

A black and white photograph of a grand, classical building facade, likely a government or institutional structure. The image shows a series of tall, fluted columns supporting a heavy entablature. An American flag is prominently displayed in the center, hanging between the columns. The sky is a uniform, light gray, providing a stark contrast to the dark tones of the building. The overall composition is symmetrical and emphasizes the architectural details and the symbolic presence of the flag.

THE POWER OF RELATIONSHIP BUILDING FOR CHANGE

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1. RECAP - WHY GRASSROOTS

2. WHAT IS RECRUITMENT

3. RECRUITING TO BUILD POWER

4. DATA COLLECTION

5. PRACTICE

TRAINING 1 RECAP

- **WHO HAS POWER**
- **HOW TO INFLUENCE POWER**
 - **NARRATIVE**
 - **RECRUITMENT**
 - **RELATIONSHIP BUILDING**
 - **CIVIC ENGAGEMENT**

TRAINING 1 RECAP

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THEORY OF CHANGE FOR WCADVSA

Mission Statement

Through a collective voice, the Wyoming Coalition Against Domestic Violence and Sexual Assault is committed to provide leadership, education, and systems advocacy to advance social change and end violence.



**RECRUIT NEW
MEMBERS**



What is recruitment?

Meeting people, assessing their potential to get involved in collective action, and recording their contact information.

BREAKOUT SESSION

**How do you recruit
people?
5 minutes**

Recruitment requires data collection

What does data collection mean to you?

What is data collection for recruitment?

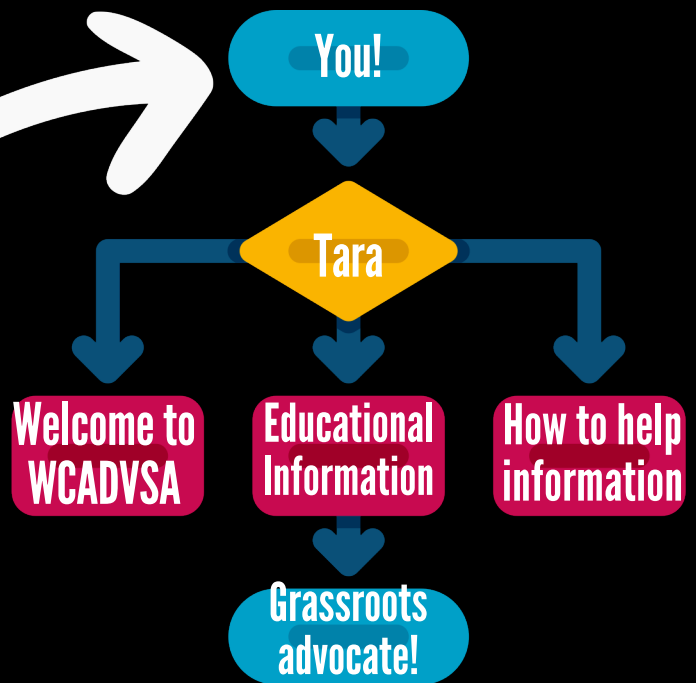
Gathering names and contact information so
we can contact and build relationships

What does **your** data collection for recruitment look like?

How do you collect data?

How do you keep track of it?

DATA COLLECTION



**DATA
COLLECTION
REQUIRES
CONSENT**



Sharing data with WCDVSA

- **Name + contact method**
 - **Bonus points for + potential**
- **Welcome email with opt-out**
- **Education**
- **Engagement opportunities**
- **Community**

RECRUITING FOR COMMUNITY



**_____% pro-life activists were
pro-choice when recruited.**

25% of pro-life activists were
pro-choice when recruited.

“After Sandy Hook, I joined several gun-control organizations in a desperate effort to do something. These organizations asked me for money and sent me links for places to send emails or make phone calls. But none introduced me to anyone else in the organization or invited me to strategize about what I could do. Instead, I felt like a prop in a game under their control. I eventually asked to be taken off their lists.”

[2017 NYTimes Hahrie Hahn](#)

RECRUITMENT

CREATING COMMUNITY

Recruitment should create energy. If your movement lacks joy, it lacks community. Without community, there is no longevity.



BEFORE YOU RECRUIT

- Know your issue and campaign
- Identify points of entry
- Set goals
- Practice
- Prepare materials
 - Data collection
 - Sign-up or contact sheet
 - Commitment or Action
 - “I’ll attend committee meeting to demand action”
 - Survey

RECRUITING IN THE FIELD

- Listen for readiness
- Explore their self-interest
- Conduct research (ask questions)
- Get a commitment
- Record information
- Keep moving

RECRUITING IN THE FIELD

- Discover the issue/interest
 - “I’m here talking with people about... and I would like to know what you think.”
- Agitate
 - “How does that make you feel?” or “Is that ok with you?”
- Lay the blame
 - “Why do you think you’re struggling with this?”
- Give them a plan to win
 - “A group of community members and I are working together to... with enough of us, they can’t ignore us”
- Get a commitment
 - “Will you be a part of the solution with us by...?”

TIME TO PRACTICE!


- 1. FILL OUT A RAP OUTLINE TOGETHER**
- 2. PRACTICE RECRUITING EACH OTHER**





**TURN YOUR RECRUITS
INTO ADVOCATES!**

**SEND YOUR DATA TO TARA
BUILD RELATIONSHIPS WITH THEM**



**WITHOUT VOTERS, WE HAVE NO ABILITY
TO REMOVE THOSE THAT AREN'T SERVING
OUR COMMUNITIES.**

**AND If we cannot remove them,
we cannot convince them.**



QUESTIONS?

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