

Outreach Consultant Report  
Chrissy Kirchhoefer  
April 2022

### **General**

- Weekly Staff call with Lincoln to coordinate NWTRCC work
- Prepared content for the MTAP Newsletter
- Continued education of the many NWTRCC resources on the internet and in print
- Joined Counselor's Call and researched information about WTR counseling through counselors notes in Newsletter and NWTRCC website
- Participated in February Ad Comm Meeting with Consultant Report
- Took part in NWTRCC's Counselor's Training for new Counselors

### **Outreach**

- **Conducted outreach to national and international organizations including:**
- Global Days Against Military Spending (GDAMS) World Social Forum Military Spending and Global Insecurity
- Joined regular meetings of newly formed War Industry Resisters Network Meetings
- Code Pink Divest webinars series and listserve including upcoming Divest from War Planning meeting
- National Priorities Project's Defund the Military Project
- Outreach to members via phone and other mediums outside of social media (mostly through phone calls and written correspondence)

### **Website/Blog**

- Write Blog posts and post to Facebook, Twitter and website
- Solicit Blog posts from others and post to Facebook, Twitter via WordPress
- Research articles and materials relevant to WTR for Blog posts
- Update information and links to NWTRCC website

### **Twitter**

- Set up daily posts to Twitter
- Set up photos to NWTRCC Twitter posts to increase effectiveness
- Monitor Tweets that are relative to NWTRCC and repost to NWTRCC account

### **Fundraising and Outreach Committees**

- Participate in monthly calls
- Send out minutes from the meetings
- Brainstorm new funding ideas and sources with Lincoln and members of the committee

### **Social Media Stats comparing April 2021 to April 2022**

#### **Facebook:**

- Followers have increased from 1,078 to 1,095

- People who have liked the page has increased from 990 to 1,006
- Members who have joined the page have increased from 1,031 to 1,033

**Instagram:**

- Followers of NWTRCC has increased from 346 to 495

**Twitter:**

- Followers has increased from 1,800 to 1,860

**Tax Day 2022**

- Emailed contacts in NWTRCC who have hosted previous tax day actions to inquire about plans for this year
- Shared known tax day actions in the US with Global Days Against Military Spending who posted a map online of world wide events against militarism
- Reached out to groups and affiliates organizing events on April 18
- Shared resources for people to share on social media including annual piechart, NWTRCC graphics and virtual penny poll
- Participated in the People's Life Fund Granting Ceremony to learn of the work of the organizations granted \$60,000 in redirected taxes