

## EXERCISE

### Recruiting Role-Play\*

**Purpose of the role-play:** To allow campaign committee members to practice their “pitches” and to give them confidence as they prepare to recruit organizations and opinion leaders to their cause.

**Supplies needed:** Guidelines for Recruitment.

**Step 1:** Ask for two volunteers from the committee. One will play the role of a community leader. Assign that person a role he/she will feel comfortable playing (e.g., High School “Teacher of the Year,” president of the local chamber of commerce, local religious leader). The other volunteer will play himself/herself.

**Step 2:** Have the group make a list of various activities the committee member can ask the community leader to do (e.g., speak at an upcoming press conference, write and submit an opinion piece to the local newspaper, attend a campaign meeting to help strategize).

**Step 3:** Have the two volunteers role-play a conversation between them, with the committee member asking the community leader to do one or more of the activities on the list. Take 10 minutes, then allow the group to debrief.

**Step 4:** Repeat the role-play with the same two volunteers or two new ones. Debrief again.

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\* Adapted from a role-play in *A Guide for Local Action: New Organizing Approaches for the Tobacco Control Movement*, American Lung Association of California, Educating Key Opinion Leaders Project, October 2001.