

Proposal #3 - Advisory Outreach Youth Council

The Outreach Committee proposes that NWTRCC create an advisory panel of five young activists that would inform and help the Outreach Committee establish its 3 and 5-year Strategic Plan for NWTRCC Outreach and Growth. The Advisory Outreach Youth Council would work with the Outreach Committee and the NWTRCC Coordinator and be paid a stipend for this assistance.

Purpose: To provide NWTRCC with younger voices and perspectives in the review and critique of our literature, talking points, and outreach work. We particularly look to younger activists to assist us in assessing our messaging and more effective use of social media.

Background: Outreach Committee recognizes that NWTRCC is aging and that much of our current outreach and information is geared to older people, many who began with NWTRCC in their younger years. NWTRCC also responded to this urgent need when it hired younger staff to support NWTRCC with social media and organizing at colleges and within community groups working on a number of issues. NWTRCC has great resources and a clear message, but some of our problems with reaching out successfully to young people, to people of color, more political persuasions, to emerging social justice movements, etc., come from certain cultural trappings we've subconsciously incorporated into our style (the way we run meetings, the food we serve, the songs we sing, the fonts/layouts/graphics we use, etc.) NWTRCC has a clear message - “keep your money away from the US Army” - that can and need to be connected to the emerging social justice movements, especially with respect to delegitimizing US militarism.

Specifically, we propose that the Outreach Committee and the NWTRCC Coordinator will:

- Convene an Advisory Outreach Youth Council of 5 activists under age 30 who are not active in the WTR movement (perhaps they don't pay taxes but they may not consider themselves WTRs, or who are very new to the movement).
- The Coordinator and Outreach will be responsible for convening this Outreach Advisory Council. We will work to ensure representation from activists in climate change and racial justice movements, queer/LGBT people, and people from oppressed and targeted communities.
- Provide committee members a stipend (\$200) for approximately 8 hours of work reviewing and providing feedback on NWTRCC literature, talking points, Strategic Plan and general outreach to younger activists.
- Take responsibility for organizing the Council work, collect and process the feed-back and critiques, and provide this feed-back to the Coordinating Committee.

Budget: \$1000 +

- \$200 per advisor
- time allocated by NWTRCC coordinator to this new responsibility

Outcomes:

We expect that the feed-back will provide NWTRCC with:

- new (and perhaps old) means of communicating our mission and purpose to younger generations of activists,
- provide guidance as we finalize the Outreach Strategic 3 year plan, and
- provide guidance as Outreach updates its Social Media Plan.
- create a space for younger voices and alternative perspectives within the NWTRCC community.