

Welcome

We will begin at 7:30 pm Central Time





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Regional Organizing Manager

Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, inform your fellows leader, if you have one, and email fellows@ofa.us



This is an interactive training.



A recording of this video and slides will be available on the Fellows Bookshelf following this training.



Tweet using #OFAFellows

Our learning journey:

Where we've been and where we're going

- Week 1: Organizing Community Engagement Events
- Week 2: Leading an Action Planning Session
- Week 3: Event Management
- Week 4: Recruitment: Grassroots Tactics**

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- Week 5: Recruitment: Digital Tactics**
- Week 6: Tying it all together**

Recruitment: Grassroots Tactics

Goals for today

- 1 Learn best practices for recruiting people to attend your event
- 2 Be able to develop a Hard Ask
- 3 Feel comfortable recruiting for your upcoming event

Agenda

Assessing your audience

The Hard Ask

Debrief

Next steps

Why should someone attend your event?



Type in the chat box

Why should someone attend your event?

- Learn a new skill
- Understand a new perspective
- Demonstrate commitment to a cause
- Keep busy
- To be challenged
- For fun

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- Keep busy
- To be challenged
- For fun
- **Because they were asked!**

**You get what you ask for, and
not much of what you do not.**

**Before you ask,
assess your
audience.**

**Who are you recruiting to attend your
event?**

**Before you ask,
assess your
audience.**

Who are you recruiting to attend your event?

- Personal network of friends
- Community people/leadership
- Church members
- Chapter members

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What can you do or say that would attract them?

Before you ask, assess your audience.

Who are you recruiting to attend your event?

What can you do or say that would attract them?

What existing resources can you use to recruit?

- Existing networks
- OFA networks
- Local partner organizations
- Social media

5 minute reflection

1. Who are you recruiting to attend your event?
2. What can you do or say that would attract them?
3. What existing resources can you use to recruit?

How did answering these questions help you understand your audience?



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1

I am so sorry for bothering you. Is there anyway, perhaps, that you can consider coming to an event I am planning for next month? Again, sorry for bothering you.

2

We are hosting an event with Rep. Gotham on April 20. We will be discussing his gun violence prevention proposal and how our community can get involved to support that. Can you join us?

Which ask do you prefer? Why?

2

We are hosting an event with Rep. Gotham on April 20. We will be discussing his gun violence prevention proposal and how our community can get involved to support that. Can you join us?

3

I know that you care a lot about crime in our community. I do too! Which is why I am organizing an event with Rep. Gotham to better understand his approach on gun violence and what we can do as a community to affect change on the issue. Can you join me and other members of our community for a conversation with the congressman on April 20 at 2 pm?

Which ask do you prefer? Why?

THE HARD ASK: 5-STEP FORMULA

- 1. Know your audience**
- 2. Build urgency**
- 3. Ask for something specific**
- 4. Ask and be quiet**
- 5. Be persistent**

The Hard Ask

1. Know your Audience

- What is at stake for the person being asked?
- What's in it for them?

The Hard Ask

2. Build urgency

- Do not simply make an ask. Provide context as to why the person should be involved right at this moment.
- Why is attending your event important?

The Hard Ask

3. Ask for something specific

- Specific asks increase chances of a positive response.
- Use either/or questions.

The Hard Ask

4. Ask and be quiet

- Shhhhhhhh

The Hard Ask

5. Be persistent

- Ask #1: Can we meet between 2-4pm on Thursday?
- Ask #2: When on Thursday works better for you?
- Ask #3: When in the next three days can we get together?
- Ask #4: When does it work for you?

5 minutes

Independently, think of your own event, draft a hard ask following the framework we just reviewed.

What is your Hard Ask?



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Tweet your biggest takeaway



Type in the chat box

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Next steps

Weekly assignment, due Oct 25:

Now that you have a better idea of the type of event you will host and your event program, begin to think about your audience and the people you would like to recruit and invite to your event.

Use this assignment to begin drafting your recruitment plan. Think about your attendance goals, the type of audience you would like to recruit, and the hard ask you can use to recruit your audience.

OFA Training

Thank you for joining today's webinar.

Check the Fellow Bookshelf for a copy of the material covered today, including a video and audio recording of the webinar.

Email fellows@ofa.us with any questions.

bit.ly/cefweek4