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Team Coordinator Breakout: Building Relationships



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**Review: what does a strong
campaign look like?**

A Strong Campaign Includes

- SMART Goal Setting
- Campaign Peaks
- Balancing all three tiers of PIH Engage



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**What does a strong
campaign need...**



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A strong team!



Building your team

- Always start with recruitment!
- Hold one-on-one meetings
- Establish relationships with members
- Keep people engaged



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**Recruitment and
Retention Session
tomorrow!**



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1:1 Meetings and the Hard Ask

- The “why, when, and who” of 1:1s
- The 3 types of 1:1s
- Making a “hard ask”





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The “why, when, and who” of 1:1s

One-on-One Meetings



One-on-One Meetings

are a way to make personal connections with potential volunteers, engage them in work, and move them to action



WHY

- To connect and build relationships
- To maintain relationships
- To troubleshoot challenges
- To set goals, expectations, and debrief
- To escalate responsibility



1:1 Meetings – When?

WHEN

- All the time (organically)
- One on one meetings are important but should not be forced
- As we move volunteers up the ladder of engagement the need for one on one meetings is greater



WHO

- Team prospects
 - Already shows passion about Engage!
 - Unsure if Engage is the right fit for them
 - Make sure that conducting these meetings isn't too much too soon for new members!
- Dedicated members ready to take on greater team responsibility
- Partner prospects
- Potential leads



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The 3 types of 1:1s



Three Types of 1:1s

Introductory

Establish relationship
and connection

Maintenance

Check in, troubleshoot,
debrief

Escalation

Confirm volunteer into
a leadership role

GOALS

- Establish a relationship
- Answer questions
- Identify and gauge potential
- Connect on values
- Move to action

QUESTIONS TO ANSWER

- Is there chemistry...shared values, experience?
- Are there specific skillsets or connections that you can leverage?

GOALS

- Continue to strengthen relationship
- Offer support and guidance
- Gain feedback

QUESTIONS TO ANSWER

- Are they happy with their engagement?
- Are there new opportunities appropriate for them?



GOALS

- Confirm a volunteer into a new role or responsibility

QUESTIONS TO ANSWER

- Are they willing, ready, and able to take on this new responsibility?
- What support will they need to thrive in their new role?

*It's not a confirmation of responsibilities unless they understand and explicitly commit!

1:1 Best Practices

- Share your **personal story**
- Ask for **insights and feedback**
- **Connect** on shared experiences
- **Listen** twice as much as you talk
- End with a **hard ask**





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Making a “hard ask”

What is a hard ask?



An ask that results in a commitment to a specific action. The ask should always be direct, concise, and clear and should produce a “Yes” or “No” answer.

What is a hard ask?

Good Example: “Can you join us at our team meeting tomorrow evening at 8 pm?”

Bad Example: “Would you possibly be interested in coming out to volunteer with us sometime?”





The Three Kinds of “No”

NO!

- **Not now**
- **Not that**
- **Not ever**



1. Make an **introduction**
2. Give an **update**
3. Create a sense of **urgency**
4. Present a **challenge**
5. Present a **solution**
6. Be **specific, direct, and action-oriented**



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Coordinating your Team



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Holding Effective Team Meetings

- Always have an agenda
- Stay on task while encouraging team discussion
- Allow team members to show initiative
 - Hold interactive and collaborative roles
 - Present a health topic
 - Lead a discussion from the curriculum
- Pluses and Deltas
- Follow up!



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Working with Your Leads

- Set expectations before the start of the campaign
 - Hold a retreat for your leads before recruitment!
 - Have leads set specific goals
- Don't be afraid to delegate!
- Always agree on task deadlines