

Outreach Consultant Report
Chrissy Kirchhoefer October 14,
2020

General

- Weekly Staff call with Lincoln to coordinate NWTRCC work
- Prepared Newsletter content
- 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 May Gathering online Ad Comm and Business Meeting
- Conducted a member survey via Facebook, Twitter, email, and More Than a Paycheck
- Participated in 2 Youth Advisory Council (YAC) groups that consisted of 2 sessions each and compiled transcripts of those meetings
- Participated in 4-day Allied Media Conference

Outreach

- **Conducted outreach to national and international organizations including:**
- Global Days Against Military Spending (GDAMS) planning meetings for global tax day events
- Pace e Bene (with Campaign Nonviolence Peace Week): NWTRCC's War Tax Resistance 101, World Beyond War's Defund War, Christian Peacemaker Teams' (CPT) Feminist Voices for Peace and Black Alliance for Peace's Full Spectrum Dominance
- Code Pink Divest webinar series and coordination for tax day/ earth day events
- Participated in Plowshares Movement: King's Bay Plowshares 7 webinar, Plowshares' 40th anniversary gathering and celebration of Robert Randall's "I Will Not Kill" reading coordinated with Voices for Creative Nonviolence
- Nuclear Age Peace Foundation's Peace Literacy Program
- World Beyond War Conference introduced War Tax Resistance at the open mic session and participated in weekend sessions, the War and the environment course and Arms Trade 101
- Black Lives Matter and Movement for Black Lives: Defund webinars, session on the environment and program 'this moment will change everything'
- War Resisters League Town Hall Meeting
- United for Peace and Justice (UFPJ) member meeting
- United National Antiwar Coalition (UNAC): After the DNC and RNC We Can't Breathe program
- National Priorities Project's Defund the Military Program
- Outreach to members via phone and other mediums outside of social media (mostly through phone calls and written correspondence)
- Created video connecting WTR and revival of the draft

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
- Worked with committee on charity auction and solicited art work for the auction from a local artist
- Brainstorm new funding ideas and sources with Lincoln and members of the committee
- Promoted NWTRCC auction on social media platforms

Social Media Stats comparing October 2019 to October 2020 Facebook:

- Followers have increased from 1,019 to 1,071
- People who have liked the page has increased from 947 to 983
- Members who have joined the page have increased from 991 to 1,015

Instagram:

- Followers of NWTRCC has increased from 194 to 294

Twitter:

- Followers has increased from 1,685 to 1,804