left of the pie for all other programs, government waste, debt relief, education and many others. Be creative in connecting the dots to other issues in your newspaper.

**Be Controversial** – feel free to question or challenge what others have said or done, and even start your letter off with a feisty first sentence. However, be sure to avoid personal attacks. An argument based on merit rather than emotion tends to sway opinion.

**Coordinate Your Efforts** – have as many people in your group send in letters to the editor at the same time to maximize your odds of getting published and emphasize the importance of the issue. Whether they print your letters or not, you are letting the paper know what issues the community cares about.

**Be Contagious** – maximize your efforts by sending your letter to newspapers all over the country at: <http://capwiz.com/results/dbq/media/>. (If you are trying to get a letter published in The Washington Post or The New York Times, do not send it to other papers until you are sure they will not print it.)

**Contact** information – include your address, email and a daytime and evening phone number. They won’t print this information, but may use it to confirm that you indeed wrote that piece of art!

### **If your letter is printed, be sure to send a copy to your Representative’s and Senators’ offices!**

Please send the RESULTS office a copy as well so we can track our effectiveness!

#### **Training Exercise:**

- ☐ Clip the headline story from your local paper, make copies and bring it to your meeting.
- ☐ Read the story out loud at the meeting and brainstorm ways to hook one of our issues to the story.
- ☐ Read aloud the info above and get writing!
- ☐ Read your letters out loud to each other.
- ☐ Send them to your local paper!

## **SAMPLE LETTERS TO THE EDITOR**

Thank you for your excellent editorial bringing attention to World TB Day on March 24th. If only this was where the media and Congress were putting their attention more often! If anyone of us had a dying person in front of us, our attention would be riveted. For families with someone dying of TB, that happens 2 million times a year.

Imagine how it would feel if it did not take an act of Congress or a court

order, but only \$10 to save your loved one?

We are a few short years away from being able to provide anti-retroviral drugs

to HIV patients widely. Even now, the costs have been brought down to about

\$100 a year.

But right now, today, just \$10 will purchase the drugs and medical help to

treat someone's TB, which is what kills more than half of the people with

HIV/AIDS.

Terri Schiavo was not a crisis. But sub-Saharan Africa being crushed by the

weight of the co-epidemics of TB and HIV, that is a crisis. Allowing 29,000

children to die each day of hunger and preventable disease, that is a crisis.

The fact that 44 million Americans, including 9 million children, have no

health insurance -- that is a crisis.

Let our leaders and ourselves raise our voices for those millions as loudly as

we have for the life of one woman. Every woman, every man and every child

deserve to have the world fighting for their lives.

Carolyn Prouty, Elma, WA

### **Stamp out hunger**

According to the U.S. Department of Agriculture, 124,000 families in Kansas are hungry or threatened by hunger. This represents 12 percent of all families in our state, including families with children, senior citizens, and low-income working families who have difficulty making ends meet. This number would be even higher without the Food Stamp program, which helps 170,000 Kansans buy food.

If half of the cuts that the House Agriculture Committee is instructed to make comes from the Food Stamps, Kansas will lose \$17 million in Food Stamps in 2006-10, the period covered by the budget resolution.

Some of the effects of food insecurity and hunger are: overall health suffers, adults have more chronic disease, anemia increases, children miss more school days, children are poorer learners, children have higher rates of behavior disorders, stress in home increases; family dynamics are disrupted.

Sen. Pat Roberts and Rep. Jerry Moran, as respected members of the Senate and House Agriculture Committees, are key players in reducing hunger in Kansas and making sure access to food assistance isn't weakened. They need to know that concerned Kansans are counting on them to strongly oppose cuts that would have significant impacts on the health and well-being of Kansas children and families.

KAY POWELL, Topeka, KS

#### **Helpful Tips:**

- ☐ Keep your letters short, sharp and sexy. (no more than 250 words)
- ☐ Hook your letter to an editorial, op-ed or article in the paper.
- ☐ Clearly state the problem, the solution and your call to action!
- ☐ Persistence is the key! Keep writing, keep writing, keep writing!



# Get to Know the Congressional Aide Who Handles our Issues

## Milestone #6

One of the secrets of RESULTS' success has been our work with the aides who handle issues of hunger and poverty in Congressional offices. These aides often meet daily with the Representatives and Senators to offer advice and to interpret the thousands of bills that are introduced in Congress each year. Developing a relationship with those aides so that they become our allies in our quest to turn our members of Congress into bold leaders against hunger and poverty is a key component of building the necessary political will to end hunger and poverty on this planet.

Use this page to put together an action plan for the aides in your own Congressional offices.

### Step One: Learn more about your Representative and Senator.

These are some sources for this information: the RESULTS website at: <http://capwiz.com/results/>; the website for your member of Congress at: <http://www.house.gov/> or <http://www.senate.gov/>; *Politics in America*, a reference book at your local library; the newsletter your Representatives and Senators put out for interested constituents; other organizations you work with locally; and newspaper articles.

Representative or Senator: \_\_\_\_\_ Party: \_\_\_\_\_ District #: \_\_\_\_\_

# Years in office: \_\_\_\_ DC office phone: \_\_\_\_\_ Local office phone: \_\_\_\_\_

Representative or Senator: \_\_\_\_\_ Party: \_\_\_\_\_ District #: \_\_\_\_\_

# Years in office: \_\_\_\_ DC office phone: \_\_\_\_\_ Local office phone: \_\_\_\_\_

Representative or Senator: \_\_\_\_\_ Party: \_\_\_\_\_ District #: \_\_\_\_\_

# Years in office: \_\_\_\_ DC office phone: \_\_\_\_\_ Local office phone: \_\_\_\_\_

### Step Two: Identify the aide(s) in Washington that handle your issue(s).

This involves a call to the local or DC office. In some cases, one staff member will handle several issues simultaneously.

Chief of Staff: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Key aide #1/Issue Area: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Preferred method of contact: \_\_\_\_\_

Key aide #2/Issue Area: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Preferred method of contact: \_\_\_\_\_

### Step Three: Begin to build a relationship with the key aides.

1. Introduce yourself in person or over the phone.
2. Ask if the aide has a few minutes to speak to you.
3. Tell the aide that you are a constituent and concerned about hunger and poverty issues.
4. Thank the aide for the work they are doing and thank them specifically about something your member of Congress has done.
5. Choose one issue or piece of legislation to ask your aide about and make a request using the EPIC format.

6. Ask if you can send them any follow up information.
7. Make a plan to follow up with the aide.
8. Send a thank you email with any success your group has had.
9. Be sure to follow up quickly with the aide.

## Step Four: Establish an effective system of communicating information and requests to the aide AND following up

Who will be the contact person in your group? \_\_\_\_\_

Ask the aide: What is the best way to communicate initial requests?

(Circle one)    Phone                      Email                      Fax

Ask him or her: What is the best way to follow up on requests?

(Circle one)    Phone                      Email                      Fax

If an aide needs more information, get it to him/her promptly. Your group can use a chart like this to track your requests:

1. Specific request: \_\_\_\_\_

Follow up conversations: \_\_\_\_\_

Date: \_\_\_\_\_ Contact person: \_\_\_\_\_ Aide: \_\_\_\_\_

2. Specific request: \_\_\_\_\_

Follow up conversations: \_\_\_\_\_

Date: \_\_\_\_\_ Contact person: \_\_\_\_\_ Aide: \_\_\_\_\_

3. Specific request: \_\_\_\_\_

Follow up conversations: \_\_\_\_\_

Date: \_\_\_\_\_ Contact person: \_\_\_\_\_ Aide: \_\_\_\_\_

## Step Five: Acknowledge your member of Congress for their actions AND be sure to thank the aide for their help.

In addition to a handwritten thank you note, you can also write a letter to the editor of your local paper recognizing the Member of Congress for a positive action or attend a town hall meeting where your member of Congress is speaking and thank him or her in front of the room.

Action: \_\_\_\_\_ Volunteer following up: \_\_\_\_\_

### Training Exercise: Role Play 30 minutes

- ☐ Break up into pairs.
- ☐ Choose one person to play the congressional aide.
- ☐ Take turns role-playing calling the aide.
  - Introduce yourself
  - Introduce RESULTS
  - Introduce one issue and a request
  - Close the "call" with a thank you and a system for follow up
  - Give feedback to one another.
  - Switch partners

# **Ask a Question at a Town Hall Meeting or a Candidates Forum**

## **Milestone #7**

Your member of Congress spends much of his or her time in their home district. They often meet with constituents and special interest groups, or hold community open houses, town halls or when running for re-election candidate forums for the public.

Going to an event where your member of Congress is speaking and asking questions is an excellent way to thank your member in public, call them to action on a particular issue or ask them to take a leadership role on one of our issues.

The media is often at these events and covers the questions asked of the member. Media coverage will help influence your member of Congress, educate the community in the room and have it covered by a local paper – a super triple whammy!

## **Tips on Attending a Town Hall or Candidate Forum**

1. **Do your homework.**
  - a. Find out from the local office when and where your representative or senator will be speaking or holding a candidate forum.
2. **Prepare questions ahead of time.**
  - a. Use the EPIC format to craft your questions.
  - b. Be confident, considerate and persistent about getting an answer to your question.
3. **Get familiar with your Congressman or the other candidate if applicable.**
  - a. You can find info on current representatives or senators at: <http://www.house.gov/> or <http://www.senate.gov/>.
  - b. You can ask for a bio and background on candidates at their campaign headquarters.
4. **Work in teams**
  - a. Sit in different areas of the room to maximize your impact.
  - b. Designate a note taker to jot down all info and promises made by the Congressperson.
  - c. Seek out media after the meeting to talk about our issues if they were not covered.
  - d. Seek out the candidates after the meeting to introduce yourself and follow up on your question, or ask it if you were not able to ask the question during the meeting.
  - e. Leave the event with a clear plan to follow up with their staff.
5. **Stay on message**
  - a. Don't get distracted or angry if your question is blown over. Be forceful in repeating the question and asking for an appropriate response.

# Meet Face-to-Face with Your Member of Congress

## Milestone #8

Meeting and developing relationships with our Representatives and Senators and their aides has been one of the key components of our success over the last 20 years. You can use this page to plan and practice for upcoming meetings with your members of Congress. If you need information or support in setting up a meeting, contact your Regional Coordinator, a RESULTS Organizer or a member of the RESULTS legislative staff.

## Tips on Scheduling a Meeting with Your Member of Congress

1. Make a list of what you want to say to the Scheduler and have it with you when you make the call. It may sound silly, and you may never even look at it, but it will definitely boost your confidence. They will ask for the date, of course, what you would like to speak to the Congressperson about, and approximately how many will be attending the meeting.
2. Call the Capitol Switchboard at (202) 224-3121 and ask to be connected to your member of Congress's office or dial the number directly if you have it, or dial their local office number to schedule a local meeting. If you don't know who your representative is, visit <http://capwiz.com/results/> and use your zip code.
3. Ask to speak to the Scheduler. If he or she is unavailable leave a message with your name and phone number requesting a meeting. Most likely they will return your phone call; however, if you do not hear back from the Scheduler by the next day, call again the following day. Remember that these people are very busy, but ultimately they work for you, and it is fully within your rights to ask to see and speak to your member of Congress. Keep making follow up calls until you speak to the Scheduler directly. This could take eight or ten calls, so don't get discouraged. When you speak to him or her directly, ask to have a face-to-face meeting with your member of Congress and the aide who works on our specific issues.
4. Be ready to tell the Scheduler what the meeting will pertain to. Inform the Scheduler you will be faxing a request for the meeting with all of the pertinent information they required. You may want to ask if they would like it emailed as well.
5. Thank the scheduler for their time and let them know you will be reconfirming your meeting the week before.
6. Congratulations, the hard part is over and you have the meeting secured. Last, but certainly not least, make a note in your planner to reconfirm your meeting the Friday before your appointment is scheduled. It is always better to be safe than sorry.

You may or may not be able to meet with your member of Congress directly, but don't be discouraged. Meeting with key aides who handle poverty issues is of vital importance in developing a relationship with your representative or senator and getting our bills through Congress. This is an excellent opportunity to start a great relationship with the aide, or further develop your relationship. Developing a good relationship with a congressional aide can open the door for a face-to-face meeting with your member. **Get the ear of a good aide, and you've got the ear of the Congressperson.**

# **Tips for a Powerful Meeting with Your Member of Congress**

## **Before the meeting:**

### **1. Do your homework.**

Find out what issues your Representatives or Senators care about and put out as their priorities. You can do this by taking a look at their website (available at: <http://www.house.gov> and <http://www.senate.gov>), asking their local offices for their newsletters, reading the members' biographies in *Politics in America*, or finding out what Congressional Committees they sit on (available on their website).

### **2. Be prepared—practice speaking.**

After you create an agenda for the meeting each person with a speaking part should create a brief two or three minute laser talk for their section and practice it with at least one other person. Be brief, clear and to the point and don't be afraid to show your passion.

### **3. Choose a secretary and manager for the meeting.**

Choose one person who will be responsible for taking notes and writing down any commitments your member of Congress made and any follow up that needs to be done after the meeting. Also, choose someone who will “manage” the overall meeting, keeping the group on task and making sure all the requests are covered.

### **4. Inspire yourselves.**

Prior to the meeting, spend at least a few minutes having each person speak about why he/she cares about this issue and why you are going to this meeting.

## **At the meeting:**

### **1. Connect with your Representatives, Senators and aides.**

Establish a personal connection with your member of Congress and their aide in the meeting by asking them to share their goals and the issues they care about. Share your own vision and concerns.

### **2. Acknowledge your member of Congress.**

It is rare that our Representatives and Senators hear the words “Thank You” from their constituents. Always thank them for the supportive actions they have taken or just be sure to thank them for taking the time to meet with you. Most likely your point person in the office will be a legislative aide, but sure to take time to thank them as well. Praising a good legislative aide in front of their boss is always a good thing.

### **3. Be concise.**

Summarize your request in 5 minutes or less.

### **4. Be prepared to summarize opponents arguments on the issue.**

Know the other side of the coin. There may be very articulate arguments against what you are asking for. Be prepared and do your homework on any opposition. Have talking points prepared to defend you position. Never attack. If you don't know the answer or how to respond tell the aide or Congressperson you will get them further information.

**5. Don't be a zealot.**

Fair, balanced and thoughtful conversations will keep the door to your member's office open even if you don't find common ground. Always leave with a thank you and a commitment to follow up with relevant information.

**6. Don't be a know it all or talk down to an aide.**

Many aides are very young and may not know about our issues. Our professionalism and knowledge can be an example of effective, savvy grassroots lobbying.

**7. Make the issues real.**

One of the most powerful ways we can advocate for our issues is to have someone speak who has been directly affected by these issues and can tell their experiences. Another possibility is to tell the story of a specific family or to show a video during your meeting that puts your legislator in the shoes of others for a few minutes and makes the issues real.

**8. Paint the big picture and the small picture.**

For example, one person could tell their story about how the issue has affected her/him personally (the small picture); then, someone else could flesh out the current national or global statistics and impact (the big picture).

**9. Make specific, clear requests and ask for an answer.**

Often, the main reason groups have unsatisfactory meetings is that their requests were not clear and specific enough. Your members of Congress need to know what you want them to do (what bill you want them to sponsor, what other Representative or Senator you want them to speak to, how you want them to vote). However, in addition to the specific requests you bring, don't be afraid to ask the Senator or Representative what else they see they could do on your issue (whether they say yes or no to your original request).

**10. Know your next steps.**

In the meeting, ensure that the next steps for follow up are clear (what your group will do next, what the legislator/aide will do next) and that you know which aides to contact for follow up. After the meeting, send a prompt thank you note and follow up on requests with the aide.

## **A typical format for a meeting with a member of Congress**

- 1. Introductions.** A specific partner should facilitate this opening section.

Name of volunteer: \_\_\_\_\_ When will you practice? \_\_\_\_\_

Key steps within the Introductions:

- Introduce RESULTS briefly.
- Allow each participant to say who they are and what they do in the community.
- Ask the member of Congress and aides to introduce themselves with a specific question, such as, “What was your vision in coming to Congress?”
- Overview the issues you would like to discuss and ideally give the member of Congress and aides a typed agenda and requests for the meeting.

- 2. Acknowledgements.** Acknowledge your member of Congress for any previous actions.

Name of volunteer: \_\_\_\_\_ When will you practice? \_\_\_\_\_

If your group needs information about a specific Representative or Senator, consult a recent Legislative Scorecard or contact the RESULTS legislative staff at (202) 783-7100.

- 3. Presentation of our issues and requests.** This is a great chance to involve all of your volunteers and community members, and perhaps show a video. Strategize which issues you would like your member of Congress to take more of a leadership role on. Choose one or two issues to feature and work with the RESULTS staff to come up with powerful, specific requests.

Issue #1: \_\_\_\_\_ Specific request: \_\_\_\_\_

Issue #2: \_\_\_\_\_ Specific request: \_\_\_\_\_

Work on speaking the issue powerfully with others in your group.

Name of volunteer: \_\_\_\_\_ Issue: \_\_\_\_\_ When will you practice? \_\_\_\_\_

Name of volunteer: \_\_\_\_\_ Issue: \_\_\_\_\_ When will you practice? \_\_\_\_\_

Make specific requests and ask for their answer right then. If they are unwilling to make a commitment, set a date to follow up. Also, carefully record any questions, objections, promises or concerns.

- 4. Plan for follow up.** During the meeting set a specific timeline for follow up with the Congressional staff. Be sure to have someone record your plan for follow up.

Issue/Request: \_\_\_\_\_ Key aide? \_\_\_\_\_ Follow Up  
Date \_\_\_\_\_

Issue/Request: \_\_\_\_\_ Key aide? \_\_\_\_\_ Follow Up  
Date \_\_\_\_\_

**5. Send a "Thank You" letter.**

Name of volunteer: \_\_\_\_\_ When will you send the letter?  
\_\_\_\_\_

**6. Follow up.** Be sure to follow up with the appropriate aide(s). Without follow up, your effort in scheduling a meeting and speaking powerfully about our issues could be wasted.

Aide #1: \_\_\_\_\_ Specific request(s):  
\_\_\_\_\_

Name of volunteer: \_\_\_\_\_ When will you follow up?  
\_\_\_\_\_

Aide #2: \_\_\_\_\_ Specific request(s):  
\_\_\_\_\_

Name of volunteer: \_\_\_\_\_ When will you follow up?  
\_\_\_\_\_



# Generate an Editorial in Your Local Paper

## Milestone #10

Building a solid relationship with a paper can help educate, inform and inspire your member of Congress as well as members of your communities about effective tools to fight hunger and poverty. Never doubt that the media has the power to make our issues a political priority, it is up to us to educate and inspire them about the positive role they can play. Our passion for social justice is our power, if you have tried one tactic and failed, don't be discouraged, try another!

### THE MEDIA BASICS:

P persistence  
R relationship  
E education  
S sensitivity  
S success

**Persistence:** There's a fine line between persistence and pestering, but realize that just like our members of Congress who see thousands of bills in any given year, editorial and health writers are faced with similar challenges and many potential editorial topics. Remember to stick to your guns when the phone calls or emails are not returned or the answer is "no" for the 10th time on getting an editorial published. Keep calling, keep asking, keep offering them information that they will realize they want and need.

**Relationship:** Fostering and building good working relationships with editorial and health writers is key to our success in generating media on a consistent basis. When we are working on developing our relationships with the media we should act with as much rigor and intensity as we do when we are developing relationships with our representatives and senators.

**Education:** Good reporters and editorial writers are always looking for a fresh scoop to follow. Our job is to provide them with current, accurate, up-to-the-minute

information on our issues. Don't expect that your writer will know more than you on any given subject surrounding hunger and poverty, in many cases you may be far more educated on these matters than they are. You can become a valuable resource for your editorial writer by providing them with the information and background on issues they are interested in.

**Sensitivity:** Writers, particularly at a daily newspaper, are busy folks. Be sure to ask up front if they have a moment to talk and be prepared to reschedule your call with them. Be sensitive to their moods and possible gruffness and don't take it personally, stay polite and on message. If the writer you are talking to seems uninterested ask if there is a better person to direct this information to.

**Success:** If you follow these steps you are well on your way to generating media in your community! You may not get your writer on this particular media call or generate an editorial, but every contact you make pushes your relationship further and further ahead.

## How to generate an editorial in your local paper

### 1. Do your research

- a. Read recent editorials in your paper.
- b. Pick out the editorials that are closest to our issues.
- c. Call the paper to find out who wrote those specific editorials, most do not print their names but the paper will provide you that information.
- d. Record the contact information of the editorial writer you would like to pitch your story to.

### 2. Write a “laser talk” to use when you call the editorial writer

- a. Plan and practice your laser talk before you call.
- b. **Engage** the writer by complimenting them on a piece they wrote and asking if they have time to speak.
- c. State the **problem** simply and briefly, include that an editorial on this subject could make a huge difference.
- d. **Inform** the editorial writers about the solutions, including why this issue is important right now.
- e. Your **call to action** is to reiterate that you would like them to write an editorial and also you would like to set up a face-to-face meeting with your editorial writer to inform them about our issues.
- f. Include in your laser talk a plan for follow up with the writer, if you do not get a meeting.
- g. Check in with a partner or staff person for support and did I mention practice?

### 3. Call the editorial writer

- a. If you reach voice mail leave a message but don't count on a return call, it's up to you to make the personal contact with your writer.
- b. Give your practiced pitch following the EPIC guidelines above.
- c. Keep up beat, positive and stay on message no matter what comes at you.
- d. If you have made several contacts with one editorial writer that seems completely uninterested, it's perfectly ok to ask if there is another editorial writer who may be more interested in your materials.

### 4. Drop off, fax or email some background information

### 5. Follow up

- a. Phone in a day or two to see if they have any questions.
- b. Bring any new information to their attention.
- c. Be kind, be courteous and be persistent. These folks are busy, it may take several calls to even get on their radar screen. Don't give in!

## Tips on Hooks and Framing

### So what are hooks and what is framing?

A hook can be a day, like World AIDS Day, or a new publication like The State of World's Children Report. It can also be another story in the news that relates to your own, like a story in your local paper about new poverty statistics or an outbreak of TB in your community. Hooks can also be totally unrelated to anything we do, you can turn practically any front page story into a hook.

So the hook is how you get the attention of your media contact person, the juicy tidbit that peaks their interest in writing a story or publishing your letter or op-ed.

The frame is how you want them to write about your particular hook or issue.

Just about every paper will write something on World AIDS Day, but what they say about AIDS is critical.

Framing helps shape the debate, define the debate and educate your target audience about what you think is important about your issue.

Good pitches to your editorial writer, a good letter or op-ed, will have your frame in it every time.

### The Power of Framing

- ❖ How you frame your news will determine its prominence in the media.
- ❖ How you frame your news will define the debate.
- ❖ How you frame the news will define the players.
- ❖ How you frame your news will persuade people to respond in a particular way, including public officials, voters and regular community members.
- ❖ How you frame your news will inform the public about your position and will communicate your messages.
- ❖ How you frame your news will determine what images and metaphors communicate the story.
- ❖ How you frame your news will determine the competitiveness of your story as compared to all the other news happening that day.

Politicians and the media use frames all the time to not only define the debate but to put it into powerful visuals to sway people's reactions and thinking one way or the other.

The Gay Agenda  
Gay Marriage

Tax Relief  
Compassionate Conservative  
War on Terror

An Equal Rights Agenda

Marriage Rights  
Sustainable Development  
Suicide Bomber  
Bleeding Heart Liberal

How will you define the debate?

## **Tips on “Pitching” an Editorial, Article or Op-Ed**

**Develop your Pitch.** A “pitch” is a story idea that will get your editor or reporter as interested in your issue as you are. Typically, this means developing three or four talking points about your issue. Ask yourself what are the most interesting or compelling aspects of your story or editorial packet? What makes this story newsworthy? How does this information relate to the pressing news of the day? What difference will it make if your paper covers this issue? Does your news pertain to specific legislation? What is your goal in getting news coverage?

Your own words, from the heart, are fine, but it’s best to have them written down and rehearsed before you make that call. Brevity is key – editors and reporters are extremely busy, keep it short, informational and inspiring.

**Gather Local and National Media Contacts.** Consider radio stations, television, weeklies, magazines, local and city newspapers. Target reporters who cover the issues we are raising, this includes local news, women’s issues, education, health, international, business, children’s issues and features. If you know a reporter or editorial writer start there. If not, ask the general editor who the appropriate person to talk to would be. Don’t pitch to more than one person at a news outlet at a time.

**Make the Pitch.** Direct contact by phone is optimal. Introduce yourself and ask if s/he has a minute to hear about your editorial or story. Be yourself as much as possible; relaxed, enthusiastic, genuine. Answer questions honestly, never lie to the media. If you are asked a question that you don’t know how to answer, tell them you do not know, but you will get the answer as quickly as possible. Offer to send any background material they may need. Be kind, courteous, enthusiastic and mindful of their time.

**Persistence, Persistence, Persistence.** Be kind, thoughtful and follow up! In order to get your issue covered it has to stay on the top of the pile. Editors and reporters get pitched hundreds of stories. Persistent reminder calls asking if they need any further information, or updating them on any changes will keep your issue hip, hot and happening. Remember, there is a fine line between being persistent and being annoying.

**Post Pitch.** You’ve generated an editorial! Congratulations! Follow up with your editor and thank them for their work and ask if you could set up a meeting to share with them about our other issues. You’re on your way to becoming a trusted resource.

You’ve generated nothing, no article, no op-ed, no editorial. Now it’s time to pick up the phone, thank your editor for taking the time to look at your information and ask if there is anyone else on the editorial board who may be more likely to write on these issues. Ask if you can set up an appointment with the editorial board to speak to them about our issues and what resources you can offer as a RESULTS volunteer. You too, are on your way to becoming a trusted resource for your paper

## **Speak to a Local Community Group, Church or Student Group about RESULTS or one of our Issues**

### **Milestone #10**

**1. Pick Your Audience.** Possibilities include:

- a. Church Groups
- b. Social Action Committees
- c. Political Organizations
- d. Head Start Centers
- e. Student Groups

**2. Pick Your Topic.** You could discuss RESULTS and our Citizen Empowerment work generally, or one of our issues below:

**GLOBAL ISSUES:**

**Global Healthy Families:**

Tuberculosis (TB)

The Global Fund to Fight Insurance Program)

AIDS, TB & Malaria  
all

**Global Education for All:**

Elimination of School Fees

**Global Economic Opportunity:**

Microcredit

Accounts)

**DOMESTIC ISSUES:**

**Domestic Healthy Families:**

Budget cuts, including Medicaid

SCHIP (the State Children's Health

Affordable and quality health care for

**Domestic Education for All:**

Head Start

Child care and welfare policy

**Domestic Economic Opportunity:**

Individual Development Accounts (IDAs)

Savings accounts for all children (KIDS

**3. Identify Your Target and Contact**

- a. Call the organization you chose and ask to speak to the person who handles outside speakers
- b. Have your topic already decided, but be flexible if you can tailor your talk to what they need
- c. Set your date

**4. Draft your Presentation**

- a. Introduce yourself and the work of RESULTS, focus on stories rather than numbers

- b. Introduce them to the scope of the problem
- c. Educate them about the solutions with specific examples in the field and legislative successes
- d. Call them to action by letting them know how they can become more involved and always offer them an action to take at the end of the meeting
- e. Slap some high-fives for a job well-done!

**Training Exercise: Create a 10 minute presentation**

- ❑ Ask each partner to create a 10 minute presentation using the format above
  - Give each person a different scenario
    - Rotary
    - Church Group
    - Civic Organization
    - Political Rally
- ❑ Practice by delivering them to each other
  - Ask each person to critique themselves first
  - Prepare listeners to give honest feedback about what parts engaged you and where you lost interest
- ❑ Get on the phone and set up some speaking engagements!

# **Building a Grassroots Community Network**

## **Milestone #11**

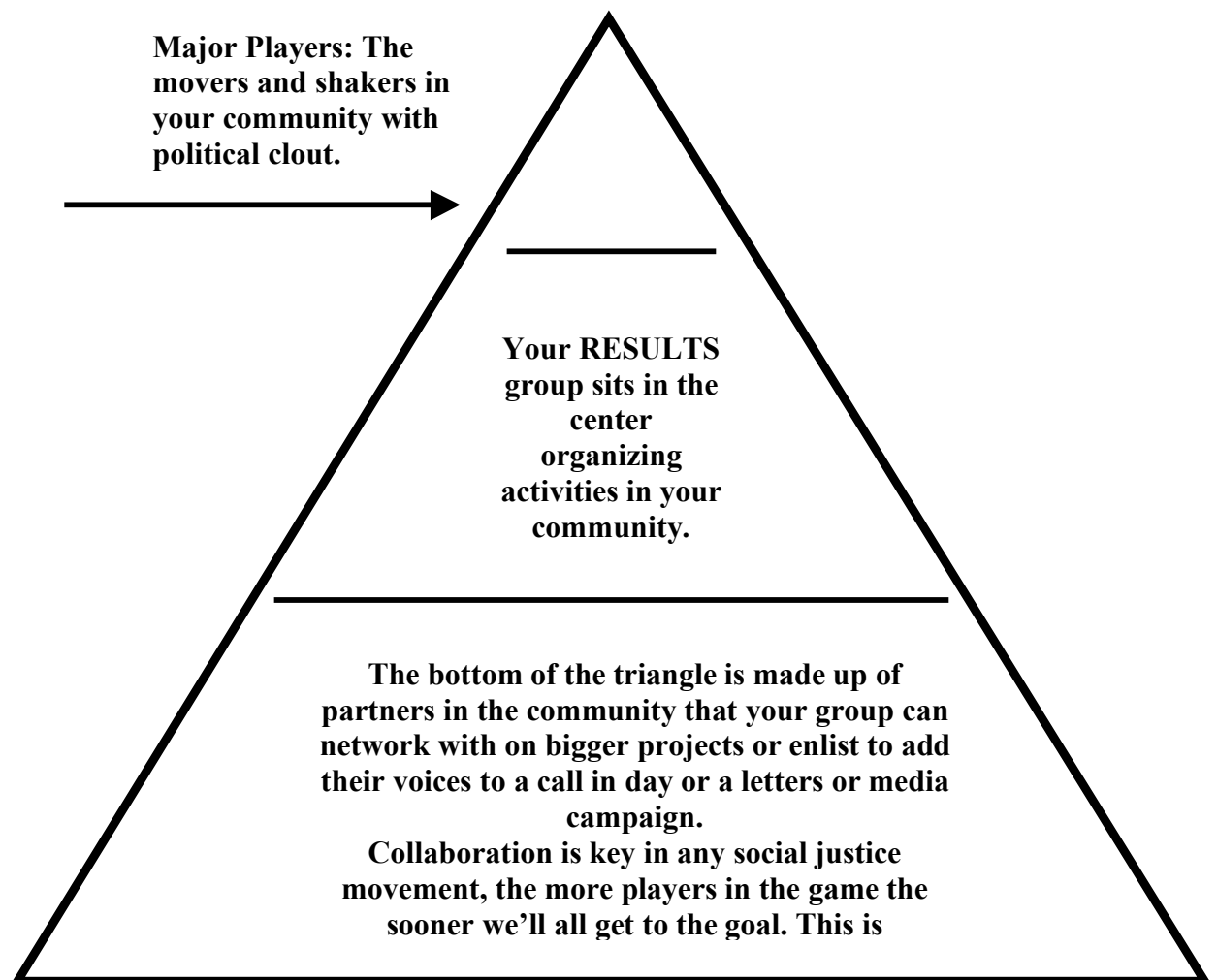
### **RESULTS Grassroots Model - “the Pyramid”**

Some of the most effective groups in the RESULTS network are those that resemble the diagram below.

They are groups that are reaching up to those in their communities with political clout who can influence their member of Congress and the media. These individuals may be members of the clergy, local politicians, doctors, professors or friends of members of Congress who may not want to participate on a full time basis with RESULTS, but would be willing to make calls and take action on a strategic basis.

The middle of the triangle is your local RESULTS group. You are the glue that holds the network together and you will find yourselves to be a vital resource to other organizations and individuals trying to make a difference.

The bottom of the triangle is made up of other partners in the community interested in making a difference on our issues. They may be church organizations, Jubilee chapters, local food banks or Head Start parent groups, individuals or students. Again, you can play a part in gluing this network together to have maximum impact as we move our issues forward.



## Training Exercise:

### Reaching out to Community Groups and Officials

Why focus on networking? There is an Ethiopian proverb that sums it up pretty well: “When spider webs unite, they can tie up a lion.” By working with community groups and key local officials, we can leverage political clout for our campaigns AND build the profile of our work in your own cities and towns.

Many of you already have a strong set of connections with local organizations and officials; the next couple of pages will help you brainstorm other organizations or officials that you may not have thought about contacting already. For others, this is our first opportunity to speak to our natural “allies” about the work that you have already been doing for years. Your group can use this page to identify local contacts and put together an action plan for your own networking.

**Step One:** Identify local organizations, groups of activists, officials and influential members of your community that you can contact. (The suggestions below are just those--- suggestions. Think creatively!)

#### COMMUNITY ORGANIZATIONS:

Check your yellow pages under “Social Service Organizations” for specific names of agencies and organizations and for other ideas.

Community Action Program

---

---

Urban League, NAACP, Other

---

---

Neighborhood Associations

---

---

Immigrants / Refugees

---

---

Grassroots Organizations

---

---

Hunger Coalition

---

---

Welfare Rights/Reform Coalitions

---

---

Food Bank

---

---

Food Pantries

---

---

Homeless Shelter

---

---

Soup Kitchen

Women’s Center / Organizations



---

---

Domestic Violence Program / Shelter

---

---

Veterans Organization (Activists)

---

---

Head Start (including policy council)

---

---

Peace & Justice Organizations

---

---

Youth Organizations

---

---

National Conference of Christians & Jews

---

---

---

---

Transitional Housing

---

---

Citizens League

---

---

Latino Community Organizations

---

---

League of Women Voters

---

---

Labor Unions

---

---

OTHER

---

---

**POLITICAL ACTIVISTS:**

Think of people involved in politics, party or otherwise - volunteers, state officials, or county officials, etc. who might be too busy to be partners, should know about RESULTS and might have ideas for people who might be involved.

Green Party

---

---

Democrats

---

---

New Party

---

---

Republicans

---

---

Peace Activists

---

---

OTHER

---

---

**CHURCH COMMUNITIES:**

Any denomination is good, but here are some with a particularly strong history of involvement in social action. Ask ministers for members of the congregation who would be interested.

Urban Ministries  
Churches

---

---

Interfaith Coalition / Council of

---

---

Friends (Quakers)

---

---

Unitarian Universalists

---

---

United Church of Christ

---

---

Presbyterian

---

---

Methodist

---

---

Episcopal

---

---

African Methodist Episcopal

---

---

Baptist

---

---

Lutheran

---

---

Lutheran Social Services

---

---

Local Mosques and Islamic Centers

---

---

National Conference of Christians

---

---

Jewish Congregations

OTHER

\_\_\_\_\_  
\_\_\_\_\_

**Catholic**

Diocese \_\_\_\_\_  
Office of Social Justice & Peace \_\_\_\_\_  
Catholic Charities \_\_\_\_\_  
Catholic Worker / Dorothy Day House \_\_\_\_\_  
Religious Orders: (Nuns / Brothers) \_\_\_\_\_  
Parishes \_\_\_\_\_  
\_\_\_\_\_

**COLLEGES / UNIVERSITIES:**

Can be a good source of partners who are not overly committed with community activities. It's important to have a staff or faculty member who would take the lead in coordinating activity of students.

College \_\_\_\_\_  
Chaplain / Campus Ministries \_\_\_\_\_  
Volunteer / Coordinator \_\_\_\_\_  
Service Learning Coordinator \_\_\_\_\_  
Student Organizations \_\_\_\_\_  
Departments  
Sociology \_\_\_\_\_  
Political Science \_\_\_\_\_  
History \_\_\_\_\_  
Psychology \_\_\_\_\_  
Nutrition \_\_\_\_\_  
Early Childhood / Education \_\_\_\_\_  
Family Science \_\_\_\_\_  
Communications \_\_\_\_\_  
Other \_\_\_\_\_

**HIGH SCHOOLS (& Junior Highs):**

Great spirit and creativity to be tapped. Again, a teacher-coordinator is important.

High School \_\_\_\_\_  
Departments  
Social Science \_\_\_\_\_  
History \_\_\_\_\_  
Civics \_\_\_\_\_

Speech \_\_\_\_\_  
 Psychology \_\_\_\_\_  
 English \_\_\_\_\_  
 Other \_\_\_\_\_

### JUST FOLKS:

Perhaps the most important source of partners is people you know, regardless of their affiliation or professions. Think about the people you care about, the people in your life, the people who share your interests and concerns.

Relatives

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Neighbors

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Friends

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Members of your church

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Co-workers

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Acquaintances

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Step Two:** Develop a timetable and a support system for networking and coalition building. (The fourth column below is very important, i.e. “check in with my Group Leader via voice mail every Friday afternoon” or “email Sally on Tuesdays about progress”).

WHO (in your group) WILL CALL	WHOM ( what contact)	BY WHEN	WITH WHAT SUPPORT (check-in at weekly meeting, email update, etc.)?


**Step Three:** Have a clear idea of different types of activities or projects you can ask others to take on. For example:

1. Basic level of involvement: Sign on as an endorser to our campaign or agree to attend coalition meetings.
2. Intermediate level of involvement: Co-sponsor a community event to raise awareness or speak at press conference.
3. Advanced level of involvement: Send out Action Alerts to entire mailing list, agree to use staff time to build resources (grassroots network, money) or mobilize influential board members to use political access to raise the issues.

Brainstorm—list of network activities.

Basic level of involvement:

---



---



---



---

Intermediate level of involvement:

---



---



---



---

Advanced level of involvement:

---



---



---



---

**Step Four:** Pick up the phone and do it!!!!

## **Organize a Community Forum or a Statewide Media Call on a RESULTS' Issue**

### **Milestones #12 and 13**

Work with your local Regional Coordinator of RESULTS staff member to get the training and support you need for these activities.

### **Specific times to organize a community forum or event**

**January:** Martin Luther King Day  
Influencing the President's Budget

**March 24<sup>th</sup>:** World TB Day

**May:** Mother's Day  
Save the Children's State of the World's Mothers Report

**July:** Independence Day

**August/September:** Back to School Campaign / Education for All

**December:** World AIDS Day  
UNICEF's State of the World's Children Report

### **Organize meetings any time of year around these issues**

**Citizen Empowerment:** Engaging folks in your community about the role they can play in ending hunger and poverty and how they can become trained citizen activists.

**Issues Forums:** Use any one of our issues to host a community forum. Hold quarterly forums and cover all of our issues plus a finale on how to become trained citizen activists.

**Coalition Building:** Join other organizations community forums and begin to build long lasting organizational alliances.

**Hold a RESULTS fundraiser:** Educate your community about our successes and how they can play a vital role in ending hunger by investing in the long term sustainable solutions to get us there.

# **Hosting a Statewide Media Call**

## **Tips from Past Statewide Media Calls:**

1. Keep it local. Give local resources, and statistics. We must make the local/global connection for them.
2. Keep it brief: between 25 and 35 minutes.
3. Give them plenty of notice to get on the call: 10 days or so was mentioned, then remind them 2 days ahead of time about the call.
4. It may not be enough to say "it's World AIDS Day or World TB Day" to get them on the call. We must provide the news: what's happening, what's controversial, what are the trends, what's new etc.
5. Provide written resources with local info and statistics to back up the call.
6. Be flexible and roll with the punches. All sorts of unforeseen things may pop up, new legislation, new numbers, a journalist suddenly drops off the call be ready to respond quickly and with a positive spirit.

## **First Steps:**

1. Identify local experts to join the call.
2. Chose one or more people to cover the local angle and one or more people to cover the global angle. Be careful not to overload with too many speakers.
3. Ask local public health experts or experts on your calls topic from around the state to be on the call to provide backup information or fill in any gaps the media may need. These folks are not your primary guest speakers, but they can provide important background and be used as a resource for media writers after the call.
4. Compile a list of experts willing to talk to the media to give to your participants.
5. Do a brief interview with your editorial or health writer.
  - a. Ask if they have a few moments to talk.
  - b. Tell them a bit about the call you are planning.
  - c. Ask them what would make it worthwhile for them to get on the call.
  - d. Have them be as specific as possible; what info they would like, how long the call should be, what background they would like before the call.
  - e. Build your relationship by asking what they want, not just what they can do for us.

## **Setting up the Call:**

### **The Call in Line:**

1. Get a RESULTS call in number for participants to call into from Stacy Carkonen or Meredith Dodson ( [scarkonen@results.org](mailto:scarkonen@results.org) [dodson@results.org](mailto:dodson@results.org) ).
2. The call in number will have a 1-800 number as well as a seven digit passcode for participants to dial into. Make sure all of this info is readily available to your participants.

3. There will also be a four digit moderator code. Assign one person in your group to dial in this code to open up the call to participants.
4. Inform participants that if they would like to mute their line, they can push \*6 to mute and \*6 to un-mute their telephone.
5. \*0 will directly connect you to operator assistance if you are having any trouble with your line.
6. Push star \* and then pound # for the Leader Options Menu, then push 6 to record your call, be ready to write down the call back number, then push 7 to return to the call. The person who opens this call should start the call at least 7 minutes early to set this up before hand and be available for any early participants.

#### **The Speakers:**

1. Fully prep your speakers on what you would like them to cover on the call. Don't be shy here, they will appreciate the guidelines and the call will be more focused.
2. Give them an agenda of the call with their roles and time limits highlighted.
3. Give a reminder call two days before your call and an email reminder the day of the call.
7. Assign one member of your team track logistics and do reminder calls if participants do not call in.
- 8.

#### **Before the Call:**

1. Compile a list of experts to send to the media to be available after the call.
  - a. Contact local Public Health Officials.
  - b. Local TB Controllers are a great resource for statewide access.
2. Create a press release to send to members of the media with all the juicy details.
  - a. Who is sponsoring the call?
  - b. What is the call about?
  - c. Who will be featured on the call?
  - d. Why should they care about this call?
  - e. How can they join the call?
3. Assign one member of your team track logistics and do reminder calls if participants do not call in.
4. Assign one member of your team to track the time on the call to keep things moving if they fall behind. This person can act like a virtual operator for those on the call, answering questions and acting as the moderator until your chosen moderator has come on line.
5. Assign one person to open the call and make call outs to participants who have not joined at 2 minutes past your start time.
- 6.

#### **Typical Agenda for the Call:**

1. Moderator opens the call.
  - a. Ask for media to identify themselves as they come onto the call.



- b. Welcome members of the media.
  - c. Outline Agenda of call.
  - d. Introduce RESULTS.
  - e. Introduce guest speakers.
- 2. Guest speakers take their turns. Guest speaker each get 5 minutes to outline their points, more time if you only a few guests.
  - a. Moderator transitions between each guest.
- 3. After guest speaker, moderator takes questions from the media.
- 4. Before closing the call let members of the media know what resources are available to them.
  - a. List of experts and their contact information.
  - b. Background information that could be emailed.
  - c. Local and state relevant statistics.
- 5. Thank you and close the call.

## **Hold a Fundraising Event for RESULTS**

### **Milestone #14**

For more information about training and events please contact Gwen Garcelon and see the Friends and Family Campaign support materials in the resource section of this handbook.

## **Attend the International Conference in Washington, DC**

### **Milestone #15**

Every summer the RESULTS Educational Fund hosts an International Conference for our volunteers in the heart of Washington, DC. Volunteers experience first hand walking the halls of Congress and meeting with their Representatives and Senators to educate them about the most effective solutions to end hunger and poverty.

Attending the International Conference is one the best ways to see RESULTS in action, meet other amazing volunteers from around the country, sharpen your lobbying skills and hear from some of the world's foremost experts on our global and domestic issues.

Many groups and volunteers start planning to come to the conference early in the year, holding garage sales and raffles to raise money to send members of their group to Washington. RESULTS also offers a limited number of scholarships for our volunteers to ensure equal access to the conference for all of our volunteers.

If you are interested in learning more about attending the International Conference or the Karen McQuillan Fund Scholarship, please contact Joyce Lee at (202) 783-7100 x115.