

RESULTS Advocates are committed to “creating the political will to end poverty.” You inspire, motivate, and influence decisions that can bring an end to poverty.

2017 could be our most challenging year in recent memory; it can also be one of our most inspiring. We’re choosing to set an example in 2017, proving that that volunteer advocacy is alive and well, and we are ready to get things done. We know that meeting and building relationships with members of Parliament and their staff is the most powerful route to creating the political will to end poverty. Therefore, our goal for the first half of 2017 is to have 100 percent of RESULTS groups and Advocates meeting face-to-face with their members of Parliament or key staff by June 30.

You’ll make plans and set goals for those first few months so your time and energy will laser-focused on making this time a success. We’ll make plans for the rest of the year in May/June. Below is a guide to help you develop a powerful and effective group plan using RESULTS best practices.

Please complete your Group Plan no later than February 19, 2017. We encourage you to use the February 12 Planning Call as an opportunity to plan. Otherwise, meet to plan soon after in February.

Step 1. Before the Planning Meeting

- A. Complete your *Individual Planning Sheets*.** Each Advocate in a group should use the Individual Planning Sheet to record their reflections on 2016, their aspirations for 2017, and any areas of they see themselves taking on leadership in their group.
- B. Organise your Planning Meeting.**
 - a. Make sure you have a suitable venue (somewhere quiet, ideally with desks and chairs) booked, and supplies like pens and paper.
 - b. You will need: Copies of the Individual Planning Sheet, Group Planning Guide, Group Plan on a Page, a list of your relevant parliamentarians (or internet access so you can look them up on the day), Champion Scale, Key Dates for 2017.
 - c. Invite your group members, remembering to follow up and confirm attendance by phone.
 - d. The Planning Call is taking place from 3:30pm – 4:30pm AEDT on February 12, so make sure you arrange your meeting to start by 3:00pm AEDT and finish up about 5:30pm AEDT.

Step 2. At your Planning Meeting

- A. Set the Stage.** Use your completed *Individual Planning Sheets* for this section.
 - a. **Choose a facilitator, timekeeper, and set up any rules** you want for planning. Set out how long you will need to spend on each section to keep to time.
 - b. **Outline/revisit your group norms.** Think about the best group you’ve ever been part of. What were the things that made it great? Write them down. What attributes from those groups do you want as part of your RESULTS group? Some ideas might be accountability, meeting regularly, speaking honestly to each other, following through on actions, etc. Write these “group norms” down.
 - c. **Spend a few minutes celebrating your 2016 accomplishments.** Share stories about your successes.
 - d. **Share what excites you about your RESULTS advocacy in 2017.** Share your personal or group aspirations from your Individual Planning Sheets.
- B. Join the Planning Call (30 minutes)**
 - a. To join the Planning Call, dial the relevant number for your city, followed by Conference ID 707690# at 3:30pm AEDT.
Adelaide (SA) 08 7070 0600 Brisbane (QLD) 07 3177 2900 Canberra (ACT) 02 6171 0500
Darwin (NT) 08 7999 7500 Gold Coast (QLD) 07 5699 8600 Hobart (TAS) 03 6111 0700

Launceston (TAS) 03 6388 8200 Melbourne (VIC) 03 9999 5000 Perth (WA) 08 6555 0600
Sydney (NSW) 02 8999 0900

b. Planning Call Agenda:

- i. Welcome
- ii. Political, Campaign and Group context
- iii. Briefing on Planning Process
- iv. You take the lead – do your planning, and the Grassroots Engagement Manager will stay on the line to take questions or offer guidance as required. How you tackle your planning is up to your group – perhaps the people who have offered to take the lead on particular areas can lead the discussion on their relevant area, or even break away into smaller sub-groups to plan.

C. Making Your Group Plan (60 minutes +)

a. Working with Parliamentarians

- i. List the names of the **Parliamentarians** your group touches and assign a point person in your group for each of them.
- ii. Put a **date** by which you will submit your face-to-face meeting request for each Parliamentarian. Face-to-face meetings with your lawmakers are your goal.
- iii. Please list the name(s) of the known key **advisors** on our issues so they can be included in your plans.
- iv. We encourage you to assess where each of your Parliamentarians is on the **Champion Scale**. Identify and discuss one or two key actions that the group might take to move each Parliamentarian up the Champion Scale and have each point person take notes of these strategies.
- v. List who in your group plan on attending the RESULTS **Study Tour** in August/September; involving two days of training and preparation, and two days of parliamentary meetings in Canberra. Discuss any challenges/reservations people may have about attending and how the group can overcome them.
- vi. For later: Once you get a meeting scheduled, please contact Gina Olivieri info@results.org.au to set up a prep call to get ready for your meeting.

b. Working with the Media

- i. Which **media outlets** will you monitor? Which outlets will you target to have pieces **published**? How many pieces of media do you aim to have published by June 30? What ‘moments’ can you already identify to capitalise on?
- ii. Identify which media outlets you can build a **relationship** with, and how. Is there an editor you have spoken to a few times, whom you would like to have coffee with? What is the next step to build your media relationships?

c. Running your Group

- i. Please list when your **monthly meetings** will take place in 2017. Put these dates in your own personal diaries and prioritise attending.
- ii. Consider whether your group needs to have **additional meetings** – some groups have a second meeting in the month to work on fundraising and outreach, and keep their ‘last Sunday of the month’ meeting for taking advocacy action. Would your group benefit from a similar model?
- iii. Clarify what **roles** are held in your group. Does everyone know who the Group Leader is? Partners? Are others keen to take leadership on aspects of the group’s activities, like Media?

d. Growing our Movement

- i. The Australian and US elections, and events like Brexit have prompted many people to ask “what can I do to be a more engaged citizen in my democracy?” You can answer that question for them by **inviting** them to get involved with RESULTS. Set a goal of how many people you will engage (talk to, invite to a meeting, and engage in taking action) before June 30.
- ii. Take some time with your group to **brainstorm** when, where, and how you will reach out to new people. Where do you think you will find them? Do you already know them? What do you want them to do? (E.g. Join your group, become a monthly donor, introduce you to other people, help you in some other way)

- iii. For later: New people can be invited to join the RESULTS **Intro Call** on the second Wednesday of each month, 8pm AEDT/AEST, to learn more.
- e. **Fundraising**
 - iv. Do you plan on running a **fundraiser** before June 30? What kind of fundraiser? (E.g. An online or in-person campaign to recruit donors, joining a fun run/walk/cycle, an event of your own) When? Who in your group will lead the organising of the fundraiser?
 - v. For later: If you are organising a fundraiser please ensure you liaise with the RESULTS **office** for assistance.

D. Make your plan live.

- a. Work out how to keep your plan **live** and revised. Remember, your Group Plan is meant to be a living document. Revisit it frequently to assess your progress and adjust your goals and strategies as needed. How will you do this? E.g. A group in the US prints their Group Plan on the back of each month's meeting agenda, so they always have it handy at their meetings.
- b. You may need to confirm and refine the details of your plan later, E.g. to finalise a date, so be sure to include this in the agenda of your next meeting.
- c. Please send a copy of your *2017 Group Plan on a Page* to Gina Olivieri, info@results.org.au
- d. **Congratulations! You have completed your Group Plan.** Just by doing this exercise, you are well on your way of achieving your goals. Well done!