



## Recruitment: Building a Force for Change

As grassroots organizers our biggest source of power is the group of active people we have on our side. With more people you can do more and win bigger victories. We get people by recruiting them, which is also a great way to engage new audiences and bring new ideas and perspectives to your group.

Whether you're recruiting volunteers for a phone bank, community members to a movie screening or coalition partners for a major rally the principles of recruitment are the same.

1. Cast a wide net: While it's good to have a target audience you should really ASK EVERYONE! You can find passionate people in the most unexpected places.
2. Start with a question: Find out what they are interested in and excited about. Often you can relate what you are working on to what they already care about.
3. Have a solid "Ask": The Ask is pretty simple, it's what you want someone to do and could be as simple as signing a petition or coming to an event or more time intensive like taking on a leadership role. Make sure you actually ask them and wait for their response in a yes or no answer.
4. Thank You: make sure you thank everyone and give them the next step for being involved.
5. Follow-up, follow-up, follow-up: If you have a sign-up sheet or petition signature make sure you give everyone a call within 24-48 hours of them signing. That way it's still fresh on their mind.

This can be summed up in the A-I-I-T Cycle: Ask, Inform, Involve and Thank. ASK what they care about. INFORM them of your issue and why it matters. INVOLVE them in an action, meeting etc. and THANK them for participating. The cycle continues as you A-I-I-T them more.

### Rule of Halves

It has happened to us all: we plan an event and tons of people promise they will come, we have like a bagillion people signed up on Facebook, we order tons of food, but the event day comes and only a handful of people come. What went wrong?? The Rule of Halves happened.

The Rule of Halves is simple - half the people who say they will come (or do something) will actually show up. It's just a fact of life, things comes up, people forget, or worse they never planned to come in the first place. The best way to combat the Rule of Halves is to have solid "yesses" and to plan for only 50% of the yesses to show up.

The Rule of Halves can also be extended for phone banking, for example: 100 phonecalls, 50 people will answer their phone, 25 will say yes they can come and 12 people will actually show up. So if you need 10 volunteers to help you with your event make sure to have 20 confirmed, which means you have to ask 40. If someone says "maybe", count it as a "no". If they show up, great! If not, then you've



already planned for that. The Rule of Halves should convince you that recruitment of new volunteers should be a BIG priority in your campaign and group.

## Tactics

Recruitment doesn't have to be all about the numbers, it's actually a lot of fun especially if you like talking to people and are passionate about sharing your cause. Here are some ideas for recruitment:

- Tabling in busy areas with petitions and sign-up sheets
- Clip-boarding (like tabling without the table)
- Dorm Storms or going door-to-door in the community
- Class Raps – give a 3-5 minute presentation at the beginning of classes
- Going to different organization's meetings
- Hit up dining halls or food courts
- Present at Fraternity and Sorority meetings (they often have to do volunteer work and love competitions)
- Put up flashy flyers and posters
- Chalk sidewalks
- Host a house-party or a dorm-social
- Create a Facebook event
- Create a text-loop
- Send out emails and other alerts
- Blog about it
- Tweet about it
- Talk to your professors
- Talk to you friends
- Talk to everyone!!

### Some helpful rates of response:

1hr of petitioning through tabling/clipboarding= 10-12 names collected

1hr of door-to-door canvassing= 10 names collected

1hr of phonebanking = 20 numbers dialed → 10 answers → 5 yeses

Class raps= 30% of class will sign up

\*\* note: these rates will vary a little so it's important to track your rates so you can plan better in the future.

## Sample Recruitment Plan

**Goals:**

- Turn out 100 people to film screening on October 15<sup>th</sup> at 7pm in the Lair.
- 10 Volunteers (2 AV people, 4 to help table and set up, 4 to help serve refreshments and clean up)

So with Rule of Halves:

100 people= 200 RSVPs

10 vols= 20 vols confirmed

	Week One	Week Two	Week Three	Event: Oct. 15 <sup>th</sup>
<b>RSVPS</b>	Table on Tues/Thurs to get 50 interested, set up class raps with Prof. James. Phone bank to follow-up with ask if they can help volunteer next week.	Dorm storm while flyering: 2hrs on Weds.  Class Raps with 5 classes  Table on Friday	Table everyday this week during lunch.  Class raps with 5 classes  Phone bank and confirm yeses	Phone bank night before of both volunteers and RSVPS
<b>VOLS Needed</b>	8 vols to table, 3 to phone bank	8 vols to dormstorm, 3 ppl class raps and 4 to table	15 vols to table, 3 vols to class rap and 6 to phone bank	200 calls= 10hrs phone calls which means 5 vols. At 2hrs= 10 need to confirm. Event itself 10 vols needed.
<b>Visibility</b>	Design poster/flyer and get approved by Res. Life  Set up Facebook Event	Put up posters in dorms	Get 200 RSVPed on Fbook  Put up more flyers  Chalk campus 5 days before	Send out email reminders, text message reminder and fbook reminder day before and day of.  Chalk day of