

starting a new Results group in your community

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getting started from scratch

Step 1: Let us know! **Contact us** when you decide to start your own Results group. We're here to help you brainstorm ways to find like-minded people to join.

Step 2: Do your homework! Learn the basic information about Results so you're ready to answer other people's questions. Visit resultscanada.ca to find out more and get familiar with the current campaign.

Step 3: Start talking to people about Results and how their involvement can make a difference. Talking to people – either one-on-one or in a group – is by far the most effective way to engage others. Start with your personal network.

Step 4: Set up a group email account (e.g. results.yourtown@gmail.com). Having a unique group address will make it easier to stay organized and share with eventual co-leaders.

recruiting volunteers

top tips

Emphasize the two main goals of Results:

1. Creating the political will to end poverty
2. Empowering individuals to use their voice

Highlight the benefits: Tell members they'll benefit by feeling good about helping others and/or by expanding their skills, network, and resume. All reasons are good and valid!

Stay positive: You will find that from the dozens of people you speak to, only a handful will come to a meeting. Don't be disappointed. Our work is powerful and exciting, but it isn't for everyone. Recruiting a handful of people is enough to make an impact. Also, you can keep building later!

Support: Make sure you have a friend or relative to support you, and remember: Results staff, your regional leader, and other group leaders are always there to help you.

where to look first

Start with direct contacts: friends, family, colleagues, classmates, and people you've met through sports, volunteering, etc. Then ask them to reach out to the people they know. Before you know it, you'll have a whole network of people you can invite to join Results.

Create a 'network map' (a spider diagram of all these groups of people) and then follow up with each person. Don't drag along unwilling friends just to make up numbers. Instead invite them to help you spread the word – you'll be amazed at who might want to be involved.

Local Universities and Colleges: Odds are they offer relevant subjects such as international relations, political science, communications, etc.

- **Student groups:** Speak to these students as well as students in societies with an international focus (e.g. Amnesty International groups, Fair Trade groups, and cultural societies).
- **University or College paper:** Feeling ambitious? Try to get a piece about Results in the university or college paper, or an ad in the school bulletin.
- **Professors:** Don't be shy to ask professors for 5 minutes of their class to present Results!

Volunteer/Job centres: Fill out their form and these centres will place the Results group in their database of volunteer activities. See "recruiting" section on website for [volunteer posting examples](#). If you find a quality website to post the volunteer opportunity for a fee or paid membership, email action@resultscanada.ca.

Like-minded Groups and Events: Use Facebook, local online blogs, or local newspapers to find local, like-minded groups. Then, show up at their event or group and take in interest in them first!

Think of other cool initiatives going on at a Hub. Also think of activities like Creative Mornings, Fair Trade Town events or a night of drinks.

Community Centres, the Heart of your Community: Go speak to local groups and place ads on their noticeboards. Speak to a range of groups--you never know who might be interested. Don't overlook the municipal library!

Faith-Based Organizations: Speak to the leaders of your local religious institutions. Offer to give a talk or ask them to spread the word about your Results group.

Local Media: Engage local reporters! If you grab a coffee with them, chances are they'll run a piece on your new group. They'll also be more receptive to future requests.

Advertise Online:

1. Create a Facebook group (visible but closed to non-members, ideal to stay in touch with group members, organized events, etc.) and/or a public Facebook page (public, ideal for recruiting, sharing news, etc.).

2. Create a Twitter profile and encourage local friends to join/follow! Don't forget to tell Results Canada so we can share your pages! Consult [our social media tips](#) for more.
3. Create a public Instagram account and allow other users to share your posts to their stories. Post about the impact of volunteering often. Include a link to our signup page in your bio (<https://resultscanada.ca/#sign-up>).
4. Also consider promoting your group on a volunteer website such as Meetup.

advanced recruiting : host an event

Big or small, formal or informal, the aim of the event is to excite people about the work of Results and their own potential to make a difference. If all goes well, they'll start taking action and come to monthly meetings.

- **Host a panel discussion:** Invite local Members of Parliament (MPs), knowledgeable professors and other relevant speakers to discuss an issue of your choice. As with all events, encourage guests to take action, either on the spot or at home (writing a Letter to the Editor, sharing the event on social media, etc.)
- **Host a movie-discussion-action event:** We can provide a list of inspiring movies.
- **Create a photo-expo-discussion-action event:** Display educative and inspiring images to get people talking. To get started, check out our [photo bank](#). Get in touch with us to make sure we have the copyrights.
- **Create your own activity:** Try something new--anything that's fun and will get people to use the power of their voice to influence decision makers.

what to bring to your event:

1. One of your recent actions as proof of what's possible (e.g. a response from your MP, a letter you have had published in the newspaper). Or, use one of the [stories](#) or [publications](#) on our website.
2. Have them sign up. Collect their email addresses and/or share the [signup form](#) on our website. If in person, use a [sign-up sheet](#) to collect names and contact details.
3. Follow up with them afterwards and send them the details of your upcoming group meeting. *Individual follow-ups are shown to be more successful!* Let them

know that by signing up they will be added to Results Canada's newsletter (make sure to share those emails with us!)

advanced recruiting: find collaborators

Finding people who are willing to contribute and support your cause is essential to your success in recruiting and maintaining your group.

Here are some tips:

- Speak with your Social Science and Political Science Dept. and Professors. Ask them if they're interested in supporting or participating in some initiatives.
- Collaborate with your Student Union Advocacy Representative.
- Reach out to and partner with your campus Public Interest Research Group or other groups (WUSC, Amnesty International, Fair Trade, EWB) involved in international development, health, advocacy, or education.
- Plan your activities and then share the details (on social media, at events, etc.). Don't forget to share your successes.
- Use your passion, creativity, and the resources around you.

found interested individuals? where to send them

Make sure you engage personally with your potential volunteers. Use our tips to **communicate powerfully** when you discuss the impacts of volunteering. Share your successes. Make them feel welcome to your group.

When they are ready to start volunteering and officially join your group, the first step is for them to attend a live virtual info session. **Tell them to sign up on the form [here](#).**

prep for the first meeting as a group

With your welcome event out of the way, you'll hopefully have identified a group of people to come to your first monthly meeting.

Don't have group members yet? You can still take action by viewing the [current campaign](#) and focus on your recruitment efforts. You can also join another group's E&A to see how they run their group.

Step 1: Choose a venue. For online meetings, we recommend Zoom because attendees do not need to create an account. If in person, make sure it's an accessible venue, including washrooms, in a central location (consider walking, transit, and parking). A local, like-minded venue is always best!

Step 2: Email the group long in advance with the date, time, and venue. Ask them to RSVP. Follow up individually if you don't get a response.

Set up a [Doodle](#) so group members can select the best time. If someone can't come in person, offer to have them join by phone or video conference, if possible.

Step 3: draft an agenda

See what to include in your agenda on the "host your E&A" section of the Group Leader's monthly [checklist](#).

Try to keep the location and time consistent to make it easier for people to fit it in their schedules. Ask others to help set up meetings--it shouldn't all fall on your shoulders! Empower people and they'll help you lead!

Step 4: prepare some icebreakers for your group

We suggest a roundtable everyone says (1) why they choose to volunteer with Results and (2) who their MP is, and (3) a fun fact about themselves.

what to bring to your first meeting:

1. Copies/links to the [current campaign](#)

2. Articles to read through for “hooks” (stories that tie into the monthly action)
3. Any other supporting material you think is helpful

during the first meeting

Step 1: Review agenda.

Step 2: Coordinate the group’s **actions**. If the group chooses to do their actions on their own, ask them to let you know once they’re done.

Step 3: Talk with group volunteers to find out their preference on how to have these meetings. Some people may want to take action on their own, while others may want to do it together.

For the first few actions, it could be really helpful to work through them together at the meeting. For example, you can draft a letter to the editor together and assign someone to submit it later. This way, you can share your thoughts and encourage others with feedback. (Check the website’s “**Actions Taken**” section for examples)

Step 4: If your group volunteers are comfortable with photography, **take photos or screenshots** of people during your meeting. Share on social media and tag Results Canada (see our [Twitter](#), [Facebook](#) and [Instagram](#)).

Step 5: Plan and agree on next meeting details.

after your first meeting

Step 1: Congratulate yourself. You organized your first meeting--that’s a huge achievement!

Step 2: Send a ‘thank you’ email to all group volunteers (including those who couldn’t attend with a reminder that actions can still be taken). Include any additional information you promised and ask for feedback on how to improve future meetings. Ask for help organizing the next one.

Step 3: Follow up. Be sure to follow up within 1 week with those who committed to take action. Remind them to report their actions to you because that's how Results Canada staff measure impact every month.

Step 4: Get back at it! The next meeting will come up quickly so be sure to plan ahead of time. Continue to promote your group and ask members to help bring new people.

Step 5: Keep learning. Learn from month to month and innovate on how you run your group. Share your successes with other leaders at the monthly Leaders' call.

starting a Results group on campus

Universities and college campuses are full of potential Results group volunteers. Students can be very enthusiastic to do meaningful volunteer work, especially with their friends and peers.

Make it a Club. Students are always looking for extracurricular activities and opportunities to expand their social network. By making your group a campus club, you will attract driven and enthusiastic members.

Set up a table in a busy campus hallway. Call over students and engage them in conversation about international development, global health, advocacy, etc. If they seem interested, invite them to join your club.

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