



Partners In Health  
**ENGAGE**

Building the **Right to Health** Movement



# **Your Role as an Organizer:** *Your Mission, Your Toolbox, Your Team*



# Goals

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- **To identify an organizer's mission**
- **To discuss what makes a successful team**
- **To present the tools that organizers may use to achieve their goals**

# **The organizer's mission**



## *Your mission: unlock leadership in others*

Ultimately, it's all about developing and empowering teams to hit their goals. That takes recruitment, training, and coaching.

**Let's start with some core  
principles!**

# CORE PRINCIPLES OF EFFECTIVE ORGANIZING



***1. Invest in relationships***



***2. Empower leaders***



***3. Meet people where they are***

# ***1. Invest in Relationships***

# IT ALL COMES DOWN TO **RELATIONSHIPS.**



Volunteers will come for the ***cause and stay for the community.***

Take that responsibility seriously by investing in ***meaningful relationships.***

# ***Best Practices***



***Encourage connection and community.***

Spaces that foster team-building and a sense of shared purpose lead to increased engagement.



## ***Deepen your connection over time.***

Don't ever stop relationship-building. Build a sustained engagement with community members that will last and grow.

## ***2. Empower Leaders***

# EMPOWERMENT LEADS TO MEANINGFUL ENGAGEMENT



Effective work happens when volunteers feel **ownership** of and **investment** in the project and its outcomes.

Train each volunteer to be a **leader**.

# ***Best Practices***



## ***Make people feel a part of something big.***

Communicate so that supporters and volunteers understand how they fit into the larger strategic vision, and why their contribution is crucial.



## ***Listen with purpose.***

Ask questions. Encourage participation, feedback and new ideas. Make active listening a part of the culture of our movement.



## ***Organize yourself out of the job.***

Delegate, delegate, delegate. When you ask others to take on projects, you are providing an opportunity to make a greater impact.

***3. Meet people where they are***

# MEET PEOPLE WHERE THEY ARE



Go to them. Move at their pace. Speak their ***language***.

Remove ***any and all barriers*** to engagement and inclusion.

# ***Best Practices***



## ***Literally...go to where they are!***

Not everyone will live near you or have time to volunteer three times per month. Grab a coffee with a supporter in ***their*** neighborhood. Create opportunities to take action online.



## ***Tailor messaging and tactics to communities.***

Find out where your target audience is and what they connect with. Use that information to tailor your engagement approach.

A man with dark hair and a goatee, wearing a grey sweater and a thin necklace, is sitting at a wooden table outdoors. He is smiling and looking towards the camera. A silver laptop is open on the table in front of him, and his hands are on the keyboard. The background shows a stone wall and green foliage.

***Find ways to include everyone.***

Everyone has something to contribute. It is the job of an organizer to find the best role, project, or task for anyone and everyone.

# RECAP



***1. Invest in relationships***



***2. Empower leaders***



***3. Meet people where they are***

***How do you do that?***



# Set goals and develop a plan.

Team Coordinators and/or Leads work with their Community Organizer and their team to plan what success looks like for their chapter



## Recruit team members.

Look for talent and enthusiasm; then start building relationships. Attend meetings, hold one-on-ones, and share your personal story.



## **Hold trainings for leaders and volunteers.**

For example, you'll train new volunteers in PIH's mission and theory of change, online fundraising, and advocacy.



## **Manage and coach your team.**

Provide ongoing and regular support through 1:1 meetings and team meetings to help team members achieve their goals.



## **Lead event planning and execution.**

You'll plan and lead your local events, like Strides or teach-ins. Your team leads will help take this on as your team grows.

A woman with dark hair, wearing a white collared shirt, is smiling and talking on a mobile phone. She is sitting in a light green office chair. In the background, there is a blurred office environment with a bookshelf filled with books and papers.

## **Communicate with the PIH National Team**

You will be the link between your team and your PIH Engage Community Organizer

# WHAT CAN YOU EXPECT FROM US?



- Training resources and tools
- Collaboration with other chapters
- Availability and access for coaching and guidance
- Requests for feedback and ideas



***How do you know when your  
team is successful?***

# A team is successful when...



- Everyone knows their role
- Goals are being met
- Each volunteer leader is recruiting, training, informing, asking, and acting
- Team Leads are managing volunteers effectively
- Team Coordinator offers resource and support but is fairly hands-off



## *Remember the measure of an organizer*

As an organizer, the team's success is your success. The team's failure? Your failure.

# **The organizer's toolbox**

A young man with short, dark hair, wearing a light blue and white plaid shirt, is smiling and looking towards the camera. He is in a social setting, possibly a restaurant or cafe, with other people blurred in the background. The lighting is warm and golden, suggesting an indoor setting with large windows or a well-lit interior.

## *1. Personal Story*

Everyone has one. Find common values or common experience and connect that to why you've decided to take action.



## ***2. One-on-One Meetings***

1-on-1s are a way to make a personal connection with potential volunteers, engage them in the work, and move them to action.



### *3. House Meetings or Meet ups*

House meetings help identify and test leaders, while also recruiting new team members to build your snowflake.



## *4. Hard Ask*

Organizers use hard asks to get commitments for a specific action.

# *Key Takeaways*

# *Q and A*

