Outreach Consultant Report
Chrissy Kirchhoefer
April 2022

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
● Participated in February Ad Comm Meeting with Consultant Report
● Took part in NWTRCC’s Counselor’s Training for new Counselors

Outreach
● Conducted outreach to national and international organizations including:
  ● Global Days Against Military Spending (GDAMS) World Social Forum Military Spending and Global Insecurity
  ● Joined regular meetings of newly formed War Industry Resisters Network Meetings
  ● Code Pink Divest webinars series and listserve including upcoming Divest from War Planning meeting
  ● National Priorities Project’s Defund the Military Project
  ● Outreach to members via phone and other mediums outside of social media (mostly through phone calls 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

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
● Brainstorm new funding ideas and sources with Lincoln and members of the committee

Social Media Stats comparing April 2021 to April 2022
Facebook:
● Followers have increased from 1,078 to 1,095
• People who have liked the page has increased from 990 to 1,006
• Members who have joined the page have increased from 1,031 to 1,033

**Instagram:**
• Followers of NWTRCC has increased from 346 to 495

**Twitter:**
• Followers has increased from 1,800 to 1,860

**Tax Day 2022**
• Emailed contacts in NWTRCC who have hosted previous tax day actions to inquire about plans for this year
• Shared known tax day actions in the US with Global Days Against Military Spending who posted a map online of worldwide events against militarism
• Reached out to groups and affiliates organizing events on April 18
• Shared resources for people to share on social media including annual piechart, NWTRCC graphics and virtual penny poll
• Participated in the People’s Life Fund Granting Ceremony to learn of the work of the organizations granted $60,000 in redirected taxes