

## ACTION SHEET - October 2017



The last four months of our campaigning at RESULTS have focussed on advocating for the Australian Government to join in the global effort to tackle famine and cholera outbreaks in Yemen and East Africa.

Our advocacy saw the government pledge a total of \$30 million dollars - \$20 million dollars that will go to provide international relief efforts to the 13 million people who have fled their homes in Somalia and South Sudan. A further \$10million will go to Yemen to assist those who do not have access to food and health services to those experiencing famine including clean water to some 30,000 people with cholera.

Our work culminated in Anti Poverty Week events around the country this week which provided an opportunity to highlight how, when we work together and combine our voice, we can make a real impact.

### ***Growing the RESULTS community***

This week we held events in Melbourne, Hobart, Canberra and Perth as part of Anti Poverty Week and there will be another one later in November for the Western Sydney group. Let's celebrate and hear from those groups about some highlights and lessons learnt.

These events present an opportunity to bring more people into the RESULTS community. The follow up actions we take will be as important in growing our groups as the events themselves. Let's not let this opportunity go to waste.

We will focus this month's Action Call (**being held on Sunday October 22**) on both our supporter journey for potential new volunteers - from some conversation starters to engage people new to RESULTS to the steps to keep newcomers engaged.

Many of you have shared the challenge of finding new team members, this is the perfect exercise for all of us to have a share focus and collective actions in tackling that.

Our Community Engagement Manager, Ricky Keung will lead the discussion.

Contact RESULTS

[www.results.org.au](http://www.results.org.au) | [info@results.org.au](mailto:info@results.org.au) | 1300 713 037

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## ***What is supporter journey?***

A supporter journey is the process of how we support someone who shows an interest in RESULTS along a path to becoming a committed and skilled advocate and member of a group who will take positive action to end poverty.

Think about how you first got involved with RESULTS. We want to take that experience and amplify it for others. The chances are there was a personal connection, someone who inspired you or made you feel part of a community. Your own supporter journey with RESULTS becomes a template for us to recreate.

## ***Stages of the supporter journey***

One of the greatest strengths of the RESULTS community is its diversity - whether you're someone who has responded to an article in the newspaper, or a student interested in poverty, both contributions are valuable to the movement. Each 'supporter journey' will look quite different and our collective role is to find the intersection between each one's personal goals and RESULTS' so they can both feel valued and grow from where they're at.

The supporter journey can be segmented into four parts:

1. An individual expresses interest in the work of RESULTS
2. The group leader and members identify the individual's motivations for joining and their unique value add
3. The group leader and the individual discuss ways to contribute to the group
4. The individual becomes a committed member of the group and starts their own journey to recruit and continue to strengthen the movement.

We'll cover each stage over the coming months with your APW events as a great first step along the supporter journey. The follow up actions from your events and initial contact with potential new members will form the following three stages. The objective here is to build a personal connection with the supporter, identify why they would like to be involved and welcome them into the community.

Guidelines on how you may initiate the supporter journey:

- Find a time to talk with someone you met at an event or know socially, whether taking a walk, having a formal meeting at an office, playing sports together, or after a religious service;
- Listen to that person to understand what got them interested in the issue (for example specifically about famine, or broadly about ending poverty)
- Make a specific ask tailored to who and where they are (for example bring snacks to the next meeting, or speak at an upcoming event). At this first meetup, we would ask them to join a group event (for example end the meeting with 'Thanks for sharing your story and I'm really inspired when you said X, I think the rest of the group would really like to hear from you. Can I introduce you to the rest of the group at our next meeting on Sunday 26 November?')

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**Take action now:**

1. Send thank yous communication (email, text or phone call) to all event attendees .
  2. Follow up with a request for an in person catch up - make it social! This could be over a coffee or glass of wine.
  3. Organise a group social event to welcome new members. This should be a space for the group to build relationships with each other, share stories and laughs.
  4. Make sure you end each interaction with a follow up ask! (eg invite them to the next Fact and Action call meeting)
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**Don't forget to fill in our volunteer survey. We want to hear from you!**

Have you enjoyed your experience with RESULTS so far? What would you like to see more of? What's the next exciting campaign you would like to work on together?

Thank you to those who have already completed our [volunteer survey](#). We value your feedback and it will be used to help develop our strategic plans for 2018. If you haven't already please have your say and answer [this short survey](#).

**Don't Forget: Join our Action Call on October 22 15:30 AEDT (Adelaide 15:00; Brisbane 14:30; Perth 12:30). Meeting ID 646 924 3921.**

**Join at <https://zoom.us/j/6469243921> and turn video on so we can see you.**

**Connect to audio via your computer when prompted, or by phone by calling 02 8015 2088.**