

Getting More People Involved

Amber Miller, Jerome Davison, Sue Browne,
Shane Mitchell, and Andy Frye



What do we want to accomplish today?

- Organizing in any capacity is relationship building
- Our members will take action because they feel like they will “get something” out of it
- Some practice on how to make an effective ask, not only for action, but also for engagement

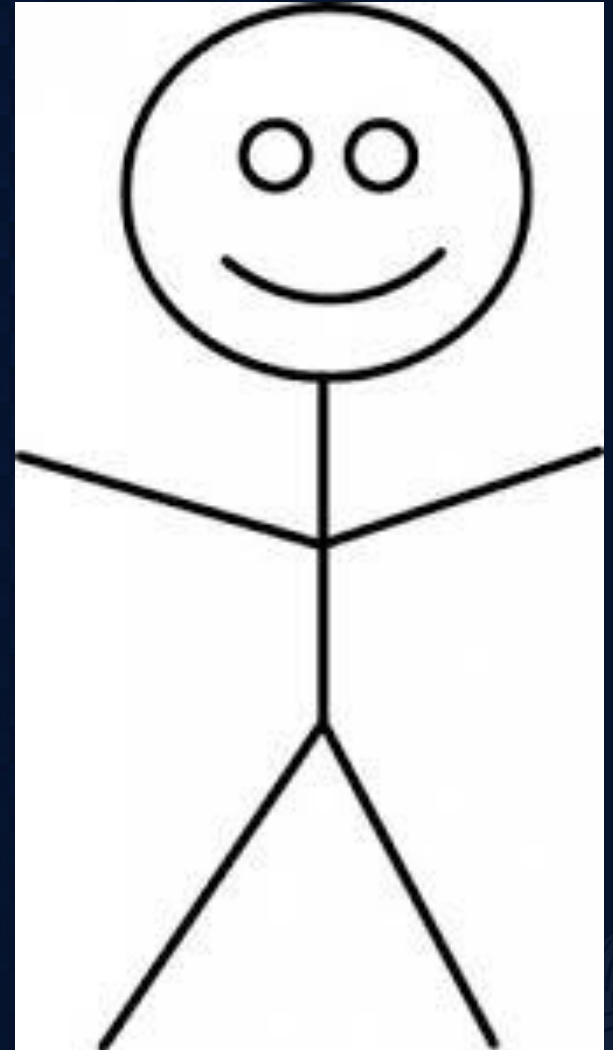
Identifying Issues, Interest and Values

What does it mean to “MOBILIZE”?



Identifying Issues, Interest and Values

- What is their name?
- How old are they?
- Where do they live? Do they live in a house or an apartment?
- Who do they live with? Are they in a relationship?
- Do they have kids?



Identifying Issues, Interest and Values

- What are their ISSUES? What do they care about?
- What are their INTERESTS? Why do they care about these things?
- What are their VALUES? What motivates this person?



Identifying Issues, Interest and Values

- **Issues** are the topics, problems, concerns and public policy that people care about. People have lots of issues. They are in our head.
- **Interests** are a person's stake in an issue, like how closely they are affected or impacted by an issue. They are in our gut.
- **Values** are the moral principles people live by; they are the frame through which we understand our world. They are in our heart.

Identifying Issues, Interest and Values

Understanding the values of a person and appealing to those values and to the person's direct interest will help break through that sense of apathy that we often see and hear as an excuse for inaction.

Making the Ask

- An effective ask is specific (not vague)
- An effective ask is personal (relate back to their issues, interests and values)
- An effective ask is urgent
- Not all ‘No’s’ mean the same thing!

Making the Ask

- Know your audience!
 - Tailor your ask and language to them.
- Make sure your attitude is effective!
 - A bubbly demeanor doesn't always work. Try to mirror the person you are talking to.

Making the Ask

- Use strong language
 - Get to a yes or no answer
 - Try is a weak word! We are working to or fighting to!
 - Be passionate and confident – people feed off that and it motivates them.

Making the Ask

- Remember to be specific!
 - This limits your chances of a NO and increases your chances of a positive response
- Ask and shut up!
 - Make the ask and wait on the response. Don't over justify it or you will sound like you are begging.

Making the Ask

- Be persistent!
 - Commit to making it as easy as possible for them to participate.
 - Give them other options if one won't work.
- Not all “No’s” mean the same thing!
 - There are actually different types of “no,” and each requires its own response. So listen and probe about the kind of “no” they are giving.

Let's Try It Out!

The Mad Member



- His/her grievance has not been heard, was withdrawn or lost in arbitration.
- Working a shift or job they don't like.
- Don't like the current agreement.

Let's Try It Out!

The Loudmouth Member



- You guys are just for the Democrats!
- It doesn't matter what we do, the government is going to screw us!
- I don't trust anyone in the government. They're all a bunch of thieves!

Let's Try It Out!

The Uninformed Member



- Don't take the time to understand or read about the issue.
- Only listen to one side of the issue.
- Don't take the time to think about how the issue affects them as a worker.

Let's Try It Out!

The Timid Member



- Don't want to confront anyone or be confronted by anyone.
- Shy away from talking about the issue.
- Usually don't participate, even though they believe the issue is right.

Let's Try It Out!

The “It Doesn't Concern Me” Member



- I don't want to hear anything.
- I don't want to see anything.
- I don't want to talk about anything.

You Can Do It!

- Remember building relationships to build solidarity with members is key – we all want the same thing.
- Our members will take action because they feel like they will “get something” out of it. Find out what their “Something” is.
- Be persistent!

Getting More People Involved – Tips on Making the Ask

Get to know who you are talking to - an effective ask is personal.

When an issue touches our core values – gets out of our head and “touches our heart” or “hits us in the gut”, it begins to move us to action. Understanding the values of a person and appealing to those values and to the person’s direct interest will help break through that sense of apathy that we often see and hear as an excuse for inaction.

An effective ask is specific.

This limits your chances of a “NO” and increases your chances of a positive response. An effective ask is really specific about details. It asks people to take a stand—“Can I count on you” and forces them to tell you yes or no. Don’t be apologetic in your ask and don’t offer excuses for them.

An effective ask is urgent.

Give them context by explaining why the ask is important. What could be at stake for them and why they are necessary to the solution.

Not all “Nos” mean the same thing!

It’s wonderful when somebody says yes to you, but even if they say no, not all is lost. No doesn’t mean the conversation is over. There are actually different types of “no,” and each requires its own response. So listen and probe about the kind of “no” they are giving.

- *Not THAT:* This means they can’t/don’t want to do the specific thing you’re asking. It could very well just be the wrong activity for that person. Somebody who has social anxiety isn’t likely to say yes to recruiting volunteers at a community fair. Suggest something else.
- *Not NOW:* You may be asking them to volunteer during a time that they’re busy. Suggest other dates and times.
- *Not EVER:* That’s a clear no. The conversation is done. Thank them and move on.

Know your audience.

Taylor your ask and language to them.

Use strong language and be persistent.

Get to a yes or no answer. Try is a weak word. Say things such as “We are working to” or “We are fighting to.” Be passionate and confident – people feed off that and it motivates them. Commit to making it as easy as possible for them to participate and give them other options if one won’t work.