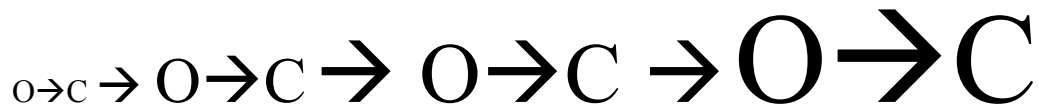




## Tips for Group Building

### 1. Build your organization by running a campaign.

We call this the “OC” model... see here:



When you start with a small organization, you can grow it by launching a small-scale campaign where you use tactics, such as events, petitions and class presentations to build your power by recruiting new people. These new people you reach out to will be more excited to join your group if you’re running an active campaign where there is lots to do and clear goals to achieve.

Once your group has grown, you can launch an even bigger campaign with more leaders and volunteers who will be able to reach out to even more people.

### 2. Recruitment is a process and should be happening ALL THE TIME!

No matter what you’re doing whether it’s collecting petition signatures, doing a fund raiser, showing a movie or meeting with your elected officials it’s an opportunity to recruit more people. How?

- Always have a sign-in sheet where you collect people’s **phone #s, email addresses** and other info like graduation year and major or interests
- Call everyone who signed up within 24-48 hours to thank them for coming and invite them to your next event, which means...
- Make sure you always have a list of activities (not just a meeting!) for new volunteers where they can learn what you do, meet new people and participate

### 3. Develop leaders and retain volunteers by delegating tasks.

Ever feel like there’s just too much to do and you can’t handle it all yourself? Ever feel afraid to let someone else do it? The key is delegating – and doing it well.

- 1) Write down everything you currently do and everything else that needs to be done to make your campaign or project a success.
- 2) Pick out all the things that can (and should) be done by others. Be willing to give up stuff you enjoy and/or “have always done” and not just the boring stuff.
- 3) Match the responsibilities with people’s strengths and weaknesses.
- 4) Ask them to help out – make sure you clearly define what the task is, when it needs to be completed and where they can go for help if they need it.
- 5) Follow up. You can both remind them AND offer help, which will help make sure the task gets done, or if they can’t do it you’ll know BEFORE it’s due.