

Outreach and Recruitment

Why We Do Outreach

Regular outreach in our community helps to:

- Educate people about FCNL and our issues.
- Move people to action.
- Grow our teams.
- Build our power.

Your Audience is All Around You

- Who is your priority audience you want to reach?
- Who are you already in relationship with (e.g. family members, friends, coworkers, neighbors, congregants, classmates)?
- Who are the people most impacted by the issues you are working on? Do you want to reach out to a certain demographic that isn't present in your group? (e.g. Age, cultural background, political leaning?) How can we welcome diversity?
- Who are the "connectors" that can help put you in touch?
- Where and when do people gather in your community?



Words of Advice

- The more individualized and tailored your outreach is, the more effective it will be.
- Invite new people to attend your actions, not your business meetings. Examples of good first-time events include team potlucks, postcard writing events, and call-in days.
- Having a regular monthly meeting time and regular lobby visits provide a structure that helps new people to join easily. If you are struggling to get lobby visits, plan drop-bys to engage new members.

The “Math” of Outreach

If you want ten new people to come to your next lobby meeting, how many people do you need to talk with?

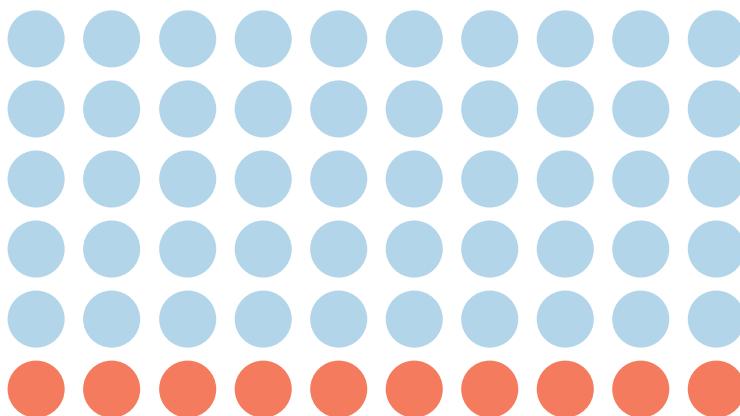
About one out of three people you reach out to will agree to come.



Of those, about half will actually show up.



You need to reach out to about six times the number of people you want to come.



One-On-One Conversations

One-on-one conversations are essential for grassroots community organizing. They allow us to learn what is in the hearts and minds people in our community. This is the best way to create long-lasting relationships for advocacy.

What is a one-on-one?

A one-on-one is an intentional, face to face meeting with another person to understand their interests, passions, and story and to share your own—to explore trust with the other person and the possibility of an organizing relationship with them to act together on issues of common concern.

Setting

At home, at a restaurant or coffee shop, at a park, or on a Zoom or phone call.

How Long

30–45 minutes (no longer than an hour)

As you prepare, think about

Who is your audience? What do you know about them?
What are you hoping to learn about them?

How do you want to work together? What is the end goal of this relationship/connection?

Who are they connected to?

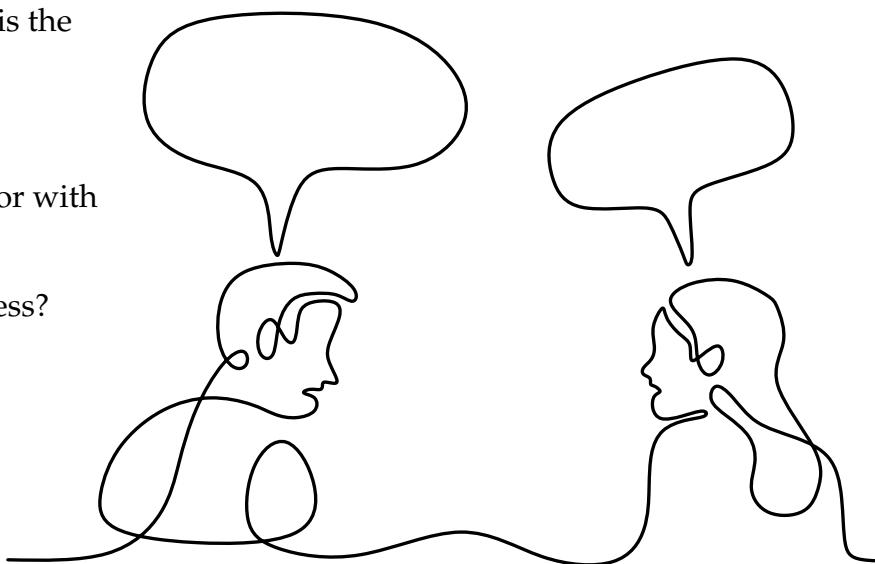
How familiar are they with advocacy and/or with the issue area that you work on?

What do they know about engaging Congress?

What is their familiarity with FCNL and Quakerism?

TIP

Listen more than you speak. The person you are meeting with should be speaking for approximately **75%** of the time, and you should be speaking for no more than **25%** of the time.



Do's and Don'ts

DO exchange stories, experiences, motivations, and visions.

DON'T make it a one-sided conversation that becomes an interview of the other person—share some information about yourself to discover points of connection.

DO have a hard ask and clear next steps—this is an opportunity for someone to take action on what they care about (i.e. inviting them to an upcoming meeting, action, or event, asking to be connected to someone in their community, etc.).

DON'T make this a “sales pitch”—it’s not a transactional relationship.

DO have a clear follow-up plan (within 48 hours of the one-on-one).

DON'T end a conversation without knowing when you will speak to that person again.

Three types of no

Not now: Someone might be busy or unable to engage with your advocacy in that moment, but you should follow up with them when they are more available. Make sure you ask when that is and make sure you know how to reach out to them again.

Not that: They might not be interested in the opportunity you are offering, so you should always have a back-up opportunity. For example, if they don't want to lobby, would they send an email or make a call on the ask?

Not ever: It's ok to encounter someone that will not join your advocacy! It's worth hearing them and trying to find common ground, but you can't force anything.

WHAT TO TALK ABOUT

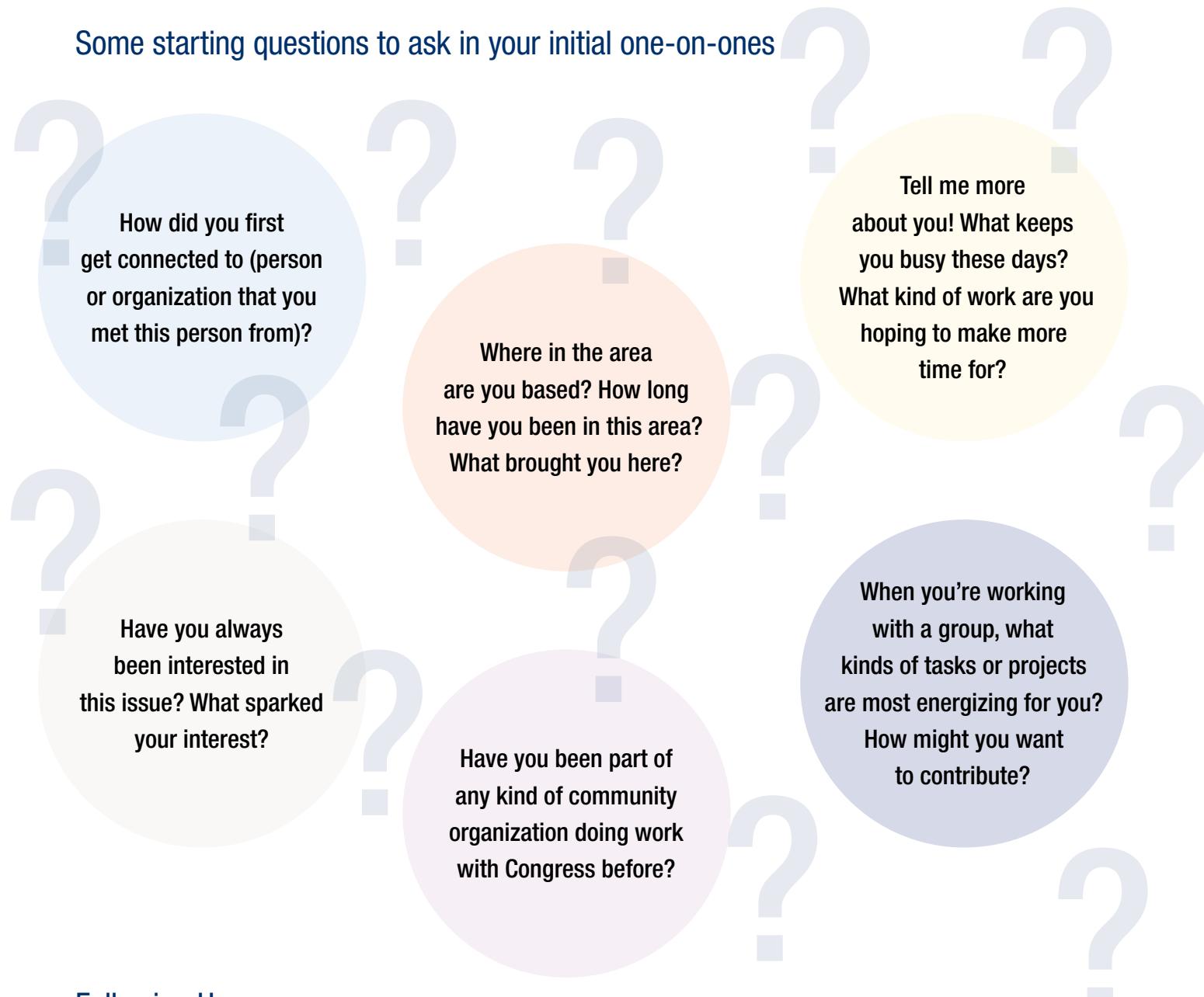
Their interests and your own

Stories that give insight into their life

Their priorities and their why's



Some starting questions to ask in your initial one-on-ones



Following Up

Follow up is crucial!

Remember to follow up within 24 hours inviting the person to take the next step you discussed.

Keep notes on your one-on-ones for future reference. It is best practice to not note take or record during your conversation but to jot down what was discussed and what the next steps are shortly after.

Outreach Method: Tabling

Setting up an interactive and engaging tabling activity can attract new members to your group. Take the opportunity to start conversations, answer questions, and make a personal connection with individuals who engage with your table. Be sure to follow up with them and invite them to your next event!

Before

Look for venues and events that accept community tables. *Examples: campus club fairs, holiday festivals, ethnic and community festivals, farmers markets, peace fairs, concerts, library-sponsored events, farmers events, faith community bazaars, etc.*

Apply for or reserve the table in advance, making sure to meet all requirements.

Request a box of fliers, stickers, and posters from FCNL by filling out [this form](#), and supplement with your own table, tablecloth, pens, games, candy, water, etc.

Assemble your team. It is helpful to have a primary tabling coordinator as well as multiple volunteers to cover different shifts.

Prepare for the elements. Tabling indoors can be simpler and more cost effective. If you will be tabling outdoors, make a plan for rain and wind. If you are passing out flyers or stickers, bring some kind of weight to weigh them down.

Make a plan for set-up, clean-up, and follow-up. Who is bringing what? What time will they be there? Who will follow up with the contacts you collect?

During

Create a well-organized display. Bring a tablecloth to cover the table with, as well as a poster or sign that clearly says “FCNL”.

Engage with attendees. Smile, say hello, and ask a question or start a conversation.

Have an interactive activity. Use the examples for activities to engage event attendees in conversation about FCNL and our issues, or come up with your own.

Steer people to action. Explicitly ask people to get involved by inviting them to a next event and collecting their contact information (a paper sign in sheet or an online form both work well).



The tabling display of the Northern Arizona Advocacy team at a local political group picnic. Their sign-up sheet is front and center, they offer candy and stickers to attendees, and they clearly display FCNL posters. Photo by Leslie Morpeth and Bill Ford.

After

Follow up with all your contacts:

Follow up is best done the very next day while the people you spoke with have you and your organization fresh in their minds. Send them a text message or email inviting them to your next meeting or activity, or offer to set up a one-on-one conversation.

Thank everyone who volunteered in an email, phone call, or text message.

Post photos on social media and share them with FCNL using our [community event report form](#).

FOLLOW-UP MESSAGE

It was great to meet you at our FCNL table! I would love to invite you to join us for our upcoming event or find a time to call to talk more. When works for you?

Interactive Tabling Activity Ideas

Post-its for Peace: Set up a large poster or display board. At the top, write: Take money away from war! What would you spend the money on instead?

Have a visual display with jelly beans or marbles representing the amount of money going toward military spending compared with the amount of money going toward peace or other programs. Invite people to guess how many jelly beans or marbles are in the jar, and how much money that represents in the budget.

As people walk up to the table: “Do you want to play our post-it notes for peace game? Great! These 2 jars represent the amount of money our government spends on weapons and war, compared with the amount they spend on peace. We’re asking everyone: if you could move our tax dollars away from war, what is something you would spend it on in order to make the world a better place?

Invite people to write their answers on a post-it note and put the post it on the display board.

Once they share their answer, invite them into a conversation about why they wrote what they did. Transition into sharing about FCNL, the issues we work on, and how we lobby Congress and organize in our communities for policies that support peace, justice, and the environment. Then, share about how they can get involved!

Give people a sticker or piece of candy if they fill out the sign in sheet.

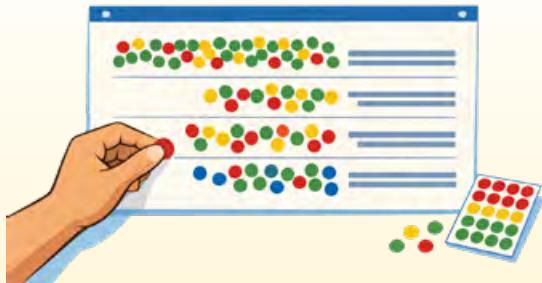


Post-it notes for peace shared by trick or treaters at Friends Place on Capitol Hill. Photo by Olivia Delaplaine/FCNL.



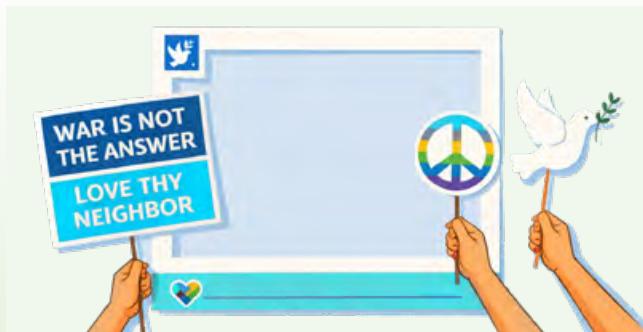
The outreach poster put together by the Huntsville Advocacy Team. Photo by Jessie Whitehead

Additional Activity Ideas



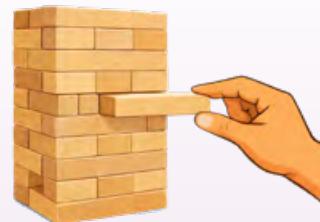
Dot voting: List out the different FCNL issues. Give attendees dot stickers and have them place a sticker next to which issue they think is most important for Congress to take action on.

Wheel of Conversation: Using a colorful spinning wheel with different issues FCNL works on written on each wedge of the wheel. Invite attendees to spin the wheel, and whichever issue they land on, ask them a question and have a conversation about that topic.



Photobooth: Make supplies for people to take photos with: a cardboard photo frame, a War is Not the Answer/Love Thy Neighbor sign, a cardboard peace sign or dove that they can hold. Invite people to take photos with the supplies as they walk up to the booth.

Jenga tower: Write different topics on jenga blocks and assemble a jenga tower. As people pass by, invite them to play jenga, and whichever block they remove, invite them into a conversation about the topic written on the block.



Build Momentum with a Large Group Presentation

One outreach method is to visit other groups where people are gathered and offer to make a short presentation or announcement at the beginning or end of the gathering time.

Look for places of worship, community organizations, service groups, local neighborhood groups, or political/social science classes on campus if you are a student.

Speak with the leader of the group or reach out to their main contact email in advance to see if it would be possible to visit and make a short presentation.

You can use the sample structure of a large group presentation on the next page to get you started. We encourage you and your leadership team to make the presentation your own and customize the experience for your audience.



Sample Structure of a Large Group Presentation

About FCNL

FCNL is a national nonpartisan Quaker organization that lobbies Congress in support of peace, justice, and the environment. We have a grassroots network of over 135 Advocacy Teams in all 50 states plus DC and I'm a part of our **[name of your team]**.

Personal Story

[Share your personal story: why do you organize with the Advocacy Teams? How does it connect with your community? How does it connect with the work of the group you are meeting with?]

This year's campaign

Every year, we work on a policy campaign to advance peace and justice and work to build effective relationships with our members of Congress and their staff, publish in the media, and hold events to educate their communities about the issues that we work on. This year, our campaign focus is **[name of campaign focus]**.

Our Shared Values

We're not just for Quakers—our team members come from a variety of backgrounds and faith traditions but we are all united by the principles of deep listening, relationship building, finding common ground, and a belief in the inherent worth and dignity of every person.

What's next

We would love for you to join us as we prepare for our next event! We are having an event coming up on [date] where you can learn more. You can also join our monthly Intro to Advocacy calls.

Sign-up Sheet

[Invite them to your next event where team members will be taking action together: e.g. a potluck, a postcard writing event]

Q&A

To get connected, you can leave your name and contact information on our sign up sheet, or go to FCNL.org/advocacyteams to learn more. Please feel free to take a business card or flier as well.

[Answer questions from the audience as the sign-up sheet is going around]

Welcoming New Members to Your Advocacy Team

1

Have a team discussion

Query #1:

How do you want someone to feel when they join your team?

If your team **established group norms** during your trainings, this is a great time to revisit them together.

Query #2:

What do you want new members to know about your team as they get involved?

Remember:
When talking with new members, don't highlight what's not going well. Instead, **share the aspects you value** most about your team.

Query #3: *What are you most proud of your team for?*

New members want to join teams that are **honest** about challenges but **optimistic** about overcoming them.

Query #4: *What energizes you most about your team?*

2

Welcome the new person



A team member reaches out for coffee or a phone call.

Which team member will reach out?

The communicator(s) steps:

Invite them to a **New Member Training** with FCNL. *These occur monthly.*

Plan an action, like a lobby visit, letter-writing event, or film screening. *This allows your new member to see your team's advocacy in action.*

Plan a social gathering as a team. *People are more likely to join a group when they feel connected to the community.*

3

Build the relationship during team meetings and social events

» **Get to know your new member!**

Ask what they care about and share your own interests.

» End team meetings with **clear next steps** so the new member feels motivated to return.

» **Be inclusive:** Listen actively and include the new member in your conversations.

» **Review and update group norms.** Every time a new person joins, your team should adapt to a new group dynamic.