Base Building 101:
Recruitment

Trainer Names:

Learning Objectives:
Skills, Knowledge, and Attitude which learners should take away from this session.
- Understand the definition and importance of building a "base"
- Know why people get involved and stay involved in groups.
- Learn tools for list building and data management for mobilization

Achievement Objectives:
Tangible steps learners will take to advance real or simulated campaign work.
- Develop and successfully use a recruitment rap to recruit members to join a group
- Feel confident in talking and presenting to strangers about their group

Time: 140 minutes (2 hrs 20 mins)

Normal = say out loud
<u>Underlined</u> = flipchart this!
Italics = trainer notes/instructions
Bold = key point

Preparing to Facilitate:

This session includes the SIM Outreach Fair. All trainers participate in the Outreach Fair, acting out different characters who SIM teams can try to recruit to their campaigns. Sproggers also have the chance to decorate their tables with banners, signs, etc. This is a fun, creative activity! You should gather props and costume pieces for trainers to use and materials for Sproggers to decorate tables: extra flipchart paper, cardboard, markers, and tape should be sufficient, and make sure you have enough tables!

Lead trainers for this session should share the following with all trainers ahead of time:

Instructions to Trainers/Actors:
During the Outreach Fair, trainers will dress up to act as different characters visiting the tables. It might help to plan a few characters in advance and be specific about them! Have a name (Sproggers will be asking you sign things), a few interests, or an interesting eccentricity in mind before you enter the Fair. Each character should visit each table and **sign up on at least one table's contact sheet**. *Repeat the process as many times as you can, returning to the Outreach Fair as different characters.*

Tips for making the activity challenging and realistic, as well as goofy:

- *Think of people you've encountered while doing outreach. What made them interesting to connect with? Easy to connect with? What different demographics can you represent? (e.g. students, non-students, different ages, professions, etc.).*

- *Make the Sproggers think about their messaging and how they approach you. They should be clear and engaging, and they should be making an effort to connect with your character's interests.*

- *Pay attention to the elevator speeches. Sproggers have had a chance to practice these pitches beforehand, so they should be tight. If a pitch rambles longer than ~30 seconds, your character might get bored and walk away.*

- Try to get out of leaving your contact info. You might just "forget", or you can come up with excuses or suspicions for why you'd rather not put it down (but be open to being persuaded by a good case.

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1. Introduction [5 min]

Getting people involved in your campaign is important. We are more powerful when we are working with large numbers of people who are supportive of our cause and are willing to take action when asked. In organizing lingo, this group of supportive people is called your "Base":

Base: A large group of supporters who can be called on to take action for your cause

Your base is the foundation for your campaign and the source of your power! In this training, we'll learn some skills for recruiting people to join your campaign.

Read training Objectives (flipchart Objectives). Base Definitions on the flipchart and begin to go more in-depth into its definition.

2. Reflection: Why did you join? [10 min]

Ask Sproggers to raise hands if you've ever joined a group that took action together to achieve a goal.

Direct the first questions to people who raised their hands, and hear a few responses:
  Why did you first join that group? What were you getting out of it personally? What was the group

Next, ask people who did not raise their hands the following questions:
  Have you ever been invited to join a group but decided not to? What were your reasons for not joining? What was that group environment like?

Flipchart responses on a T-chart. Common responses might include:

Why People Join or Stay	Why People Leave
● *They make friends* ● *Fun events* ● *To learn skills* ● *To make change*	● *Poorly run meetings / disorganization* ● *Don't feel connected to the group* ● *Asked to do menial tasks* ● *People don't feel a personal stake*

3. Selfishness, Selflessness, Self-Interest [10 min]

People largely stick with groups because of their self-interest. To clarify, self-interest is not the same as selfishness: **self-interest is understanding your personal stake in a campaign or movement.** Self

interest acknowledges that we get a lot out of joining a group, even if that group is seen as one fighting for the "greater good". Oftentimes, self-interest is conflated with selfishness or selflessness, but it is neither. Let's dig into the differences.

Write the three terms across the top of the flipchart: Selfishness, Self-Interest, Selfishness. Go over them one at a time to show differences:

- ***Selfishness:*** Selfishness is all about Self and negates the Other. What does selfishness look like? How does a selfish person act? Call out responses! *Scribe some of the responses on the flipchart*.

- ***Selflessness:*** Selflessness is caring only for others. Often, we are told that this is a virtue. What does selflessness look like? *Scribe some of the responses, then add:* Is selflessness a good thing? **What's the problem with selflessness?** *Hear some responses, and add the following if Sproggers don't generate them:*
  - *Selflessness is not an honest way to relate to people.*
  - *Selflessness doesn't allow for self-care and is not sustainable.*
  - *To ground ourselves in the work we do, we need to understand our personal stake.*

- ***Self-Interest:*** Self-interest is the balance between these two extremes. Self-interest is the only honest way to be in relationship with others, because it respects both sides of a relationship – yourself and others. What do you think self-interest looks like? *Scribe some responses*.

Why might it be in someone's self-interest to join a group? There are four main reasons:

- **Values:** They are concerned about the issue and motivated by their values to take action.

- **Personal Impact:** They are personally affected by the issue.

- **Transactions:** They receive something tangible in return, be it a free T-shirt or new skills.

- **Social Need:** They want to meet people, be part of a community or team, support someone close to them who is impacted by the issue, or they feel peer pressure.

After describing each one, ask Sproggers to raise their hands if they have ever joined a group or gotten involved with an issue for that reason. At the end, ask if anyone has joined a group for a different reason.

4. Steps of Building a Base [5 min]

Now that we understand why people join a group, let's think about how we can encourage people to join and stay in our groups. There are generally three steps to recruiting people to your group:

1. Initial contact

- *Ask group:* Raise your hand if you were recruited to join a group by a flier. …Now raise your hand if you were recruited to join a group because someone asked you.

- Face-to-face conversations are the best way to gain supporters. Tabling, canvassing, or casual conversations around town will gain more new supporters than an email blast.

2. Get their contact information!

- Have a petition for the supporter to sign, or a card for them to fill out, so that you can record their contact information without too much hassle.

- Keep an electronic database of names, contact info, and other valuable information for easy

access. Google Docs spreadsheets work great!

3. Follow up, Follow up, Follow up

- Always have an action ready for a new member of your base to take!

5. The Elevator Pitch [5 min]

So do you make initial contact? You have to talk to strangers. It can be daunting to walk up to someone you don't know and ask them to get involved! But preparing an elevator pitch in advance can make this feel less daunting.

What is an elevator pitch? It is a quick, 30 second speech that tells people who you, what you are doing and why they should join. It is generally composed of five parts:

1) **Stop Question**
2) **Introduction**
3) **Campaign Narrative**
4) **Ask**
5) **Thank You**

Note for trainers: This is a sample elevator pitch that demonstrates the five steps. For more detailed instructions, refer to the handout in Sprogger packets.

"(1) Can you help me build the clean energy economy? (2) Hi, my name is Alexis and I'm part of the Seize the Grid Campaign. (3) Coal plants release toxic substances that pollute the air and water. We have a coal plant on this campus, and we want to see it shut down and replaced with solar energy. In order to show how much students care about this issue, we're collecting signatures on our petition to the college president. (4) Will you sign our petition to the President? (5) Thanks for your time!"

Trainers play out a brief skit to demonstrate an elevator pitch that follows this structure. One trainer acts as the recruiter and the other as a potential recruit. After the demonstration, briefly reflect with the group:

- Where did you hear all five parts of the elevator pitch in this example?
- Was there anything about this pitch that you found particularly compelling?
- What else made the pitch effective?

> **Apply:** The APPLY step invites learners to utilize the new information in a task, challenge, or focused conversation. (e.g. practice, application, case studies, compare, etc.)

6. Write an Elevator Pitch [15 min]

Ask people to get into SIM groups. Give groups 15 minutes to work together to write a short elevator pitch for their SIM campaign using the five steps (refer them to the handout for more info!). Remind them to use their messaging skills and tailor the pitch to their audience! They can also refer back to the Message Box from the Communications training.

When they're coming up on 15 minutes, announce that groups should be wrapping up – and encourage them to test out their elevator pitch on each other.

Bring everyone back to the large group for a quick debrief:

- What was challenging about writing the elevator pitch?
- What was challenging about delivering the pitch?
- What are some scenarios you could imagine giving a pitch in real life?

7. SIM Outreach Fair [60 mins]

Outreach Fair Prep [30 mins]

Announce some great news: SIM teams will now have get a chance to practice using these pitches to recruit new members or volunteers at a community Outreach Fair! Explain that teams will have 20 mins to set up a table before the fair starts and potential volunteers come walking in! (You can give them up to 30 minutes if needed, but that's it – characters will start arriving, whether they're ready or not).

Trainers can use this prep time to set up a room for the Outreach Fair. If possible, set up a separate table for each group and arrange the tables in a circle or semicircle.

Outreach Fair! [30 mins]

For 30 minutes, trainers dress up in as many different costumes as they can and visit the Outreach Fair as different characters. Remember, each character should sign at least one group's list. Have fun!!!

> **Away:** The AWAY step invites learners to connect their new understanding to the real world context of their lives. (e.g. a personal action plan, commitment, projection into future, etc.)

8. Outreach Fair Debrief [15 min]

When time is up, halt the Outreach Fair. Congratulate everyone on their work! Start the debrief with questions addressed to SIM teams:

- What did your team do well?
- What was challenging?
- What tips or advice would you offer to a group planning a tabling event?

Then open questions up to trainer/actors:

- What did you see here that was awesome?
- What's one thing that could be improved in future tabling?

9. Following Up [10 min]

So, now that you've made initial contact with potential volunteers and gotten some contact info, what's the next step in building a base? *(Answer: Follow up!)*

It's most effective to follow up soon after your initial contact. Take a few minutes in your teams right now to make a follow-up plan. How are you going to reach out to the people on your lists? What's the next step you're going to invite them to take?

Give 5 minutes for teams to discuss, then have each team share their next steps with the full group.

10. Pluses and Deltas [5 mins]

*Collect feedback on the training session by asking Sproggers for training **pluses** (things that went well) and **deltas** (things that could have gone better/could be improved/that are growth zones).*