



Recruitment, Retention, Strategic Partnerships

Team Coordinators &
Community Building Leads

Presentation Outline

Recruitment and practice (25 min)

Retention (10 min)

Strategic Partnerships (10 min)

Q&A (15 min)

Recruiting for Different Teams

Recruiting for high schools, colleges, and young professionals

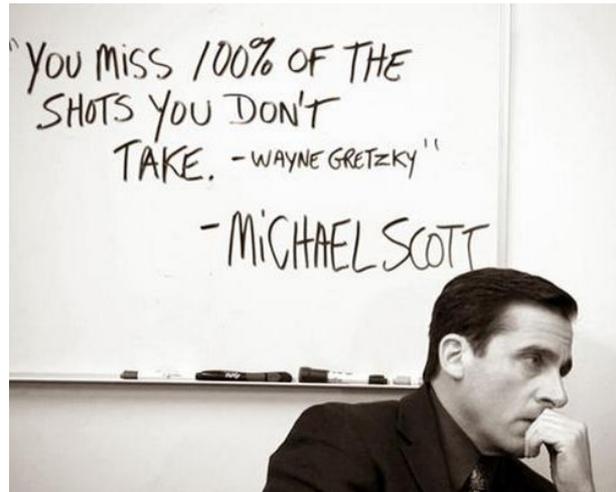
Recruiting for new teams

Recruitment Pitches

Good and bad pitches

Using your Story of Self

Recruiting is a numbers game: the more people you reach, the more you'll bring in



How we get clear commitments

Connect to shared purpose

Context of action

Commitment to action

Catapult to bringing in more people



How we get clear commitments

Connect: Make the “ask” as specific as you can to the person whom you are trying to mobilize. Identify yourself, why you’re doing what you’re doing, and let them know why you’re asking them to help. This can be done with few words.

Context: Explain why the action you are asking them to take is urgent. Be specific about the challenge and the hope.

Commitment: Explicitly ask the other person if you can count on them to engage in action with you. Be very specific about the date, time, and place.

“Can we count on you to join us in _____ ?”

“Will you join me in doing _____ ?”

LISTEN CAREFULLY. Is the answer:

“Yes! Definitely!” *(Great! Confirm the details)*

“Maybe . . .” *(Ask what questions they have and how you can follow up.)*

“No, I’m sorry.” *(Ask why? Give them your contact info in case they change their mind.)*

Catapult: If someone says “yes” then give them the respect of having real work and real responsibility at your action and a real plan to get there. Ask:

Can you bring something to the event (i.e. food, posters, etc.)?

Can you commit to bringing 2 friends with you?

How do you plan on getting to the event? (people with plans are much more likely to attend!)

Taking responsibility means that we can't just get a commitment to action, pocket it like change, and walk away. We have the responsibility to follow up and do everything it takes to support others in joining us. Most important are "reminder calls" and the closer to the event, the more important and effective the reminder call will be.

Recruit others and get a specific commitment to action.

Confirm the commitment a few days out. Check in and see if the people who committed need a ride, can invite others, or can take responsibility for part of the action. **Confirm** the day before the action. Provide full details on the place, time and purpose of the action, including any updates on the agenda or attendees. **Confirm** one more time 30-60 minutes before the action—the period when we're all most likely to find something more urgent to do. Convey how excited you are to have others join you in action.

ACTION! Lead a motivational action that respects others' time, but also provides full training, opportunities for relationship building, and purposeful, measurable action.

Evaluate & celebrate the action together. Tally up all measurable outcomes so that everyone can see that they're part of a bigger whole. Debrief in detail what worked and what should change next time. Then celebrate! Who wants to spend their free time without having fun?! Generate routines for how people in your organization celebrate together, perhaps with food, music or a round of stories from the day.

Thank everyone the next day for their participation in action. Tell them specifically what impact the action had in the campaign. Ask for their input on what worked and what should be changed next time.

Move participants to the next level of leadership where they can help you and your team plan more actions in their city or neighborhood.



Practice, practice, practice for recruitment

Practice your pitch with 2 people!

It's not a natural thing – practice with friends
and family

What Brings us to this Work

Vision for a better world

Possibility

Responsibility

Opportunity to make a difference

Values



Where we sometimes find ourselves

Overwhelmed

Cynicism

Anger

Futility

Disappointment



Activist Burnout

Physical, emotional, and mental exhaustion caused by long-term involvement in situations that are emotionally demanding

Signs:

- Loss of your “spark”
- Lack of motivation
- Irritability (“Everything about _____ is annoying me!”)
- Stop having fun or not fun to be with
- Cynicism or sense of futility
- Feelings of exhaustion and fatigue (emotional and physical)

If you can't fly

Run

If you can't run

Walk

If you can't walk

Crawl

But by all means

Keep moving.

-Martin Luther King Jr.

Self-care

Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare.

-Audre Lorde

Activist Burnout: Common Causes

Not seeing the results of our work

Dysfunctional group dynamics

Unrealistic expectations (for ourselves and others)

Not closing the loop

Misplaced values:

- Celebrating a culture of self-sacrifice
- Ignoring value/celebration of each person's contribution

Retaining Team Members

Team-building is the key:

Norm correction

Follow-up, follow-up, follow-up

Regular 1:1s

Retaining Team Members

Create a group that supports balance and self-care

- Define mutual, attainable goals and group norms
 - Make space for honest expression and celebration
- Allow people to grow from their own strengths and creativity
- Balance tasks with relationships
- Delegate, delegate, delegate!
 - Share leadership
 - Balance competence and challenge
- Make best use of group time
- Celebrate!
- Stay connected to purpose and the larger movement

We're here to support you - you have resources!

Cohort Calls

Group Planning

Shared leadership

Ladder of Engagement

Website

PIH Engage Facebook page

Training Institute

Strategic Partnerships

Strategic Partnerships with non-PIH organizations working together towards a common goal

- a. Power through allies!-people not in PIH but who support our work
- b. Advantages and Disadvantages
- c. Know what is going on on campus! If another organization is doing a similar event either partner up, make yours unique, or schedule at very different times
- d. Using more established groups to advertise PIH
- e. Brainstorm
 - i. What events could we collaborate on?
 - ii. With which organizations?