

# About RESULTS

- Grassroots advocacy organization working to create the political will to end the worst aspects of poverty
- Empowering individuals to exercise personal and political power
- Over 35 years of advocacy experience
- Time tested strategies and tactics
- Active and engaged network building relationships with legislators, the media and local communities
- Chapters in all 50 states and nearly a dozen countries

# What is RESULTS?



*“This is the best grassroots organization I work with. I get the question all the time, ‘What can we do to make what we care about happen politically?’ And the answer is so simple. I always cite RESULTS as the example. Go out across the country, get constituents from members of Congress’ district who care about your issues, and get them to lobby Congress. It’s that simple and that difficult. Nobody does it better than you.”*

**U.S. Representative Adam Smith (D-WA)**

# Global Poverty Campaigns



## [U.S. Government Funding in the Fight Against Poverty](#)

Drawing on strong bipartisan support in Congress for effective health, nutrition, and education programs, RESULTS works throughout the budget and appropriations process to protect and increase funding for poverty alleviation.



## [Reaching Every Mother and Child](#)

RESULTS works to support the reintroduction and passage of the Reach Every Mother and Child Act in 2018. The legislation would make ending preventable maternal and child deaths a priority for U.S. foreign assistance.



## [A Quality Education for All](#)

The Global Partnership for Education works to achieve a world in which every person experiences the power of a great education. It brings together partners worldwide to finance quality education plans in poor and conflict-affected countries.

# U.S. Poverty Campaigns



## [Defending Critical Nutrition & Health Programs](#)

SNAP (formerly Food Stamps) and Medicaid, our most effective anti-poverty policies are facing unprecedented political threats. We must defend & strengthen these vital programs that serve our most vulnerable citizens.



## [Increasing Economic Mobility in the United States](#)

We are pushing to increase economic mobility and promote racial equity. We advance policies that address inequality, help close the racial wealth gap, and create opportunity in the U.S. tax code.

# Why Advocacy?

***We stand by as children starve by the millions because we lack the will to eliminate hunger. Yet we have found the will to develop missiles capable of flying over the polar cap and landing within a few hundred feet of their target. This is not innovation. It is a profound distortion of humanity's purpose on earth.***

***– former Sen. Mark Hatfield (R-OR)***

# Why Advocacy?

- **Advocacy is creating political will**
  - Telling decision-makers what our priorities should be
- **If we want something, we have to ask for it**
  - Every idea must have a voice
  - Decision-makers are not all knowing
  - At times, they need to be educated on the issue
- **Ultimately...it's about change**
  - All major changes in social or economic policy, good or bad, happened because advocates did not give up
  - Success requires keeping a long-term view. We can't get bogged down by the occasional setback

# What is Advocacy?

- Who knows the name of your representative?  
Your senators? State/Federal?
- Who has written a letter or email to them?
- Who has called them?
- Who has met with them?

Can we establish a good, working relationship with our elected officials?

# The Power of RESULTS

## Building Relationships with elected officials

- RESULTS believes that we need to let our elected officials know what we care about, and what we want them to do.
- Our goal is to move them up the Champion Scale by communicating regularly, providing good information, making specific requests, and mobilizing the media and community.



# What We Are Trying to Do

Assess where a person is on the Champion Scale, then move them up



- 4 Champion
- 3 Leader
- 2 Advocate
- 1 Supporter
- 0 Uninformed or Neutral
- 1 Opponent

# How Decision Makers Decide

Constituents

Staff

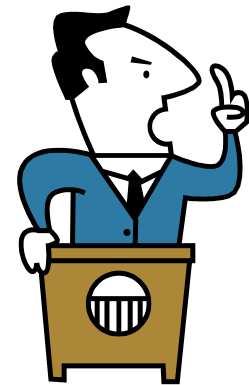
Colleagues

Media

Paid Lobbyists

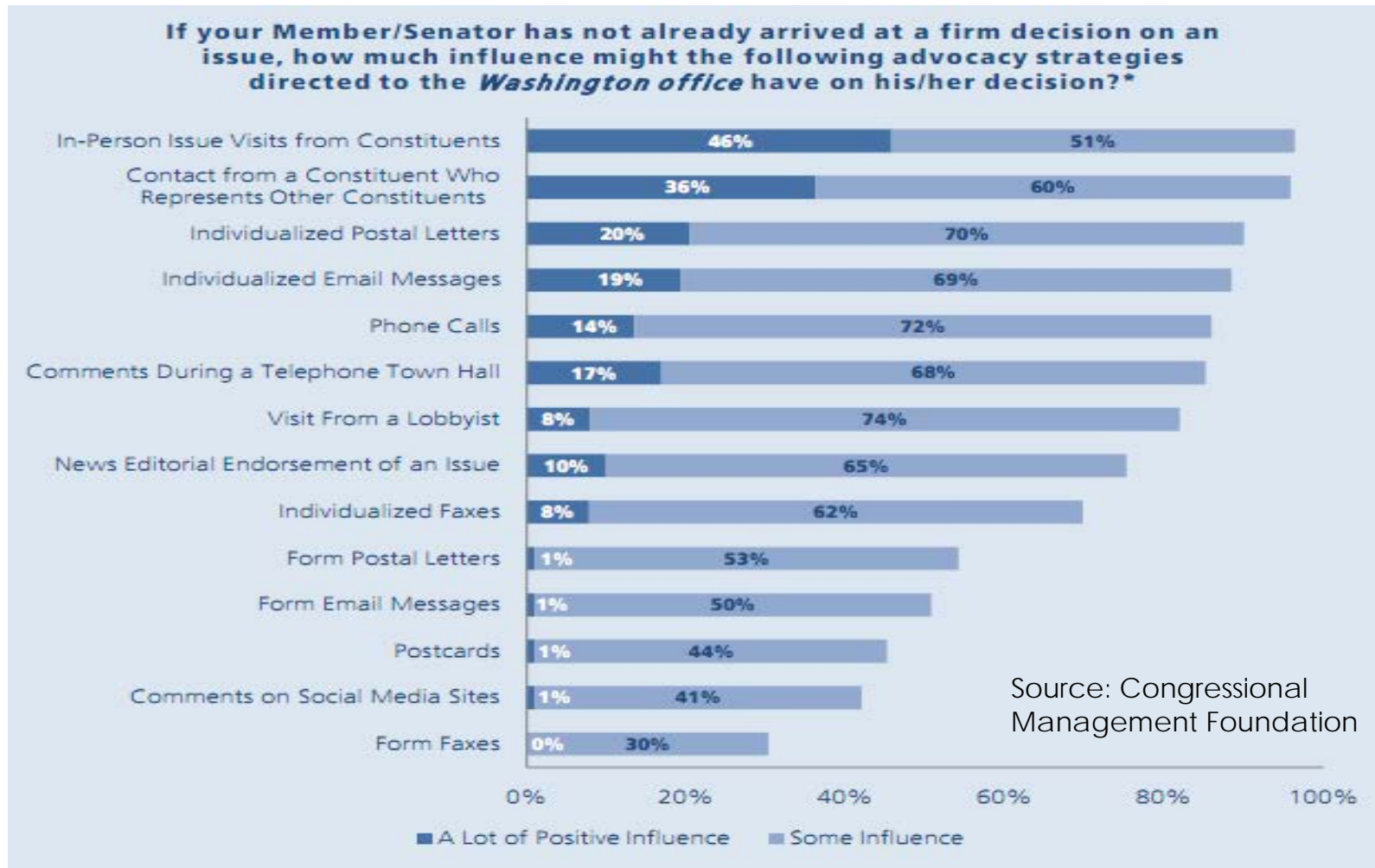
Experts

Personal History

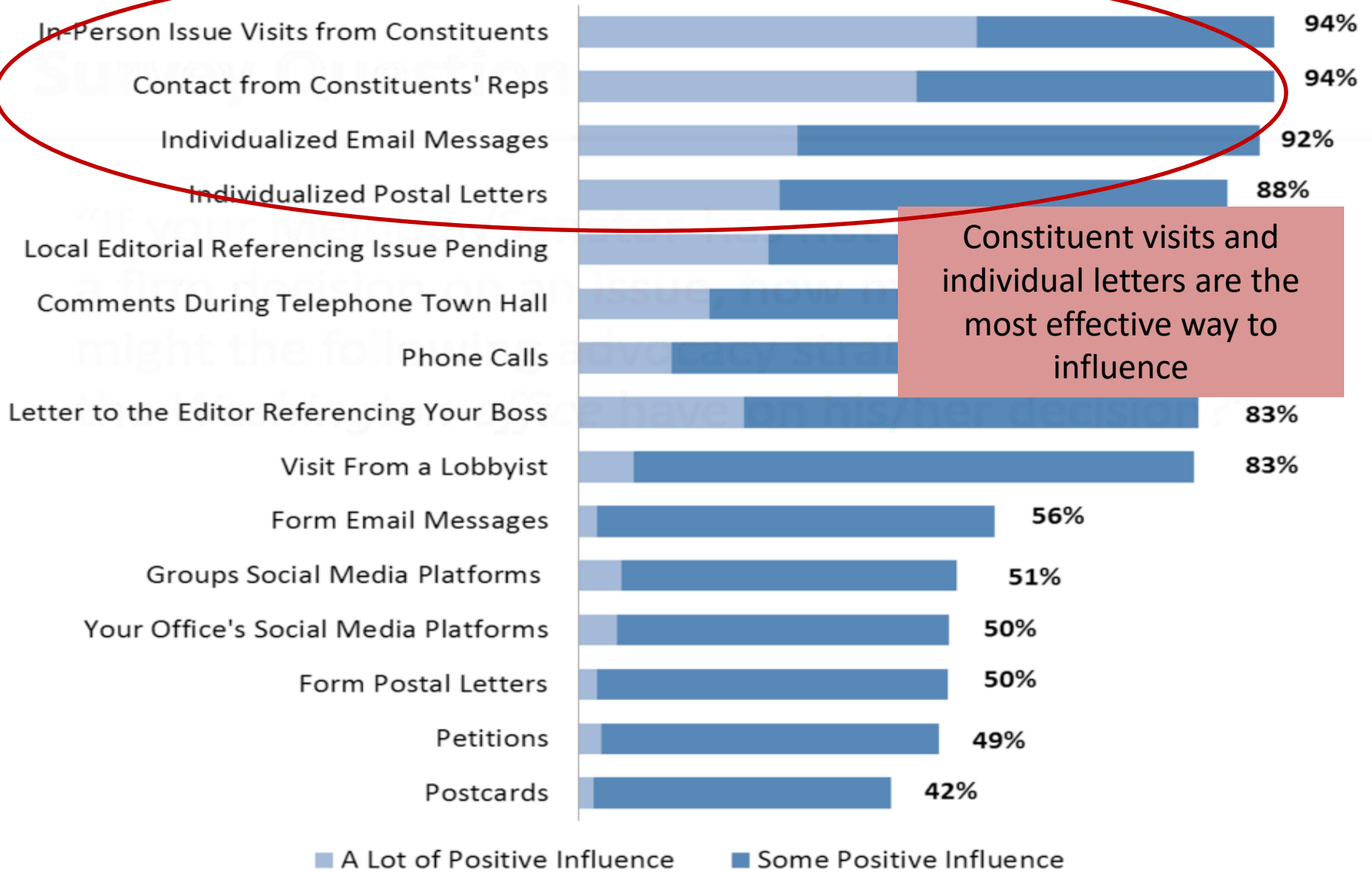


# Good news about influence

Research by the Congressional Management Foundation shows that in-person meetings with constituents are the most effective way to influence lawmakers.



# Good News About Influence



# **RESULTS EPIC**

## **Communication Tool**

**EPIC** stands for:

**E**ngage your audience

**P**roblem Statement

**I**nform about the solution and

**C**all to action.

# RESULTS EPIC

## Communication Tool

- **E = Engage Your Audience**

- Get your listener's attention with a dramatic fact or short statement.
- Keep your opening statement to one sentence if possible. Be powerfully succinct.

# RESULTS EPIC

## Communication Tool

### **P = State the Problem**

- Present causes of the problem you introduced in the engage section.
- How widespread or serious is the problem?

# RESULTS EPIC

## Communication Tool

### **I = Informing about Solutions**

- Inform your listener about a solution to the problem.
- Develop your solution by examples of how and where it has worked.
- 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.



# RESULTS EPIC

## Communication Tool

### **C = 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 the action.
- Present the action as a yes or no question.
- Offer to provide additional background information.

# Letter Writing and Laser Talk Tips

- Use EPIC format
- Thank the elected official for previous actions
- Use personal experience to illustrate the point
- Make a specific ask
- Request a response
- Fax your letter or submit electronically
- Include full name, address and email
- Follow up with an email or call

# Raise Your Voice!

***Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.***

***— anthropologist Margaret Mead***

# Research your elected officials

- RESULTS Action Center

[www.results.org](http://www.results.org)

Under “Join Us” select “Take Action Today”

- U.S. House of Representatives

[www.house.gov/representatives](http://www.house.gov/representatives)

- U.S. Senate

[www.senate.gov/senators](http://www.senate.gov/senators)

- Washington State Legislators

[app.leg.wa.gov/DistrictFinder/](http://app.leg.wa.gov/DistrictFinder/)

# Resources

- Activist Toolkit — Developing the Skills to Become a Trained Citizen Advocate  
[http://www.results.org/skills\\_center/activist\\_toolkit](http://www.results.org/skills_center/activist_toolkit)
- *Reclaiming Our Democracy: Healing the break between people and government*  
By Sam Daley-Harris, Founder of RESULTS

# Let's Act Together

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- Facebook “RESULTS Seattle”