Outreach Consultant Report  
Chrissy Kirchhoefer  
April 13, 2019  

I am so grateful to be in the position of Outreach Consultant with NWTRCC. Since beginning in this position in January, I have been immersed in the many resources of NWTRCC. I am learning quite a bit about the many people who have been doing WTR, the many tactics of going about that as well as a lot of the technicalities of WTR. There is still so much to learn yet I am so appreciative of the many people who have been engaged in this work and the many resources that have been developed over the years. A lot of my time over the past 12 weeks has been devoted to helping organize the NWTRCC gathering in DC. I was put in contact with some organizers in Corvallis OR following a radio interview I conducted in Chico CA. I am looking forward to “post DC” work that will allow me to focus more on social media and outreach to more members in our network especially in light of the feedback from the Youth Advisory Council.

General
Weekly Staff calls with Lincoln
Getting more familiar with NWTRCC material, printed and on the web
Becoming more acclimated with numerous NWTRCC platforms, website, Blogs, YouTube, Twitter ect…and learning all of the technical aspects of that work
Joined Counselor’s Call and researching information about WTR counseling including reading Counselor’s Notes from More Than a Paycheck
Provide weekly Invoices

Website/Blog
Write Blog posts and post to Facebook, Twitter and website via WordPress
Solicit Blog posts from others and post to Facebook, Twitter and website via WordPress
Research article material for Blog posts
Update information and links to NWTRCC website

Training
Reviewed documents from Erica on social media effectiveness
Participated in 5 training sessions with Erica on Zoom including one screen share session with interactive training on Zoom
Training with Lincoln on email setup, website login, hosting Zoom meetings (log in and recordings), WordPress, and Administration functions on Facebook
Introduction and training on Canva for editing images
Twitter
Set up daily posts to Twitter
Synch NWTRCC photos to Twitter posts to increase effectiveness
Monitor Tweets that are relative to NWTRCC and repost to NWTRCC account
Created new images and tweets for Tax Day 2019

Fundraising and Outreach Committees
Participate in monthly calls
Contributed edits to the Youth Advisory Council proposal
Took notes and participated in Youth Advisory Counsel Zoom Meeting
Sent out minutes to Outreach Call

Outreach
Conducted an interview about NWTRCC and WTR for Chico CA radio program Peace and Justice show on KZRF
Conducted personal outreach to network members throughout the US doing actions for Tax Day actions to solicit photos and report backs
Researched and consulted organizations in DC area for meeting spaces, sleeping arrangements and groups who can provide meals
Reached out to allies in DC area in strategizing and preparing for May gathering
Organized local Tax Day Action with outreach to WTR and allied organizations with over ½ participants joining in Tax Day Action for the 1st time
Fielded a lot of questions about WTR locally and from personal contacts and shared NWTRCC material and resources

Again I am so grateful to be in this new position with NWTRCC as well as your commitment to the Ad Comm. I believe NWTRCCs power lies in our collective voice and we would welcome hearing that voice in future Blog posts.
### Social Media Growth Year to Year

<table>
<thead>
<tr>
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<th>April 2017</th>
<th>April 2018</th>
<th>April 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Followers</td>
<td>1178</td>
<td>1637</td>
<td>1685</td>
</tr>
<tr>
<td>FB Page Likes</td>
<td>571</td>
<td>767</td>
<td>902 (970 followers)</td>
</tr>
<tr>
<td>FB Group Members</td>
<td>895</td>
<td>936</td>
<td>974</td>
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<tr>
<td>Instagram Followers</td>
<td>n/a</td>
<td>92</td>
<td>173</td>
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</tbody>
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### Social Media Reflections

NWTRCC’s social media presence has grown pretty significantly over the past year as seen in the year to year growth. There has been an increase in group postings on the Facebook page as well as member engagement. I have found that personal invites to the FB page have been well received. I am looking forward to the input from the YAC concerning NWTRCC’s social media as well as utilizing tutorials available from Hootsuite and other sites that assist in increasing social media presence.