

TIPS

Getting People Involved

Building a successful committee involves finding the right people for the committee, and then asking them to get involved in the campaign. Here are tips from experienced organizers:



✓ ASK

It sounds obvious, but often is forgotten! Ask others to do something. The best way is to personally ask face to face.

✓ BE CLEAR

Be clear about what you are asking people to do. People are more willing to begin with things and follow through on what they know they can do.

✓ CONNECT TO THE PLAN

Give a vision for how what you are asking them to do fits in with what others are doing and the campaign plan. People need to know that their efforts will make a difference.

✓ TRAIN

Whether it's by example, a role-play or a longer conversation, set others up for success by helping them be well prepared for the task at hand. Most people have not been through an organizing campaign before.

✓ FOLLOW UP

Make a plan to check in and see whether and how they did the task or assignment. This sends the message that the work is important, supports the person you are engaging and helps identify any problems early. If you don't follow up, they may assume the task is not very important and will be less likely to volunteer next time.

✓ SHARE A VISION

When people see their work connected to a greater mission of making people's lives better, it motivates the whole team to stretch, stay focused and not get discouraged.

Start Small, Then Build

Instead of asking someone to talk to 20 people and fail, ask them to talk to two people tomorrow.