

Outreach Consultant Report
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General

- Weekly Staff call with Lincoln to coordinate NWTRCC work
- Prepared Newsletter content
- 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
- Participated in Statement of Purpose and Logo groups following last national gathering

Outreach

- **Conducted outreach to national and international organizations including:**
- Global Days Against Military Spending (GDAMS) World Social Forum Military Spending and Global Insecurity
- World Beyond War's Defund War and Overseas Bases webinars
- Code Pink Divest webinars series and listserve
- United for Peace and Justice (UFPJ) member meeting and member survey, promoted Tax Season Campaign and joined webinars and calls with organizers
- Pace Bene and Gandhi Institute Nonviolence News Happy Hours
- Participated in Plowshares Movement King's Bay Plowshares 7 webinars, sentencing and writing to participants
- Weekly COVID group looking at the connections between the military and current events
- Promote and Participate in UN Prohibition of Nuclear Weapons Entry into Force Day of Action
- 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)
- Virtual War Tax Resistance presentation to potential supporters

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 2020 to April 2021

Facebook:

- Followers have increased from 1,057
- People who have liked the page has increased from 976
- Members who have joined the page have increased from 1008

Instagram:

- Followers of NWTRCC has increased from 235 to 346

Twitter:

- Followers has increased from 1,716 to 1,800

Tax Day 2021

- 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 15 and May 17
- Shared resources for people to share on social media including annual pie chart, NWTRCC graphics and virtual penny poll
- Participated in 1040 For Peace Tax Day Action "A Service of Lament, Confess and Dedication"
- Joined New England War Tax Resisters and Mass Peace Action's webinar "A Tax Day Like No Other"
- Participated in the People's Life Fund Granting Ceremony to learn of the work of the organizations granted \$60,000 in redirected taxes
- Posted photos and reports on Tax Day Actions on social media