

Mark Reynolds session with Group Leaders and Liaisons in North Wind Region

Canyon Creek Camp, Rapid City SD - September 28-30, 2018

Mark asked – How do you recruit new members? How do you engage new members? What are the best practices?

- We've done a lot of tabling at colleges. Tour of schools in SD, We use pop-up banners to bring people to the table.
- Started by wanting to convene groups, now we ask questions and listen, some people are depressed and need to talk. It is important to follow up – add names to the email list.
- Allan calls new people and invites them to coffee – he starts building relationship
- It is very easy to burn out. Build a team – “First Level Outreach Team” – roles of inviter and connector
- I learned this [burn-out] the hard way. I tried to do it all. Eventually I had to take a vacation and others had to step up – and they did.
- Trust is essential – trust that others can do
- I struggle – I need details and tasks. As a writer, it is easy for me to do a letter to the editor. How can I help others learn to write. It is hard to find things on community. [Note made that community re-work will be out soon]
- Start with 2 or 3 things to do
- Use open ended questions – like when tabling, ask Have you ever heard about CCL? Do you have couple minutes for me to tell you?
- We have a membership committee – granted it is only 2 people [we want to have more] The membership committee members call new names from sign up – invite them to the next chapter meeting. 1 in 10 respond. Now trying text. * best practice to ask what is the best way to follow up while tabling.
- When we hear from someone new, as ask how did you learn about CCL Facebook page is sometimes noted
- *best practice that we need to learn about – how to set up a group text. [Linda checked on a few options and found how to add cell/text number as email – [details here](#)]
- * best practice – be in front of the table, start with question, perhaps in context of the event
- * best practice – have an ipad or computer at the table and sign up directly so there is no need to read/translate handwriting.
- Ask a question, listen to what they say, summarize it back – very common to get a more detailed explanation back and leads into deeper conversation.

- We might try door knocking. Talk to your neighbors. I'm a volunteer with Citizen's Climate Lobby – frame this as an effort to listen to what people are thinking about climate.
- I learned this from Jay Butera (oh, just to say his name) Attend a town hall, scatter people around the room, ask a softball question and get applause from the around the room.
- Create a 30 second 'go-to' – explain enough to peak interest
- Good starter questions – Would you like to hear about a conservative solution to climate change? Or Are you concerned about climate change?
- Grand Canyon Project – we need this in every district. Build a list of about 100 people. One person sets up the list and provides ideas for the call. 2-4 people call the office each day. Drip, drip, drip. Learned to start with the ask for these calls, so the staff person records the ask. Then follow with thank you/express gratitude, connect a recent event to climate change, ask again.
- Coffee, Cookies and Climate Change at the coffee shop – idea for letting people know they can talk about it or combine with visit by MOC.
- Question – when I call as part of our Grand Canyon Project, I don't get a response. If I write an email, I get a response.
- We have some people that are really good at tabling. Set goals for collecting letters.
- We started showing movies – mostly our members showing up. Then we co-sponsor with another group and get new batch of people
- Use regional meeting as a way to grow chapter
- Do a service project as a chapter

Linda Kingery, notetaker