



N A S C S P

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

Enhancing Economic Mobility

Understanding How Grassroots Advocates
Can Impact the Debate

Context: Quick Overview of RESULTS

650 active volunteers in about 100 communities around the country

Everyday people who want to make a difference

In 2014, our activists had...

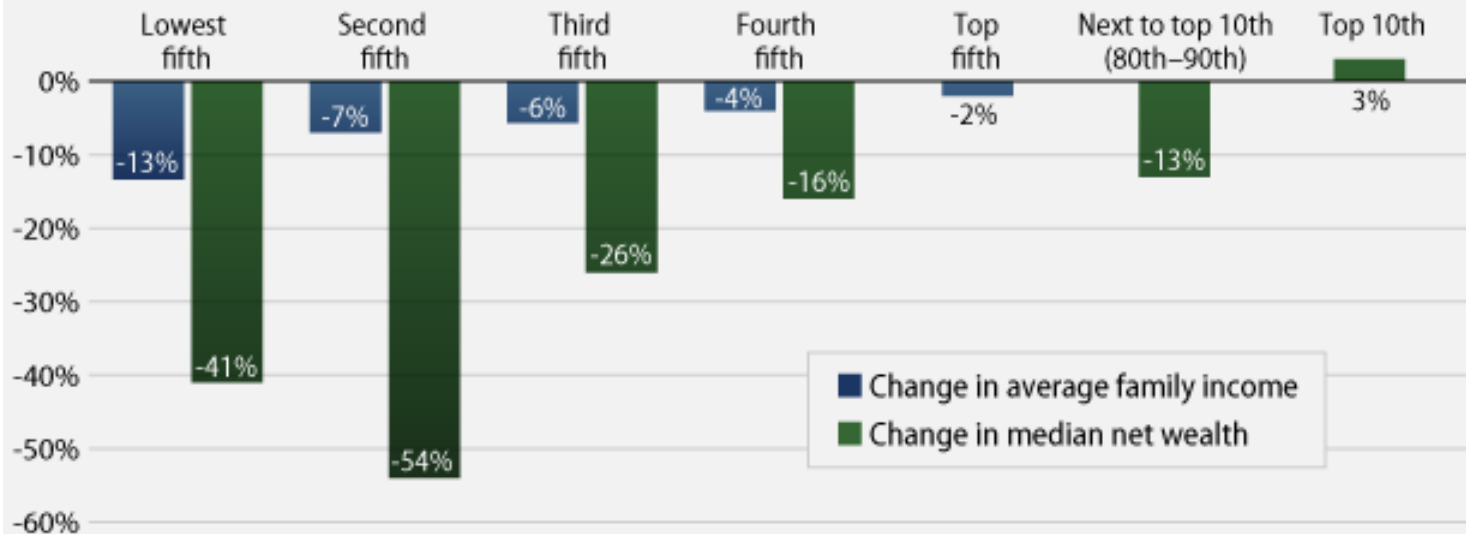
- ❑ Over 600 meetings with congressional offices, including 233 face-to-face meetings with U.S. House members and 60 face-to-face meetings with U.S. Senators
- ❑ 438 strategic media placement
- ❑ Over 150 outreach events

In action: the story of LaNae Havens in Albuquerque

RESULTS
the power to end poverty

Inequality: More Than Just Income

FIGURE 1
Low- and middle-income families have lost ground in both income and wealth
Percentage change in average family income and median net wealth between 2001 and 2013, by income quintile



Note: For wealth data, families are grouped into income quintiles by the Federal Reserve using the Survey of Consumer Finances' concept of "usual" before-tax income. For income data, families are grouped into income quintiles by the Census Bureau using the Current Population Survey's concept of before-tax "money" income.

Sources: Income data from U.S. Bureau of the Census, *Current Population Survey* (U.S. Department of Commerce, 2014), Table F3, Historical Income. Net wealth data from Federal Reserve System, "Survey of Consumer Finances" (2014), Table 4, Historic Tables Based on Internal Data.

Graphic source: Center for American Progress,
<http://talkpoverty.org/2014/09/16/poverty-income-data/>

Key: the Racial Wealth Gap



Graphic source: UrbanInstitute: <http://urbn.is/wealthcharts>

Impact of the Racial Wealth Gap

TABLE 2: Median Net Worth & Racial Wealth Gap: 2005, 2009, and 2011 (SIPP)

	Year			Change, 2005–2009		Change, 2009–2011	
	2005	2009	2011	Amount	Percent	Amount	Percent
Median Net Worth (\$2011)							
White	\$142,335	\$119,152	\$111,740	-\$23,183	-16%	-\$7,412	-6%
Black	\$12,840	\$6,081	\$7,113	-\$6,759	-53%	\$1,032	17%
Asian	\$176,225	\$81,291	\$92,259	-\$94,934	-54%	\$10,968	13%
Hispanic	\$19,228	\$6,668	\$8,113	-\$12,560	-65%	\$1,445	22%
Relative Holdings per \$1 White Wealth							
Black	\$0.09	\$0.05	\$0.06	-\$0.04	-43%	\$0.01	25%
Asian	\$1.24	\$0.68	\$0.83	-\$0.56	-45%	\$0.14	21%
Hispanic	\$0.14	\$0.06	\$0.07	-\$0.08	-59%	\$0.02	30%

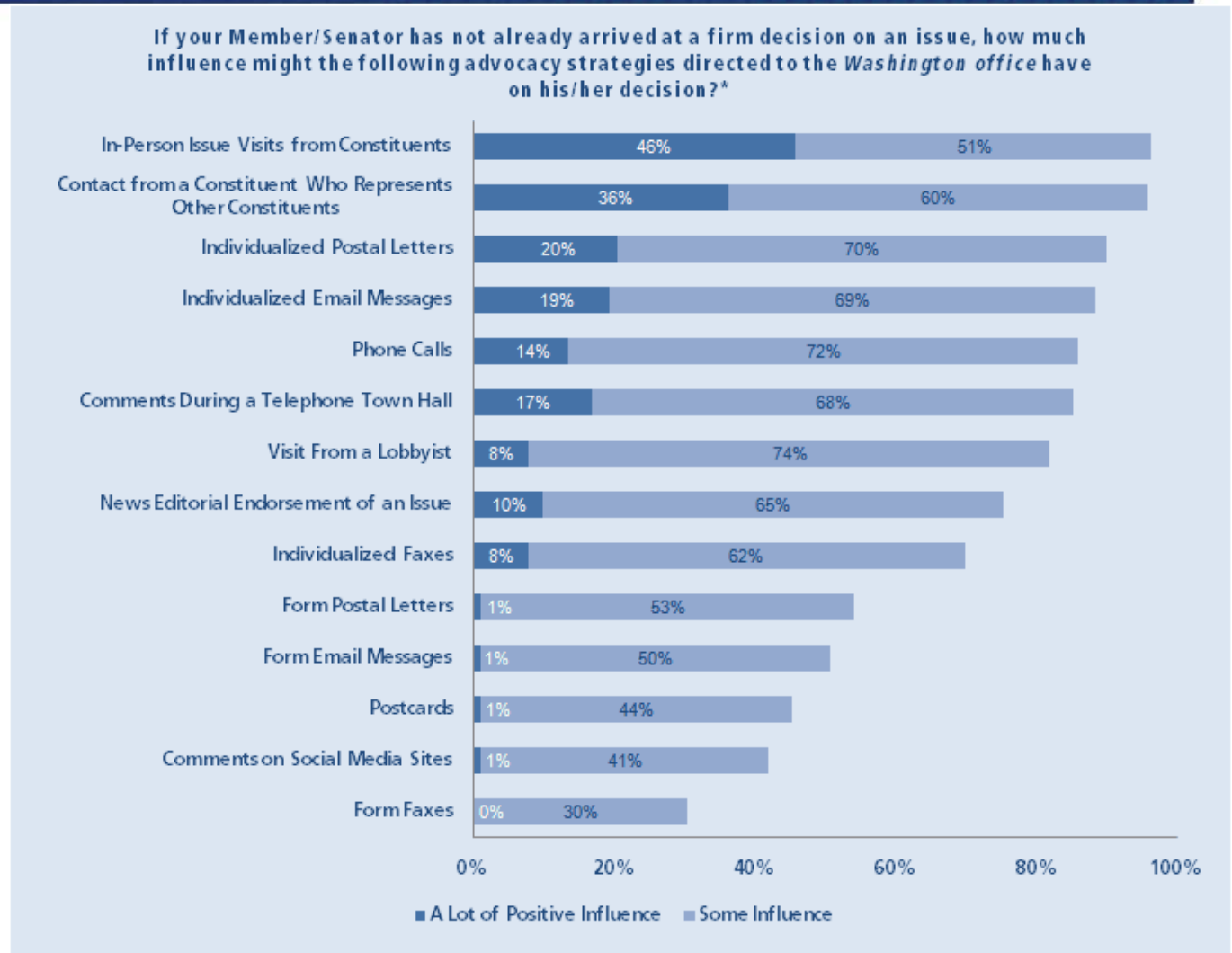
Source: Author's analysis of the 2011 U.S. Census Bureau's Survey of Income and Program Participation.

Graphic source: Center for Global Policy Solutions, <http://globalpolicysolutions.org/>

What Strategies Make a Difference?



97 percent of Congressional staff say that in-person issues visits from Constituents influence policymakers, with 46 percent reporting it has a lot of influence. (Source: poll of more than 250 congressional staff by the Congressional Management Foundation, www.congressfoundation.org)



Empowering Others to Share Their Stories

Key Components of a “Laser Talk”

- E - **Engage** your audience
- P – State the **Problem**
- I – **Illustrate** or **Inform** them on the problem or solutions
- C – **Call** to action

E: Engage Your Audience

Engage: Engage the listener into your conversation with a shocking statistic or by thanking them for something specific

- **More than 1 in 5 children in the U.S. are at risk of going to bed hungry**
- **I want to thank you for voting against \$40 billion in cuts to SNAP (Food Stamps)**

Take a minute to write down your ENGAGE statement

P: Give Them a Problem to Solve

Problem: Specifically identify the problem they can address.

- **Hungry children can struggle in school**
- **Young children from food insecure households are two-thirds more likely to be at risk of developmental problems than those with enough to eat**
- **I concerned that Congress may look again to make deep cuts to SNAP (formerly Food Stamps) in this year's budget process**

Now write down your PROBLEM statement

I: Illustrate or Inform

Inform/Illustrate: Inform the listener about the solution to the problem and/or share a story that shows what the problem or success can look like.

- **Do you have a story of how you or someone you know benefitted from nutrition assistance?**
- **SNAP is the first line of defense against hunger in the U.S.**
- **SNAP helps working families make ends meet and get on their feet.**
- **SNAP lifted almost 5 million people out of poverty in 2013 (US Census).**

Write your own ILLUSTRATION or INFORM statement

C: Call Them to Action

- Call to Action:** Make a specific, targeted request of the listener in the form of a YES or NO question. Use the “Darn It!” rule.
- **Will you speak directly to congressional leadership, and in particular with the Budget Committee leaders, urging them to strongly oppose cuts to SNAP during budget negotiations?**

Jot down your CALL TO ACTION

Advocacy Resources and Contact Info

RESULTS: www.results.org

Take Action Now:

http://www.results.org/take_action/us_poverty_actions_and_news/

Activist Toolkit: http://www.results.org/skills_center/activist_toolkit/

Elected Officials: <http://capwiz.com/results/dbq/officials/>

Issues: http://www.results.org/issues/us_poverty_campaigns/

Mark Your Calendars! The 2015 RESULTS International Conference will take place July 18-22, 2015 in Washington, DC. Speakers include Sister Simone Campbell (of “Nuns on the Bus”), economist Jeffrey Sachs, and Senator Sherrod Brown.

Make sure you check out the REAL Change Fellowship for young leaders (18-28 years old): <http://tinyurl.com/RESULTSinDC>.

Meredith Dodson

Director of U.S. Poverty Campaigns

dodson@results.org / @DodsonAdvocate

Questions?

Visit www.nascsp.org for
more resources and information.



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