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Building the **Right to Health** Movement



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Basics of a Community Building Campaign



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Community Building

What does Community Building mean to you?



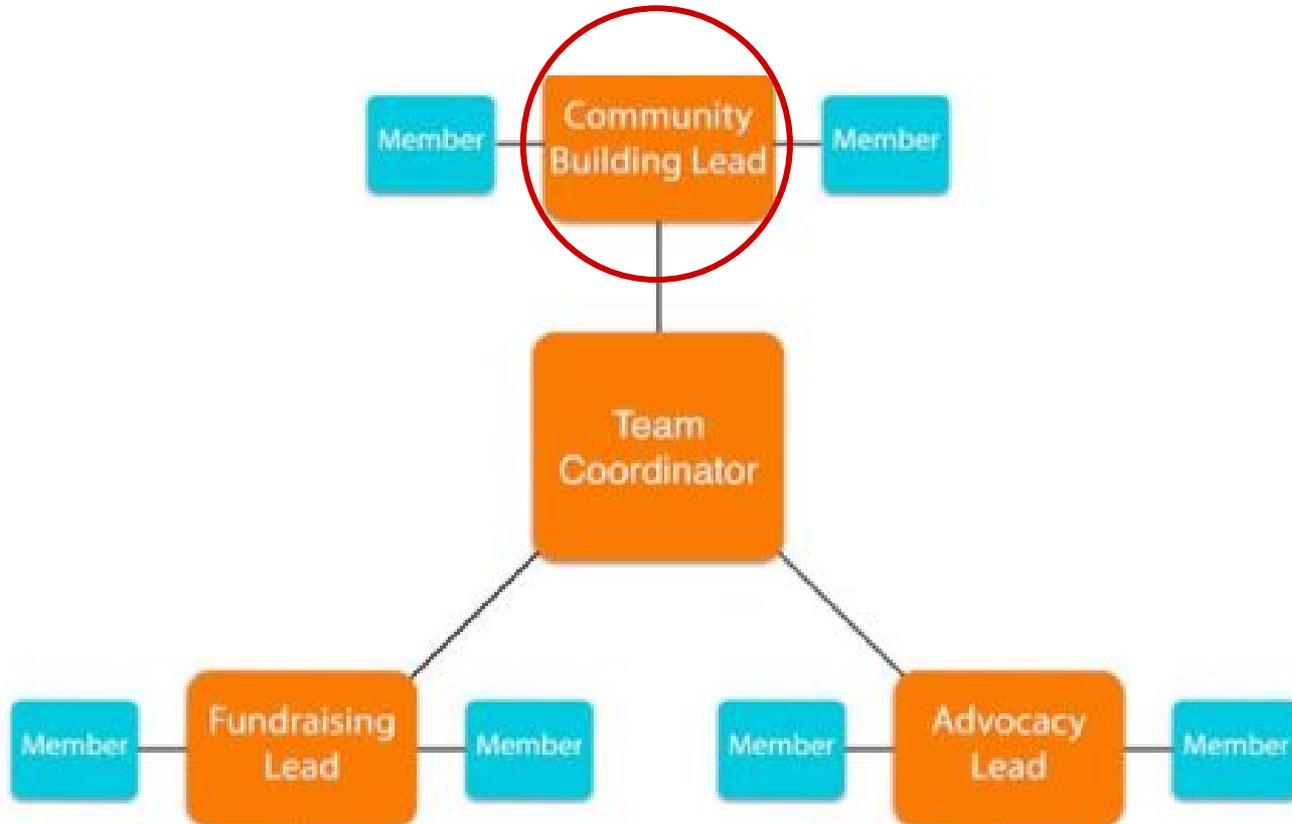
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Community Building

Why do we need
Community Building?



Community Building



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Social Activities

- Potluck
- Documentary night
- Hiking Trip
- Speaker on campus
- Music Event
- Bowling
- Trivia Night
- Rallies
- “Social for Justice events”





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Other Examples of Social Activities?



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Retreats



-
- Why hold a retreat?
 - When do you have a retreat?
 - What does it look like?
 - Goals of a retreat



When?

Kickoff and Midpoint Retreat

What?

Opportunity to gather as a team, create vision for your year

Why?

Will lay foundation for your campaign and create shared purpose to push forward

Key outcomes of a Retreat

Agree upon purpose of your team

Set concrete measurable goals

Build relationships, team roles, and team responsibilities

Examples:

Introduce campaign

Goal setting and campaign peaks

Norms and expectations of the team

Pluses and Deltas



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One-on-One Meetings

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



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

WHEN

- All the time (organically)
- As we move volunteers up the ladder of engagement

WHO

- Organizers: Volunteer Leaders (& Prospects)
- Volunteer Leaders: Volunteers
- Volunteers: Prospects



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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
- 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!

- **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?”





- 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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Practice!



-
- | | |
|----------------------|-----------|
| 1. Choose Prompt | 2 minutes |
| 2. Partner up | 1 minute |
| 3. Practice | 5 minutes |
| 4. Give feedback | 1 minute |
| 5. Switch + practice | 5 minutes |
| 6. Give feedback | 1 minute |

Let's Begin!



In pairs, role-play the following situations:

1) You are holding a 1:1 with a new volunteer. The prospect signed up at your campus activities fair and has come to a couple of meetings. You think they would be a good candidate to join the fundraising team to help plan the upcoming Personal Fundraising campaign.

2) You are holding a 1:1 with a current volunteer on the advocacy team. Your goal is to get the volunteer to help lead the next meeting with your Congressperson's office.

The Askers

- What worked well?
- What was challenging?



The Asked

- Who had a partner who made a great ask?
- What did they do well?



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Global Health Curriculum and Education Activities



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Global Health Curriculum

What is GHC?

Discussion guides/lesson plans that examine the mission, work, and philosophy behind Partners in Health
Ranges from social justice theory to the history of global health field



Why use GHC?

Gives more of a background to the work of Partners in Health

Engages people passionate about right to health movement

Takes these members to the next level

Great tool to integrate into CB activities or events

“Fireside chats” (Vanderbilt)



- Speakers
 - Documentary screenings
 - Set up a *Bending the Arc* Screening!
 - Other resources: lectures and videos
 - Setting up discussions with PIH staff



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Global Health Curriculum

**What are some pros and cons
to incorporating Global
Health Curriculum?**

How can we address the cons?



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Team Communication and Connectedness



- Importance of communication
 - Inclusion
 - Accountability
 - Relationship building
 - Recognition of Accomplishments

- **Effective means of staying connected**
GroupMe, Google Group, FB group
Keeping everyone in the loop is crucial to team success
- **Social media**
PIH Engage website, Facebook PIH Engage Group
Don't be afraid to show off! Be proud of the work you do



1. Pick a method (GroupMe, Google Groups, etc.) and stick to it!
2. Be consistent with your updates (ie. once a week, every Tuesday)
3. Don't be too informal, but don't be boring either!
4. Don't overwhelm people with tons of information or emails - keep it brief and only as frequent as needed



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Questions?



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Open Discussion about CB experience