

Outreach Consultant Report
Chrissy Kirchhoefer
April 2024

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 5 hour participatory Counselor's Training
- Participated in February Ad Comm Meeting with Consultant Report

Outreach

- **Conducted outreach to national and international organizations including:**
- Represent NWTRCC as a member organization of the War Industry Resisters Network at the monthly planning meetings and webinars and promote engagement with our network as well as coordinated an upcoming May webinar on war tax resistance
- Participate in Pace e Bene's monthly tax resistance affinity group discussions, outreach planning for WTR to other peace organizations including WTR 101s and report back meetings for Pace e Bene affinity groups
- Share information about War Tax Resistance to World Beyond War, Grassroots Global Justice Alliance, CodePink, Dissenters and other webinars as appropriate
- Conducted interviews with reporter from Teen Vogue and a reporter from Brooklyn
- Assisted in 101 sessions online as well as providing support to sessions in Los Angeles, San Diego, Worcester and Portland
- 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

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 2023 to April 2024

Facebook:

- Followers have increased from 1,113 to 1,388
- Members who have joined the page have increased from 1,033 to 1,143

Instagram:

- Followers of NWTRCC has increased from 622 to over 19,600

Twitter/X:

- Followers have increase by 360 from 1,860 to 2,220