

Outreach Consultant Report
Chrissy Kirchhoefer
April 2026

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
- Engaged in the NWTRCC's Counselor's Training
- Participated in February Ad Comm Meeting with Consultant Report

Outreach

Conducted outreach to national and international organizations including:

- Assisted in 101 sessions online with NWTRCC on 2/20 and 3/12
- Hosted a WTR 101 with Antenna Art Collective in New Orleans
- Assisted in new NWTRCC Office Hours/ W-4 Info sessions 2/3, 3/5 and, 4/8
- Conducted interview with KZRF in Chico, CA on war tax resistance and Pi Day Outreach
- Followed up with reporter from the Guardian and assist media outreach in lead up to Tax Day
- Podcast with Open Wounds and Coffee with Catholic Workers
- Share information about War Tax Resistance to new inquires locally and nationally prior to Pi Day, No Kings rally and Tax Day
- Meet with national organizations including Pace e Bene and War Industry Resisters Network to promote war tax resistance
- Outreach to members via phone and other mediums outside of social media (mostly through phone calls, texts 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 including media posts

Twitter/ X/ Social Media

- Set up posts to X and Blue Sky
- Set up an Upscrolled account and experimented with posting there
- 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 2023 to April 2024

Facebook:

- Followers have increased from over 1,600 to 1,868
- Members who have joined the page have increased from 1,143 to 1,383

Instagram:

- Followers of NWTRCC has increased from around 25,200 to 41,729

Twitter/X:

- Followers have increased from around 2,128 to 2,135