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# GUIDELINES

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## Recruitment

### Be Prepared

Know the person's name. Have four or five sentences ready to introduce yourself. Who are you? Who sent you? Why you are here? Know what the person does and how that relates to the issue campaign. If it is an organizational call, know the organization's history, program, funding sources and tax status. Have some questions in mind to encourage the person to talk about himself or herself.

### Legitimize Yourself

Quickly link the campaign's goals with the individual's or organization's goals to demonstrate that you are not trying to use them to advance some unrelated agenda. "I noticed in your last newsletter...that's an important issue to me too...here's why." Refer to someone they know who suggested you come talk with them. Mention other organizations and key individuals who have already joined; and remind them that they may already have heard about you. "We are the campaign that won that anti-tobacco ordinance in the city and now we are taking it to the county." Make sure to emphasize why their participation is crucial to victory. Establishing your track record and history of success is important to recruitment of new members. New members want to join a winning team.

### Listen

Start by talking, but not too long. Just enough to introduce yourself and why you came. Then stop. You do not learn anything about the person you are trying to recruit when you are doing all the talking. Be an active listener. Ask good questions and be responsive to the answers coming back. "As you know, I am working for local programs that encourage kids not to smoke. How do you feel about youth smoking?" Listen for their self-interest in the campaign issue. "Youth smoking worries me a lot. I have a son who just started middle school." How much do they know about the campaign? About the issue? Look around on the walls. Family photos? College diploma? Newspaper clippings? Civic memberships? Be comfortable with a few moments of silence after you ask a question.

### Agitate

Do not be afraid to put some passion behind the issue and explain your own personal commitment. "My Dad started smoking when he was a boy and smoked for 50 years. I tried to get him to stop. He died last year." Or, "If the first cigarette ever was made today, it would be subject to review by the FDA and would never be approved for sale. At least you can make sure they do not sell it to your kids."

### Get a Commitment

Know what you want to ask for going in and have several back up requests. Whatever it is, it should be to do a specific task on a specific day. Join the campaign committee; come to an event; be a speaker at a press conference; recommend 4–5 people who support the campaign. When a commitment is made, make a note to call and remind the person. In most cases, even a reluctant volunteer will agree to do something; but leave room for the few who simply will not commit. They may be temporarily unavailable, and be more open in the future.

### Follow Up

Follow up with a reminder of the commitment, and make certain to live up to things you promised to do. Get the materials to the person on time; make sure not to forget to stop by their office to take them to the event. Pay attention to them whenever they participate.