

## Recruiting New Members

Create a plan for recruiting new members by asking the following questions:

- Why do you want new members?
- How many members do you need?
- What kind of members do you need?
- Where will you find them?
- Who is going to bring in the new members?
- How should you convince them to join?
- What is your plan if they say no or maybe?

Tips for 1:1 conversations with new members:

- Tell them the purpose of the organization
- Set the tone by explaining the agenda for the meeting
- Tell them you want to get to know them and their specific needs
- Ask questions to understand their values and interests and share your own
- Ask whether the issue they care about is important enough for them to act on it
- Ask questions that motivate them to make change: "Can you remember standing up for something that was important for you and making change happen?" "What was that like?"
- Get a commitment: ask them to do something to help support the work (start with a simple task)
- Stress the urgency of the ask and emphasize the collective group and the values involved
- Make sure they understand exactly what you are asking them to do and leave room for questions
- End the meeting with a specific set of tasks for next steps and a plan for you to follow up to make sure they are able to do them