

Outreach Consultant Report
Chrissy Kirchhoefer
October 2025

General

- Consult with Lincoln about NWTRCC work through weekly calls
- Update and navigate NWTRCC resources on the internet and in print
- Join quarterly Counselor's Calls and keep up to date on WTR issues through counselors notes in MTAP and NWTRCC website; share that information with others
- Participate and prepare materials for quarterly Ad Comm Meeting and bi-annual Gatherings
- Assisted in planning the November Conference with Lincoln and Outreach Committee

Outreach

Conducted Outreach to national and international organizations including:

- Assisted in WTR 101 with Lincoln on zoom 10/21/22
- Convene NWTRCC Social Hours alternating months with Lincoln
- Helped Facilitate in person WTR 101 at Catholic Worker Midwest Gathering with Lincoln
- Facilitated NWTRCC WTR 101 Session as part of Pace e Bene Days of Action along with other members of the WTR affinity group and included a report for MTAP and for Pace e Bene
- Joined War Industry Resisters Network in their organizational meetings and webinars representing NWTRCC as an affiliate
- Participate in monthly Pace e Bene WTR affinity group
- Joined webinars hosted by national groups including Center on Conscience and War, Veterans for Peace, War Industry Resisters Network (WIRN) Pace e Bene and Code Pink to promote NWTRCC and War Tax Resistance

Website/Blog/Twitter/Facebook/Instagram

- Write Blog posts and post to Facebook, X, Bluesky and NWTRCC website
- Solicit and edit Blog posts from others and post to Facebook, Twitter and email via Mailchimp
- Research articles and materials relevant to WTR for Blog posts
- Update information and links to NWTRCC website
- Participate in tutorials for social media and Canva to create graphics
- Set up posts to Blue Sky and X and updating file
- Monitor social media statistics
- Post interviews and articles in media section of NWTRCC's website

Fundraising and Outreach Committees

- Participate in monthly calls to help facilitate the work of NWTRCC with members
- Collaborate with Outreach to plan upcoming meetings and events
- Brainstorm new funding sources and committee members, look at annual funding plans, seek appeal authors, monitor the budget and write the appeal letter with Lincoln, Ruth and Rick
- Send out minutes from Fundraising meetings

Social Media Stats comparing October 2024 to October 2025

Meta/ Facebook:

- Followers increased from around 1,400 to 1,622
- Members who have joined the page increased from 1,170 to 1,269

Instagram:

- Followers of NWTRCC has increased from 641 (in 2023) to 21,800 (in 2024) to over 27,800 now in 2025

Twitter:

- Followers has decreased from 2,226 to 2,118

Bluesky:

- We did not have a BlueSky account last year but have 73 (it has been an experiment)