

Outreach Consultant Report
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The recent COVID 19 has changed the world dramatically in a short time. It has required adaptability of all including the work of NWTRCC. Our gathering in May has required us to shift to online. We had arranged for great programming with Kathy Kelly and others in Chicago who were eager to host and participate. April 15th, Tax Day, was extended to July 15th and encouraged us to have Tax Day actions online. The current situation still requires adaptability and creativity as we have an extended Tax Season to get the word out about WTR and opportunities to redirection of needed resources into our communities.

General

- Weekly Staff call with Lincoln to coordinate NWTRCC work
- Meetings with Lincoln and Jerry M planning upcoming NWTRCC gathering in Chicago in May
- Researched NWTRCC material, print and on the web in preparation for speaking opportunities which included invitations to speak in CA, OR, WA, PN, KS, KY and TX- all seemingly put on hold for the time being.
- Prepared Newsletter content
- Continued education of the many NWTRCC resources on the internet and in print form
- Utilizing internet tutorials in expanding social media reach as well as acquiring technical knowledge especially with Zoom
- Joined Counselor's Call and researched information about WTR counseling through counselors notes in Newsletter and NWTRCC website
- Participated in February Ad Comm Meeting
- Conducted a member survey via Facebook, Twitter, email and More Than a Paycheck
- Participated in Tax Preparer Training as part of continuing education with NWTRCC

Outreach

- Outreach to members via phone and other mediums outside of social media (mostly through phone calls and written correspondence)
- Participated in 2 interviews promoting WTR and NWTRC and arranged for 2 interviews with WTRs for interviews in California
- On-going meetings with Lincoln, and Jerry Maynard to work on webinar/podcast on WTR motivations with particular outreach to younger folks
- Registered NWTRCC to sponsor No New Nuclear Weapons conference in TN and to table with Robert Randall (inquired about doing a WTR panel during the weekend)
- Conducted outreach to national and international organizations including Global Days Against Military Spending (GDAMS), Veterans for Peace (VFP), Pace e Bene (with Campaign Nonviolence), Code Pink Divest program and the Nuclear Age Peace Foundation
- Regularly look for NWTRCC outreach opportunities spreadsheet from David Gross, requests to NWTRCC Coordinator and following national conferences
- Connected with WTR in Maine who agreed to host NWTRCC gathering there in May 2021

- Provided feedback to a national organization of peacemakers that is yet to be named on section of their handbook on WTR

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
- Worked with committee on charity auction and solicited art work for the auction from a local artist
- Brainstorm new funding ideas and sources with Lincoln and members of the committee

Facebook (Social Media Stats comparing April 2019 to April 2020):

- Followers have increased from 970 to 1057
- People who have liked the page has increased from 902 to 976
- Members who have joined the page have increased from 974 to 1008

Instagram (Social Media Stats comparing April 2019 to April 2020):

- Followers of NWTRCC has increased from 173 to 235

Twitter (Social Media Stats comparing April 2019 to April 2020):

- Followers has increased from 1,685 to 1,716

Tax Day 2020

- Shifted focus on organizing April 15th actions to a virtual Tax Day season through July 15th and beyond
- Created online resources for people to use for virtual actions including penny polls via google docs and Survey Monkey
- Reached out to groups and affiliates who had actions last year to inquire about plans for this year
- Joined tax day planning calls with with groups in the Portland area and provided resources for planning actions over the next 3 months
- Participated in GDAM calls that coordinates world wide actions against militarism originally from April 10 through May 9