

RECRUITMENT TOOL: ONE ON ONES

What is a one on one? An individual conversation between yourself and a leader with potential to contribute more to your campaign. Sometimes they are very planned and sometimes they happen spontaneously. They typically happen via phone or in person.

Why one on ones?

1. To build relationships and connection to the campaign
2. To gauge people's skills, interests and barriers to involvement
3. To solidify commitment
4. To ask them to step up
5. To make them feel the importance of their individual contribution more strongly than a call to action in a group setting can achieve

Why not one on ones?

1. So why don't we always just ask? We are sometimes worried about burdening others or rejection.
2. Remember though, that when you became involved, it was probably because someone asked you.
3. In fact, when we ask someone to join us, we are often giving him or her the opportunity to engage in the meaningful action and purposeful life that most people crave.

Who should we target for one on ones?

1. Emerging leaders who can deepen their commitment
2. Core leaders who have hit a plateau or have become disengaged
3. Core leaders with potential to play a greater leadership role

Prep

1. Set your goal for the one on one. What specific, tangible action can this person contribute to the success of your campaign?
2. Research the potential leader using relevant questions from decision-maker analysis – what might make them want to get involved, and what might hold them back?
3. Identify anyone else who should come along to make the leader feel more comfortable or a stronger call of duty to step up.
4. Decide when and where to meet, keeping in mind accessibility (do they have a way to get there; will they need child care) and make the invitation. Use a mini-rap to invite them!
5. Develop your rap.
6. Plan meeting logistics: How to set up the space, what materials you need, whether food would be appropriate, and how to present yourself.
7. Plan for your follow up.
8. Confirm, confirm, confirm – a few days before, the day before, and the hour before, the period when people are most likely to find something more urgent to do. Make sure each person has the other's cell phone number.
9. Arrive early and set up.

Rap Template:

Step 1: HOOK: Gain their interest in the conversation by conveying that their action can make a difference for themselves and others.	
Step 2: BREAK THE ICE: How does this person connect to you personally, to this issue and to others working on it or affected by it?	
Step 3: PROBLEM: Often called “agitation,” you must combat apathy and inertia, provoking their sense that the problem is important and urgent.	
Step 4: CROSSROADS & SOLUTION: We have solutions and can make a change, but we need their support.	
Step 5: COMMITMENT: Ask them to take specific and meaningful actions such as attending a meeting, volunteering, or making a donation.	
Step 6: CATAPULT: Confirm the specifics of how you can support them to take action. Do they need a ride to the meeting? Will they need child care while they volunteer?	
Step 7: THANK THEM!	

One on One Tips

1. **Assume support:** Assume that this leader wants to be involved and you just have to find the right opportunity.
2. **Set the tone:** your energy level, posture & body language, eye contact sets the tone for the interaction.
3. **Make a direct ask for them to step up:** don't say, so do you think you could like, try to like, come to the meeting on Friday?
4. **Ask follow-up questions:** if someone gives you a one line answer to your question, probe deeper!
5. **Don't take no:** Unless you understand the barrier and can't solve it. If you give them a ride or reassure them that you will help them prepare for their role, will they move to yes?
6. **Have a fallback ask:** If they can't commit to your ask, what else do you want them to do? Perhaps send someone else in their place or come to the next meeting instead?
7. **Make the ASK failproof:** start with a small task that the leader will succeed at. Then build upon that accomplishment with more significant tasks or projects.
8. **Follow up:**
 - a. Keep any commitments that you made to them, like providing more information or helping them prepare.
 - b. Track the results of your one on ones and make notes of what you learned about the person.
 - c. Confirm, confirm, confirm that they will follow through on their commitment.