



# Partners In Health

ENGAGE

Building the **Right to Health** Movement



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# **1:1 Meetings and the Hard Ask**

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





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# The “why, when, and who” of I:Is



## **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 I:Is

# Three Types of 1:1s

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## **Introductory**

Establish relationship and connection

## **Maintenance**

Check in, troubleshoot, debrief

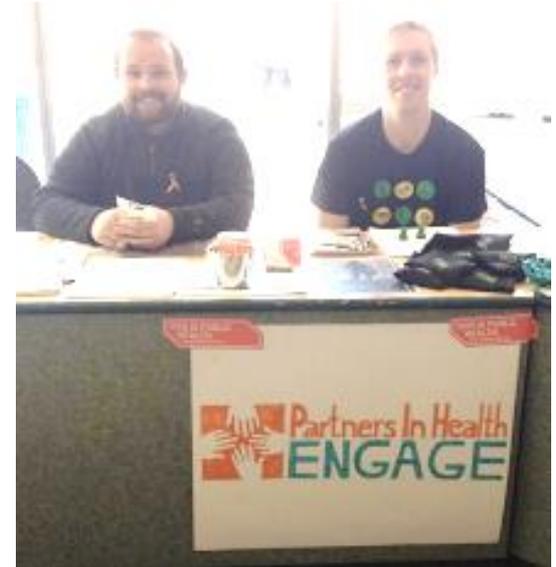
## **Escalation**

Confirm volunteer into a leadership role

# The Introductory 1:1

## 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?

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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?

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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?”





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## The Three Kinds of “No”

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**NO!**

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



## Some tips to get a YES

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- **Stress urgency**
- **Emphasize local; social pressure**
- **Set expectations around time/commitment**



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!**



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- |                      |           |
|----------------------|-----------|
| 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!**



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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?