



## HOW TO RUN A SUCCESSFUL ONE ON ONE MEETING

### The key elements of a successful one-on-one are:

- Deliberate
- Scheduled
- Probing discussion that leads to tangible commitments,
- Rigorous follow-up. Many Organizers find that their most dedicated volunteers come from their first one-on-ones.

### One on One Statistics from OFA Virginia (Data collected 11/3/2010 – 3/15/2011)

- 23% of 1:1s converted to leadership roles within the organization
- 6% of volunteers at events converted to leadership within the organization
- 3% of people talked to on the phones converted to leadership within the organization

### Scheduling One on Ones

Deliberate planning delivers productive one-on-ones come. One-on-ones are in-person (**not by phone**), scheduled ahead of time, and have an explicit goal.

### One on Ones Should Be

- **Face-to-face, not virtual.** They are not conversations by email or phone. They are 30-45 minute meetings of substance.
- **Scheduled, not accidental.** Leaders initiate relationships with others. Drop-ins can result in substantial conversations, but are not true one-on-ones.
- **Approached with a specific goal in mind.** While you do not want to scare people away with big commitments before the one-on-one, you should be up front about your own interests in the other person and the purpose of the meeting (to discuss the program, how they can be involved, etc). Always include a purpose or a goal in setting up a one-on-one meeting, even if that goal is to “talk about how we are going to work together to win this election.”

### Executing One-on-Ones

Successful one-on-ones include purposeful conversation, telling one’s story, probing the volunteer for his/her story, explaining the program, and receiving a commitment. Each one-on-one should include:

- **Purpose:** *Not chit-chat.* Leaders initiate one-on-one meetings for the purpose of finding common values and interests. While these conversations can start with casual talk, they must get beyond small talk.
- **Story:** *Probing, not prying.* When you schedule a one on one, be sure to share your own stories and probe to learn about supporters’ values, resources, and interests by asking why they made the choices they did. Sharing stories is different than prying into one another’s personal lives - stories include an explanation of the choices that one has made in their life to convey the values that inform their decisions. An effective story for an organizer will bring the volunteer closer to them through a deeper understanding the Organizer’s motivations for being involved in the campaign. Engaging the volunteer to share their story can be more difficult. Ideally, it achieves a very similar end to the Organizer’s story, but will often take many more follow up questions to get there.
- **An Explanation of Your Program:** Volunteer motivation and political buy-in arises when supporters understand the overall program. Interns must explain the larger vision of how the campaign works and connect that with the work supporters do at the neighborhood level. More importantly, this should

include a discussion of the merits of the strategy and how the volunteer's community would fit into the state strategy, and what the individual can contribute to their community.

- **Getting a Commitment:** *Leaving more than just "friends."* Volunteers should translate everything they learned from their one-on-one meeting into an articulation of why that person, in particular, should get involved. Volunteers should then ask for a specific and direct commitment—i.e., host a house meeting and recruit 50 friends and family, write a list of volunteer prospects he/she knows personally, become a Precinct Captain, etc. A successful one-on-one meeting ends with a commitment with a specific date and goal attached.

### **Following up on One-on-Ones**

One-on-ones without follow-up fail to facilitate organizing. All volunteers must follow up with one-on-one subjects to express gratitude, ensure completion of initial commitments, and deepen relationships. Follow up includes but is not limited to:

- **Expressing Gratitude:** Write thank you notes, emails, or to make follow-up thank you calls.
- **Enforcing Commitments:** Follow up with reminders about commitments made during one-on-ones and monitor progress to those goals.
- **Deepen the Relationship:** Add one-on-one volunteers to speed dials, call them periodically to check in, set up house meetings, and ask them for help in future endeavors.
- **Build a Relationship:** When possible, follow up with non-direct asks. Call to give general updates about the campaign and talk large scale strategy. But also ask for updates about their personal life - their knitting club, or their child's soccer game.

### **Practice a 1:1**

**Your pair will role play a 1-one-1 meeting with a potential volunteer and a current OFA Neighborhood Team Member/Local Committee member. You will each share your story, explain your strategy and then connect your partner's motivation with action in a hard ask. Choose from one of the three scenarios:**

- Potential Volunteer was active in the 2008 but has not been engaged with the local committee and/or OFA.
- The Neighborhood Team Member/Committee Member's task is to communicate the urgency and make the "ask" for the potential volunteer to join a Neighborhood Team/local committee
- Establish the volunteers motivation and connect with an action step