Outreach Consultant Report
Chrissy Kirchhoefer October 14, 2020

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 May Gathering online Ad Comm and Business Meeting
• Conducted a member survey via Facebook, Twitter, email, and More Than a Paycheck
• Participated in 2 Youth Advisory Council (YAC) groups that consisted of 2 sessions each and compiled transcripts of those meetings
• Participated in 4-day Allied Media Conference

Outreach

- **Conducted outreach to national and international organizations including:**
  - Global Days Against Military Spending (GDAMS) planning meetings for global tax day events
  - Pace e Bene (with Campaign Nonviolence Peace Week): NWTRCC’s War Tax Resistance 101, World Beyond War’s Defund War, Christian Peacemaker Teams’ (CPT) Feminist Voices for Peace and Black Alliance for Peace’s Full Spectrum Dominance
  - Code Pink Divest webinar series and coordination for tax day/ earth day events
  - Participated in Plowshares Movement: King’s Bay Plowshares 7 webinar, Plowshares’ 40th anniversary gathering and celebration of Robert Randall’s “I Will Not Kill” reading coordinated with Voices for Creative Nonviolence
  - Nuclear Age Peace Foundation’s Peace Literacy Program
  - World Beyond War Conference introduced War Tax Resistance at the open mic session and participated in weekend sessions, the War and the environment course and Arms Trade 101
  - Black Lives Matter and Movement for Black Lives: Defund webinars, session on the environment and program ‘this moment will change everything’
  - War Resisters League Town Hall Meeting
  - United for Peace and Justice (UFPJ) member meeting
  - United National Antiwar Coalition (UNAC): After the DNC and RNC We Can’t Breathe program
  - National Priorities Project’s Defund the Military Program
  - Outreach to members via phone and other mediums outside of social media (mostly through phone calls and written correspondence)
  - Created video connecting WTR and revival of the draft
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
- Worked with committee on charity auction and solicited art work for the auction from a local artist
- Brainstorm new funding ideas and sources with Lincoln and members of the committee
- Promoted NWTRCC auction on social media platforms

Social Media Stats comparing October 2019 to October 2020 Facebook:
- Followers have increased from 1,019 to 1,071
- People who have liked the page has increased from 947 to 983
- Members who have joined the page have increased from 991 to 1,015

Instagram:
- Followers of NWTRCC has increased from 194 to 294

Twitter:
- Followers has increased from 1,685 to 1,804