

IN-PERSON VOLUNTEER RECRUITMENT TRAINING OUTLINE

Cincinnati Won't Discriminate

I. Welcome / Introductions – 5 minutes

- Thank you for coming! ☺
- Why it's important they're here: Building a volunteer team to talk to voters is our most important work to retain our anti-discrimination law. We need a much bigger team of volunteers talking to voters to protect our law.
- Qualify yourself with past experience.
- Everyone: Name, why you came tonight, and preferred gender pronoun if you'd like to share it; ice breaker.
- Quick agenda review – Timeline for the evening.

II. Issue overview – 5 minutes

1. The Story So Far

- 1992 – The City Council passes protections against discrimination in employment and housing for gays.
- 1993 – However, a year later our opposition passed Article XII, which banned any sort of protections against discrimination for gay folks and nullified the 1992 protections.
- 2004 – A decade later, we were able to mobilize our own folks and put the removal of Article XII on the ballot. After a successful campaign, we won that election, 54 percent to 46 percent.
- March 2006 – With the repeal of Article XII, the City Council again passed protections against discrimination for gay folks AND this time they also included protections for transgender folks as well. This decision was historic in that it was the first time that the word “transgender” was used in a national, state or municipal ordinance.
- November 2006 – But yet again, our opposition mobilized and got enough signatures to force these protections to be voted on in the November election and right now, we are here to make history and get these protections passed once and for all!

2. What's it going to take to win? – The Box

- Here is a different map of Cincinnati
- 312k—There are 312k residents in Cincinnati
- 216k—Of those, there are 216k registered voters
- 116k—Past data shows that only 116k will actually come out to an election like the one this November
- Now, the great thing about this breakdown is that it helps us to know that we don't need to talk to all 312k Cincinnatians
 - We don't even need to talk to the 217k registered voters
 - Or even everybody that goes out to vote that day.
 - We just need to find 58,000 supporters, plus one, to identify and then get out to vote.
- **This November, whoever turns out more of their supporters wins.**
- Pop quiz: When did we repeal Article XII? And was repealing Article XII the only thing on the ballot that people cared about? (Response: The presidential election)
- Everyone and their mama was getting our supporters out to vote.
- Even then, we only won by 7000 votes!
- We can motivate our base to vote by building a big list of LGBT and progressive voters and calling, mailing, and visiting them to turn out to vote.

- Need a big team of volunteers to succeed—and tonight we're starting to build that team from scratch.
- In addition, **we won't let faith and race divide us.** Our opposition has always used faith and race to create wedges between us and our supporters. In this campaign we are putting an end to that. We know that people of faith and people of color stand with us on this issue and we won't let anybody else tell us otherwise.

III. What we're doing tonight — 1 minute

- Going to LGBT-friendly places.
- Talking to everyone.
- Telling them the urgency of the situation.
- Asking for help.
- Signing them up for specific shifts.
- Getting volunteers' full contact information.

IV. What we are recruiting for tonight

V. THE IN-PERSON RECRUITMENT ACTION – MODEL IT – 5 MINUTES SHOW IT, 5 MINUTES DEBRIEF IT

- Show it – A typical call where volunteer expresses some hesitation about helping out
- Debrief it – What was the single most important thing the recruiter did to motivate the person to volunteer?

TEACH THESE POINTS DURING THE DEBRIEF, THEN HIGHLIGHT REMAINING ONES NOT COVERED:

- **Urgency:** Why is this important? Why do we need your help right now? Have to communicate urgency in every conversation, or no sign-ups or no-shows.
- **WE MUST GET PHONE #S FOR EVERY PERSON:** If the person does not write down their phone #, gently ask, "What's the best # to reach you at?"
- **Conversation:** Make it a two-way conversation, not a one-way monologue; asking questions is the key!
- **Ask for specific shifts w/ concrete commitments:** Don't make us ask twice! Sign people up for specific day and time, and get the best #s to reach people at.
- **Do all of the asks – people are willing to sign up for more than one thing.**

VI. Put-Offs/Push-Backs

- When someone says they are unsure whether they want to join, don't give up on them. This just mean they are afraid — of getting into a huge commitment, of getting involved with something they aren't aware of, or of going up and talking to complete strangers. Our job is to demystify those fears with push-back. (*Give examples*).
- When you have demystified their fear, **ask again**. Just as strong and confident. For example, "Having said that, can you join our team...?"

VII. Participants practice amongst themselves – 7 minutes

VIII. Materials review – 5 minutes

- Script
- Sign-up sheet
- Receipt
- Sticker
- Donation envelope
- Pen

IX. Goals for tonight – 2 minutes

- When we are talking about goals, we want to first talk about the big picture. If you were to go out and talk to voters for 3 hours, you'd probably be able to talk to 30 folks. However, by recruiting 6 people to talk to voters, we would talk to 180 folks. And we are taking it a step further, since we are recruiting volunteers to recruit more volunteers. So the work we are doing here is the start of build the large team we need to talk with those 58,000 voters. For today, we are aiming to sign up 35 volunteers each within 3 hours.

X. Final tips for the evening – 2 minutes

- Don't make assumptions – approach everyone.
- So many volunteers, so little time – move quickly, don't waste time on trying to persuade people into signing up who aren't engaged / interested.
- Don't be afraid to walk while talking with someone on the move
- Smile ☺ & have fun!!!