

# youthtrain

on campuses all over the country on march 28th

## Guest Packet

Thank you for signing up to participate in YouthTrain hosted by the Center for Progressive Leadership.

This Guest Packet includes everything you'll need to successfully participate in the training, including:

**Part One:** Your Sample Scenarios

**Part Two:** Your Sample Volunteer Plan (and Reference Guide)

**Part Three:** Designing Your Ask (and the 5cs)

The goal of YouthTrain is to help young organizers across the country get better at recruiting young people to get involved in our issues, campaigns, and organizations, as well as learn new strategies for keeping them involved.

A major part of any Center for Progressive Leadership training is the chance for progressives to meet new people and develop new connections, so we encourage you to take the time to get to know your fellow participants.

We also want to thank all the groups that helped make tonight possible, including:

- Campus Progress
- United States Student Association
- Young People For
- Youth CAN – Center for Community Change
- Rock the Vote
- Campus Climate Challenge
- Mobilize.org
- Gender Public Advocacy Coalition
- Future Majority
- Spiritual Youth for Reproductive Freedom.

Sincerely,  
The Center for Progressive Leadership

## Part One: Sample Scenarios

Please select one of the following scenarios to practice working on during this part of the training. If you have a real situation involving volunteers for your organization or campaign, feel free to use it. The “Volunteers Numbers” sheet should serve as a guide.

### **Scenario 1:** *Meeting with the President*

Your student organization has been working hard to convince your campus President to send a letter to the Board of Regents urging them to invest in solar power for your school. You're going to hold a rally outside of the President's office and then send in a delegation to meet with him. Your goal is to have 75 people show up at the rally.

### **Scenario 2:** *Collecting Postcards to Send to your Member of Congress*

Your campaign is to convince your Member of Congress to vote against a bill that will level-fund the Pell Grant program (the largest federal grant program for college students) for the 5<sup>th</sup> year in a row. You know that your Member of Congress only won by 3,000 votes in the last election, so your goal is to collect 3,001 postcards signed by students that urge her to vote against the bill.

### **Scenario 3:** *Holding a Press Conference*

Your organization is working to urge the Governor to support legislation that allows all high school graduates in your state to be eligible for state financial aid, regardless of immigration status. You are holding a press conference outside of his office and want 50 people to attend.

### **Scenario 4:** *Choose Your Own*

If you are already working on a campaign on your campus or an issue in your community, feel free to use your own scenario for this exercise.

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## Volunteer Numbers Reference Guide

### VOLUNTEER NUMBERS

- # of volunteers needed: \_\_\_\_\_  
# of people who say they'll volunteer (# of volunteers x2): \_\_\_\_\_  
# of people you'll get in touch with (# of people who say they'll volunteer x 2): \_\_\_\_\_  
# of contacts you need: \_\_\_\_\_

### TACTICS NUMBERS

#### **Where you should get volunteers**

Class Raps/Student Organization Presentations:  $\frac{1}{2}$  of your contacts should come from class raps

Tabling:  $\frac{1}{4}$  of your contacts should come from tabling

Friends:  $\frac{1}{4}$  of your contacts should be in your social network

#### **Numbers you can expect from these tactics**

Class Raps: 15% of the class will give you their contact info

Tabling: A volunteer can get about 7-10 students contact info an hour

Social Network: If they won't give it to you, they're probably not your friend

\*\*Note: If you are not working on a campus, class raps and student organization presentations can be replaced by visiting community organization meetings. However, you will want to decrease your % coming from this number and increase your tabling %.

### CRUNCHING THE NUMBERS

#### **CLASS RAPS**

1. # of contacts needed x  $\frac{1}{2}$  = \_\_\_\_\_ (# of cards you need from class raps)
2. # of cards you need from class raps / (.15 x average class size on your campus) = \_\_\_\_\_ # of class raps you'll need
3. If two volunteers can do 1 class rap an hour, you'll need \_\_\_\_\_ # of hours from volunteers doing class raps

#### *Example*

200 contacts x  $\frac{1}{2}$  = 100 cards needed from class raps

100 cards needed from class raps / 7 cards per class (.15 x 50) = 14 class raps

14 class raps x 2 students per class = 28 volunteers hours doing class raps

#### **TABLING**

1. # of contacts needed x  $\frac{1}{4}$  = \_\_\_\_\_ (# of cards needed from tabling)
2. # of cards needed from tabling / 8 cards/hour = \_\_\_\_\_ (# of tabling hours from volunteers)

#### *Example*

200 x  $\frac{1}{4}$  = 50 cards needed from tabling

50 / 8 = 6 hours of tabling

## Part Two: Your Volunteer Plan

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Using the scenario you selected above, think about how many volunteers you are going to need and where you are going to get them. The worksheet below will help you figure out how to reach these goals.

## Total Volunteer Goal:

# of people you think you'll need for the action: \_\_\_\_\_

# of contacts you'll need to make (see reference guide below):

\_\_\_\_\_

## Recruitment Strategy:

# from class raps = \_\_\_\_\_ (recommend number: about 1/2)

# from tabling = \_\_\_\_\_ (recommended number: about 1/4)

# from your network = \_\_\_\_\_ (recommended number: about 1/4)

# from other [fill in your own idea here]= \_\_\_\_\_

# from other [fill in your own idea here]= \_\_\_\_\_

# from other [fill in your own idea here]= \_\_\_\_\_

## Sample Plan:

From Class Raps:

- # of filled out interest cards you need from class raps / (.15 x average class size on your campus) = \_\_\_\_\_ # of class raps you'll need
- If two volunteers can do 1 class rap an hour, you'll need \_\_\_\_\_ # of hours from volunteers doing class raps

From Tabling:

- # of contacts needed x 1/4 = \_\_\_\_\_ (# of cards needed from tabling)
- # of cards needed from tabling / 8 cards/hour = \_\_\_\_\_ (# of tabling hours from volunteers)

From Social Network:

- # of contacts needed x 1/4 = \_\_\_\_\_ (# of cards needed from tabling)
- # of cards needed from tabling / 8 cards/hour = \_\_\_\_\_ (# of tabling hours from volunteers)

## Making the Ask – The 5 C's

As discussed in the video, here are the 5 Cs for making an effective ask. In the blank version on the next page, fill in what you will say for your sample scenario to recruit volunteers. Then, get in groups of 4 and practice asking people to get involved.

### 1. Connection

- Relate to the person you are talking to
- Tell them who you are – give them a reason to want to talk to you

### 2. Context

- Tell them what you are recruiting for
- Help them see that it is their issue as much as it is yours
- Match your organization's need to their personal interest

### 3. Catalyst

- Give them something to do about the issue
- Show them that getting involved with your organization will help them work on an issue they care about
- Increase your energy during this part; you want to show them how important it is that more people get involved

### 4. Commitment

- Ask for a specific commitment
- Clarify next steps

### 5. Confirm

- Follow-up with them within 1-2 days
- You can follow-up by giving them a call or sending an e-mail or facebook message
- Keep your commitments
- Help integrate the person into the organization – keep in mind your leadership ladder and ask them to take on more responsibility over time

## Part Three: Designing Your Ask

1. How are you going to connect to potential volunteers?

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- 

2. What is the context of your ask?

- 
- 
- 

3. What is the catalyst for getting them involved?

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- 
- 

4. What commitment are you asking from them?

- 
- 

5. How are you going to confirm with them?

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