

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

Outreach

Conducted outreach to national and international organizations including:

- Helped coordinate the 'Who is Afraid of the Taxman' (WAT) panel and shared the history of WTR in the US with the panel and created flyers for the event
- Assisted in 101 sessions online with NWTRCC on 2/20 and 3/12 and hosted a WTR 101 with Ignite Peace in Cincinnati
- Represent NWTRCC as a member organization of the War Industry Resisters Network at the monthly webinars and promote engagement with our network
- Participate in Pace e Bene's monthly tax resistance affinity group discussions, outreach planning for WTR to other peace organizations
- Conducted interviews with reporter from Current Affairs and assist media in finding local contacts for media in the lead up to Tax Day
- Assisted in outreach for participants in the NWTRCC May Conference
- Share information about War Tax Resistance to World Beyond War, Grassroots Global Justice Alliance, CodePink, Dissenters and other webinars as appropriate
- 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/ X/ Social Media

- Set up posts to Twitter and Blue Sky
- 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 1,388 to 1,600
- Members who have joined the page have increased from 1,033 to 1,143

Instagram:

- Followers of NWTRCC has increased from around 19,600 to 25,200

Twitter/X:

- Followers have decreased from around 2,220 to 2,128