



Partners In Health
ENGAGE

Building the **Right to Health** Movement



Recruitment Webinar!



We need a **social movement**

We Believe That:

- Health is a fundamental human right.
- A people-powered movement is necessary to realize and protect the right to health.
- We need to build a campaign that grows the movement's power to build new resources, generate public discourse, and change ineffective policies



Why do we need people?

1. Effective grassroots advocacy requires many voices.
2. Effective grassroots fundraising requires many small donations.
3. The more people who know about PIH, our mission, the urgency and need for this movement, the more will join us.



Imagine this:

- **4** People dedicated to leading your PIH Engage Team
- **10** committed members of your team showing up at every meeting and planning/implementing the year long campaign. (Are you an undergrad? Make that 30)
- **20** community members who will do small tasks (help set up an event, call Congress, etc.)
- **100** people on your email list who *want* updates and invitations to your PIH Engage events



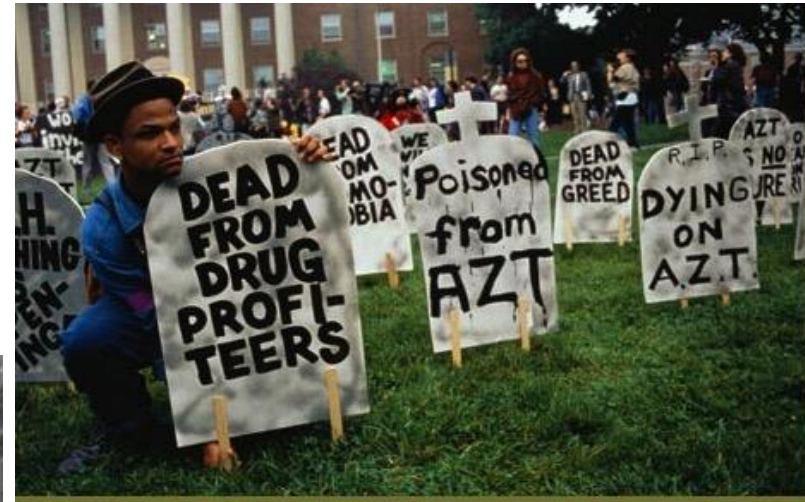
Imagine this:

- 100** PIH Engage retreats across the country mapping out an exciting local campaign
- 100** educational events across the country on the current state of global health and what we can do *now*
- 100%** of teams using the PIH Engage curriculum to dig into critical issues around global health



Imagine this:

10,000 people building a
social movement for the
right to health





Recruitment **first steps**

Undergraduates





Recruitment **first steps**

Undergraduates

- Start by casting a wide net
 - Activity fairs, info sessions, listservs, class announcements, ask ***all*** your friends
 - Be clear about the commitment
- First Meeting
 - Go into greater depth about PIH Engage mission and personal stories
 - Schedule a longer team retreat
 - Schedule 1 on 1s with everyone interested in joining

Recruitment **first steps**

Professionals





Recruitment **first steps**

Professionals

- Start by casting a wide net
 - You'll have to be more creative
 - Start with your own networks
 - Look for opportunities to get the word out more broadly
 - Have a specific invite
- First Meeting
 - PIH Engage mission and goals
 - Specific commitment details
- Schedule 1 on 1 meetings with interested people
- Never stop recruiting!

What are “ladders of engagement”?

PIH Engage Leadership Ladder





How should I use it?

Recruitment/Leadership Example:

- Level 0: Individual signs up on NationBuilder
- Level 1: Individual attends a public team event
- Level 2: Individual participates in a one-on-one with Leadership Team member
- Level 3: Individual attends regular team and committee meetings
- Level 4: Individual helps facilitate PIH Engage global health curriculum lessons

1:1 Meetings – Why, When, and Who

WHY

- To connect and build relationship
- To maintain relationships
- To troubleshoot challenges
- To set goals, expectations, and debrief
- To escalate responsibilities

WHEN

- All the time (organically)
- As we escalate volunteers up the ladder of engagement

WHO

- Every member of your team should be recruiting through one on ones!



THREE TYPES OF 1-ON-1s

Introductory

Establish relationship and connection

Maintenance

Check in, troubleshoot, debrief

Escalation

Confirm volunteer into a leadership role

1-ON-1 BEST PRACTICES

- Share your ***personal story***
- Ask for ***insights and feedback***
- ***Connect*** on shared experiences
- ***Listen*** twice as much as you talk
- End with a ***hard ask***



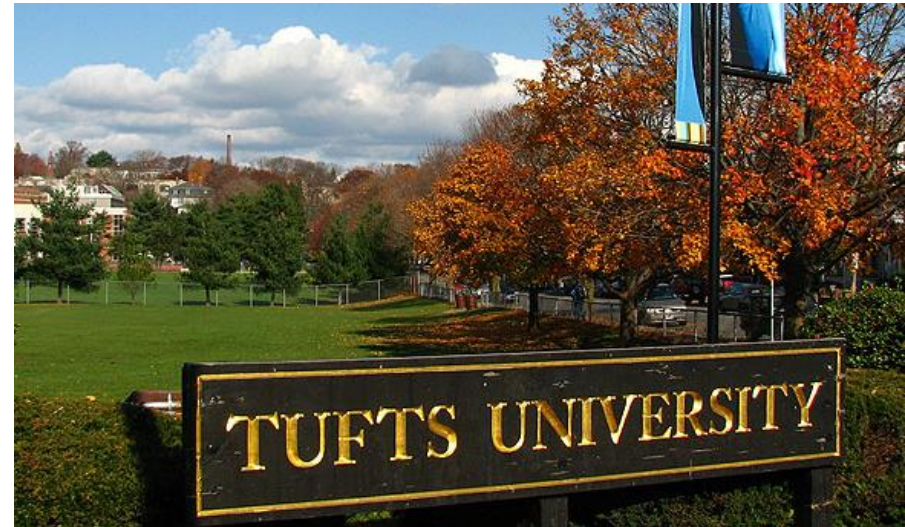
Success Stories

Early, Broad-Based Recruitment

- Start early (or before) the semester
 - Utilize social media
- First target groups w/ interest in health, human rights, or activism
- Participate in Activities Fair if possible
- Hold a General Interest Meeting
 - Present an in-depth overview of PIH Engage and the year's campaign
 - Opportunity to hear from active members

Building Your Leadership Team

- Application process
 - Demonstrates commitment, sense of responsibility and ownership
- One-on-Ones



Building Your General Membership

- Follow up with those who demonstrated interest
- Divide members into committees based on interest

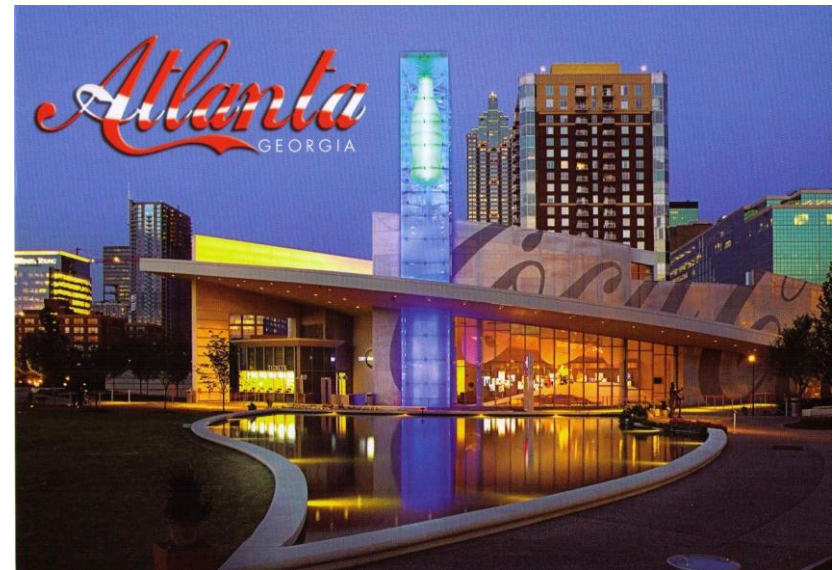
- 1.) Cast a wide net
- 2.) Attend your university's student org fair
- 3.) Hold information sessions
- 4.) Be somewhat selective
- 5.) Meet one-on-one with prospective members
- 6.) Build relationships





Success Stories

1. *think*: local community resources
 - Meetup.com
 - local bike community
 - connections with nurses/other groups
2. the meeting spot is key
 - think outside the box for where the meeting will be held
 - free spots, potlucks at houses, "happening areas," events going on, drink specials...
3. give members responsibility early on
 - Rachelle and Kari were given roles for recruitment on our first day



Recruitment (Final Thoughts)

Give people
specific roles
and leadership
responsibilities

Be selective – your
core team should be
committed
members

Have one on
ones!

Cast a wide
net



Never stop
recruiting –
use ladders of
engagement

Questions?