Outreach Consultant Report
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October 2021

General
● Weekly Staff call with Lincoln to coordinate NWTRCC work
● 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
● Participate and prepare materials for Ad Comm Meeting and Gatherings
● Took part in NWTRCC’s Counselor’s Training for new Counselors

Outreach to national and international organizations including:
● Spoke to Pax Christi National Board about War Tax Resistance and distributed NWTRCC literature
● Shared newsletter article on Moral Injury with 1040 for Peace that is utilizing the article in a 3-day formation class with the Mennonite Church
● Participated in Pace e Bene Peace Week with NWTRCC WTR 101 Session and follow / share their weekly Nonviolence News
● World Beyond War’s War and the Environment and Afghanistan webinars
● Code Pink Divest webinars series and listserv
● Promoted an interview on war tax resister Erosanna Robinson for Take a Knee podcast https://tinyurl.com/phte5dh8
● Met regularly with Veteran’s For Peace Staff member to collaborate on potential intersects of work and reaching out to War and the Environment Working Group
● Global Days Against Military Spending (GDAMS) World Social Forum Military Spending and Global Insecurity
● Attend Black Alliance for Peace webinar- Afghanistan: The Defeat of US and NATO Imperialism
● Costs of War Project webinar on U.S. Military Spending
● Outreach to members via mediums outside of social media (mostly through phone calls and written correspondence)

Website/Blog/Twitter/Facebook/Instagram
● Write Blog posts and post to Facebook, Twitter and website
● Solicit and edit 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 and input on website refresh
● Participate in tutorials for social media
● 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
● monitor social media statistics
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 October 2020 to October 2021

Facebook:
- Followers have remained steady at 1,071
- People who have liked the page has increased from 983 to 989
- Members who have joined the page have increased from 1,015 to 1,034

Instagram:
- Followers of NWTRCC has increased from 294 to 430

Twitter:
- Followers has increased from 1,804 to 1,824

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 world-wide 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
- Compiled Tax Day Report 2021