

Outreach Consultant Report  
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October 2022

### **General**

- Weekly Staff call with Lincoln to coordinate NWTRCC work
- 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
- Participate and prepare materials for Ad Comm Meeting and Gatherings
- Took part in NWTRCC's Counselor's Training for new Counselors

### **Outreach**

#### **Conducted Outreach to national and international organizations including:**

- Joined regular meetings of newly formed War Industry Resisters Network Meetings in their regular monthly organizational meetings, their internal planning meetings, and webinars
- Participate in Pace e Bene Peace Week with NWTRCC WTR 101 Session and follow/ share their weekly Nonviolence News
- Outreach to members via phone and other mediums outside of social media (mostly through phone calls and written correspondence)
- Helped Facilitate in person WTR 101 at Catholic Worker Midwest Gathering
- Code Pink Divest and World Beyond Wars webinars series and listserve including upcoming Divest from War Planning meetings and 20th anniversary salon
- Joined in National groups webinars and promoted NWTRCC and War Tax Resistance
- Costs of War Project ongoing webinars on US Military Spending
- Outreach to members via mediums outside of social media (mostly through phone calls and written correspondence)

### **Website/Blog/Twitter/Facebook/Instagram**

- Write Blog posts and post to Facebook, Twitter and website
- Solicit and edit 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 and input on website refresh
- Participate in tutorials for social media
- 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
- monitor social media statistics

### **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

- Co-authored November Fundraising Appeal letter with Robert Randall
- Confirmed Charlie King to perform at November's 40th anniversary meeting

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

#### **Meta/ Facebook:**

- Followers increased from 1,071 to 1,097
- It seems as if Meta has discontinued the page like feature but was just under 1,000 likes
- Members who have joined the page has remained steady at 1,035

#### **Instagram:**

- Followers of NWTRCC has increased from 430 to 563

#### **Twitter:**

- Followers has increased from 1,824 to 1,861