



SECTION 2 HOW TO ENGAGE OTHER MOMS

(To Form Your Team, Build Your Base, and Win Your Campaign)

IN THIS SECTION, YOU WILL

- Learn how to engage mothers in your community and gain access to the tools that will help you do so
- Learn how to recruit them to become volunteers

TOOLS

- House Party Organizing Spreadsheet
- House Party Toolkit
- One-to-One Overview
- One-to-One Worksheet
- Storytelling Guide
- Membership Sign-up
- Public Narrative Guide

ASSOCIATED ROLES

- House Party Coordinator(s)
- Volunteer Coordinator(s)

To get decision-makers in your community to work toward a swift, complete, and just transition off fossil fuels to renewable energy, you are going to need people-power — that is, enough mothers

to do the work of organizing a local campaign that will enable decision-makers to take steps toward this goal that they wouldn't otherwise have taken.

The tools discussed in this section can be used at the beginning of your effort, to recruit enough moms to start a core organizing team and base of volunteers. They will also be used throughout your campaign to grow your numbers of volunteers and supporters.



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Start by watching this [video](#) of Mothers Out Front volunteer Claire Humphrey testifying in front of Boston City Council. Claire called on them to pass a resolution asking state lawmakers to require utilities to fix gas leaks. As you watch, ask yourself:

- How did Mothers Out Front go from two mothers in Massachusetts to over 600 volunteers, thousands of supporters, and efforts in five states and growing?
- How did the Massachusetts teams featured in the Fix the Gas Leaks Campaign case study have enough people, know-how, and organization to win their Fix the Gas Leaks Campaign?
- How might you go about building a similar campaign in your community? Where would you start?



Claire Humphrey testifies to the Boston City Council

The Massachusetts mothers started by engaging and recruiting others through house parties. At each house party, two or three moms volunteered to host their own house parties, and so on. This grew numbers of volunteers quickly. Once they had enough people interested, they created teams to organize their work, did some research and got to know allies and elected-officials, decided what tangible change they could affect in their community and how to go about doing so, and took action. Along the way, they made sure to tell their story on social media and in local papers and other outlets.

We have found two effective ways to engage mothers and recruit them to become volunteers: house parties (hosted in homes or in a community space) and one-to-one meetings.

At times, moms also share who we are and what we do at other groups or town community meetings and events — such as church coffees, PTA meetings, town fairs, or climate documentary movie screenings. These play an important role, not only in recruiting new volunteers, but also in spreading the word about Mothers Out Front and our mission, and in building relationships with allied organizations who can become important partners in our campaigns. `

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Community meetings and events should not, however, replace house parties and one-to-one meetings as principal engagement tools. Trial and error have shown that the most effective engagement happens when moms come together in the comfort and intimacy of someone's living room, around food, and have a chance to get to know each other. At house parties, moms exchange concerns and ideas. They take time to have meaningful conversations about our goals and how they might help achieve these.



I. TOOLS FOR ENGAGING MOMS

a. HOUSE PARTIES

Case Study

Sarah agreed to host a Mothers Out Front house party when her friend, house-party coordinator Susan asked her. They picked a date that would fit into the larger timeline Susan had in mind for getting five house parties organized in the next two months. Sarah and Susan then put their heads together and came up with a list of mothers to invite from their networks. They coordinated with Vanessa, the staff organizer who would facilitate the house party.

This simple bit of planning was the beginning of Mothers Out Front – and we didn’t yet have the dozens of trained volunteers House Party Facilitators we have now! That date they chose worked for Vanessa. She would take the opportunity to co-facilitate with Suki, a new volunteer training to become a facilitator.



Susan and Sarah crafted a personalized email to their invitees and sent it out a month ahead of time. They followed up these emailed invitations with phone calls, since making a personal connection and having a conversation is the most powerful way to get someone to attend. The house party would be hosted at Sarah’s house, and she planned to serve light food and drinks to create a warm, welcoming atmosphere.

A few days before the event, Sarah and Susan called their invitees again to remind them and confirm their attendance. They also checked in with their house party facilitators, Vanessa and Suki, to make sure they had all the materials they needed. They decided to use a projector and computer to show

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the house party powerpoint slide presentation along with an easel and flip charts, and they also had markers, handouts and next steps cards on hand. Vanessa and Suki asked who their attendees were so they could be sensitive to that audience's needs and perspectives during the house party.

On the night of the party, Susan and Sarah acted as co-hostesses. They welcomed everyone, making sure everyone had a chance to talk to during the 15 minutes of mingling time before the formal start of the house party. Once it started, each person introduced herself and stated why she had come to the gathering. The facilitators talked about the urgent need to act by sharing the latest science and impacts of climate change, and they also shared the opportunity mothers have to use their powerful voices and influence to ensure that decision-makers work swiftly to transition to renewable energy.

Guests discovered that many in the room shared similar feelings of powerlessness and fear, and even guilt that they contributed to the problem. They also discovered that together they could start tackling this big issue by each taking a little piece of the work. They also realized that they could forge new friendships, share their talents and learn new skills. Together, they could find great meaning and motivation while creating the world they want for all children.

At the end of the house party, Sarah, Susan, Suki, and Vanessa made sure that guests filled out a Next Steps form. This would allow Sarah and Susan to follow up with those interested in getting involved. In the following two weeks, the organizers met with or called every person who expressed interest. They asked to learn more about the volunteers' skills and availability. Sarah, Susan, Suki and Vanessa personally shared how each volunteer could help build the new Mothers Out Front team and campaign in their community. As a result, ___ guests signed up to join the team and ___ went on to host house parties of their own. The new team was off to a great start!

Most Mothers Out Front community organizing efforts started with one or two interested and motivated mothers who agreed to host a house party and invite their friends. House parties have proven to be a key Mothers Out Front' "secret ingredient" because:

1. House parties provide a social and informal setting within which to discuss what can be a scary issue,
2. Mothers get to hear how others feel about the threat of climate change to their kids, and they realize they are not alone,

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3. House parties provide a clear pathway to action, and thus hope,
4. There is a feeling of connectedness that comes out of the house parties that can give mothers a sense of being part of something greater that inspires them to get involved,
5. House parties often draw on existing networks within which mothers have already had a chance to build connections; these connections will help them work effectively moving forward.

To begin planning your first house party, first contact your Mothers Out Front lead staff or volunteer contact. With their help, you will need to reach out to a facilitator who lives in your area. If no such person exists, you can be trained to become a facilitator.



The training commitment for becoming a facilitator is approximately four to six hours, not counting the time actually spent facilitating the event. Trainings can take place in person or online and last about two hours. Plan for another two hours of staff or volunteer support, depending on your needs and comfort level, prior to the house party. There is also another one to two hours to debrief how things went after the event. Once you are a trained facilitator, you will still require staff support for preparation and debriefing each time you participate in an event; however, this will reduce as you become more experienced.

Once a facilitator is in place, use the [House Party Organizing Spreadsheet](#) to help you plan the event. Sample invitations, the recommended process and timing for recruiting mothers to your house party, tips for hosting a successful house party, and information for how to follow up with your invitees after the event can be found in the [House Party Toolkit](#).

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Other details to keep in mind:

- House party size can range from three or four guests to as many as 20. It's a good idea to invite many more people than the number you want to attend.
- Ideally, one mom hosts the house party while another one (or two) facilitates.
- Next Steps forms are filled out at the end of the event that allow the hostess, facilitator, and/or organizing team members to know how to follow up with individual participants to get them further involved.
- In some cases, mothers prefer not to host gatherings in their homes. In that case, it also works to host in a public space such as a library or a place of worship.
- Note that each house party is made unique by the group of mothers assembled at each one. The host and facilitator should think about how to adapt materials and messaging to the group and the needs of the mothers involved. The House Party Facilitation Guide and the Slide Deck can be adapted to meet local conditions.

b. ONE-TO-ONE MEETINGS

Face-to-face conversations are one of the most effective ways to invite a new mom to join Mothers Out Front. During a one-to-one meeting, you get to share why you are involved with Mothers Out Front, hear the interested mom's perspective on climate change and the use of fossil fuels, and mutually explore how you might work together. A one-to-one is a great place to "make an ask" of the prospective mom: for example, ask her to attend a house party with you, or see if she'd like to attend a meeting with an elected official. Never leave a one-to-one without a clear next step. Click [here](#) for an in-depth overview of one-to-one meetings.

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c. COMMUNITY EVENTS

Sometimes, volunteers will have the opportunity to present information about Mothers Out Front at community meetings or events organized by other groups. In that case, consider how you can use this opportunity to engage new people in such a way that will grow your power.

- Is this an opportunity to be better known by an allied organization that may be a potential partner on a Campaign?
- Can this organization's constituency support our efforts, and ours theirs, in a mutually beneficial way?
- If this is a community event like a town fair or a parade, how can you get visibility, find ways to engage the general public and recruit potential members?



For example, the first few volunteers in New York State were recruited when Neely Kelley, a mom who later become the Lead Organizer for the state, spoke up at a Public Service Commission hearing in Buffalo about Governor Cuomo's proposed state energy plan. She identified herself as a member of Mothers Out Front. Mothers in the audience heard her speak and went to talk to her after the meeting to ask about our group, then got involved.

The Massachusetts mothers participate in an annual parade with a big Mothers Out Front banner clearly identifying our cause. They invariably get waves from mothers lining the streets, and quite a few mothers have ended up joining after seeing the group march in the parade.

Many Mothers Out Front Community Teams host tables at community events such as "Town Days" and recruit people that way.

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Organizing events around high-profile issues can also be a draw, even if they aren't yet specific to Mothers Out Front. For example, Mothers Out Front might participate in a national climate rally like the 2014 People's Climate March or organize a local event around the high-profile effort of indigenous people to stop an oil pipeline from being built through First Nation lands of North Dakota. There are opportunities to bring people together for a movie screening on climate change or to co-sponsor a rally with allies. It is important to show people how building power locally with Mothers Out Front will help build the overall movement's power to make effective change on a much larger scale.

In any case, remember to ask:

- Who is our audience and how do we adapt our messaging and presentation accordingly?
- How are we most likely to engage them?
- What is the the context around which we are participating in the event and how can we leverage this to recruit new volunteers, or to build or strengthen relationships with allied groups?
- How will we collect the names and contact information of interested people and what will the plan be for following up?

d. MEMBERSHIP

Membership in Mothers Out Front means joining a community of mothers and others who have a unique voice in the fight to protect our children's health and livable future in the face of climate change. To an individual, the challenges of climate change can seem large and difficult to tackle — but there is real hope if we work together. Real solutions are within our reach. Mothers Out Front is helping mothers, grandmothers, and caregivers organize to win victories in their local communities to combat global warming and support a clean energy economy. Suggested membership dues are \$15 to \$50 annually, based on ability to pay. Your gift of any size will renew your membership for another year.

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Incorporating Membership into Your Organizing Work

Ask mothers and allies you engage to become members:

- Incorporate membership conversation into your house parties, community events and meetings, and in one-to-one conversations.
- The most effective way to get new members is to ask them to join during the event or conversation, not when they get home.



- Give them a means to sign up as members at the event and encourage them to do so. Have one or more computers or devices, and ask them to go online at the house party to fill out the membership form, or have printed membership forms available for people to complete and return to you at the party. The most important thing is to make it easy for them to join.
 - The size of their first donation is not as important as enlisting them while they are right in front of you.
- Ask them to consider a recurring monthly donation. This gives Mothers Out Front a steady, reliable income, allows them to make a small gift every month, and is convenient: they'll never have to worry about renewing their membership again.

Give them a reason to join:

- Set a goal (For your houseparty, your Community Team, your state) for the number of members you hope to gain this year.
- Tell them how membership benefits them and why it is important to Mothers Out Front.
- Mothers Out Front has a strong identity as mothers concerned about our children. We are a distinct voice — together, members bring their voices to transform the energy landscape.

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As a member:

- You make a commitment to support the important organizing efforts of staff and volunteers in all of the Mothers Out Front Community Teams.
- You enable Mothers Out Front to expand and grow by supporting mothers in new states and communities, magnifying our impact.
- You're part of a community of people who share your commitment to a safe and livable future for all children in the face of climate change.
- You amplify your voice. Together we are a powerful force in convincing decision makers at all levels that we must make a swift, complete and just transition from fossil fuels to clean and renewable energy sources.

Membership is important to Mothers Out Front because:

- Membership makes us even more powerful and legitimate in the eyes of funders, legislators, and other powerful decision makers.
- Membership is an important source of revenue for our organization. It allows us to maintain control over our ideas and goals without undue influence of too many outside funders.
- Membership gives people a way to be involved no matter how much time they have to give. Members become part of a growing movement that is making a difference every day for all children.
- Members are supporters of the mission of Mothers Out Front; membership offers one more way for busy moms to have an impact.

To join, go to: <http://www.mothersoutfront.org/membership> or print and complete the membership PDF form [here](#).

For questions or support, contact Aimee Maruyama at aimee.maruyama@mothersoutfront.org or (937) 750-6904.

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e. TELLING OUR STORIES (PUBLIC NARRATIVE)

One of the most powerful tools we have for reaching people who are not already engaged or taking action on climate change is through our voices and stories as mothers concerned about our children's future. Social movement research has shown that stories that highlight an injustice through someone that people can relate to are much more effective at inspiring people to act than facts and data (though those do have a place).

Mothers Out Front volunteer leaders are trained to develop their stories and share these when engaging others, whether they be other interested volunteers, decision-makers, or the general public. This is what we call our “public narratives.” We offer Public Narrative Workshops on an ongoing basis. [Please sign up here](#) if you are interested in attending one of these.

Here are some examples of stories mothers have shared to move others to join our movement and create the change we need to protect our children:

[Marylou Sturnielo](#) talking about why she has become a Mothers Out Front volunteer.

[Nina Dillon](#) calling on Massachusetts Governor Patrick to make Massachusetts the first state in the country to meet all new energy needs with clean renewable energy.

[Claire Humphrey](#) asking Boston City Council to Fix the Gas Leaks.



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Whenever you are speaking to another mother, to a group at a house party or a community meeting, or to an elected official, remember to share why you feel moved to action, why you have hope that mothers will be able to achieve the change we need by working together, and what you are calling on the person you are speaking to do. You can read through our [Public Narrative Guide](#) as an introduction to this practice.

In any case, start experimenting with getting your story out there: you may be amazed at who you inspire.

IV. KEY COMPONENTS OF ENGAGEMENT

We know that the following are key ingredients to successfully engaging new mothers on this issue and moving them to action. Keep them in mind when engaging moms whether in a 1 to 1 or a community meeting or a house party.

1. URGENCY

What: Why is it vital that we act now? We know that climate change is already happening. We must act so that our children have a healthy environment today and a livable climate tomorrow.

How: Share the basic science and the political conditions we need to change. Bring it down to local impacts if you can, so people can relate the big picture to how this might affect their own lives.

2. HOPE

What: We can do something about this. We don't have to be powerless in the face of something so overwhelming. Providing hope by showing people the path forward out of the doomsday scenario is essential after having delivered "bad news," otherwise people become paralyzed and don't act.

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How: Share how social movements have created rapid change over the course of history. Show how Mothers Out Front is creating rapid change where it is operating and that we need to do this everywhere. Share numbers and wins from MA and beyond (25% of people who attend house parties have become volunteers). Cite a concrete example of a win (Gas Leaks Campaign in MA that helped pass legislation to prevent utilities from passing off cost of new pipelines to energy customers).

3. WHY MOTHERS? WHY MOTHERS OUT FRONT?



What: Mothers are given the opportunity to understand what an incredibly important role they have to play in getting the world off fossil-fuels. This is strategically important AND motivating. Make it clear that mothers are the face of the movement, because as a constituency our voice is particularly effective in getting decision-makers to listen. Also stress that all are welcome to join, whether they are mothers or not.

How: Brainstorm why mothers and their voices are particularly powerful in getting decision-makers to make the right energy choices for our kids. This is another great place in the meeting to have discussion, build relationships, and participate. Then review what the reasons are and how Mothers Out Front is empowering moms to speak out, share their stories, and demand action.

4. TAKING ACTION/NEXT STEPS

What: You don't want mothers to walk out without giving them a clear way to take the next step to get involved.

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How: Show them how a small local action can fit into the big picture. What needs to happen in this community to advance toward the overall goal of Mothers Out Front?

- a. If a group already exists in the community, make sure you have an ask related to what the group needs to get to the next stage of the campaign. If it's recruiting more people, ask them to host a house party; if it's passing legislation, ask them to attend a hearing and to contact their legislators.
- b. If the group doesn't exist, ask them to take a step that will help get the Mothers Out Front campaign off the ground in their community by hosting a house party, joining the Community Team, or taking another step. Brainstorm with the group and develop a [draft timeline](#) together. Or, you can have a proposed timeline by which you want to have a defined campaign, a team organized, and a set of volunteers to work with. Be clear about how this will help advance the overall goal of Mothers Out Front.

Visually showing people what steps they can take to help make this happen within a certain time frame. This provides urgency and collective purpose that will motivate people to act. You can also brainstorm with people how to best get your Mothers Out Front effort off the ground and enlist them in taking next steps that they identify.

- c. Ask people to fill out the Next Steps Form. The Next Steps Form is critical to your ability to know who to set up a follow-up meeting with and how you might involve someone. Mothers express their interests and skills on that form. Tell them someone will be contacting them for a follow-up meeting. This one-to-one meeting then leads to an opportunity to put their interests and skills to work on something concrete, like starting a new Community Team or taking an action that is part of an ongoing campaign.

5. CREATING A RELATIONAL CONNECTION BETWEEN PEOPLE

What: Create connection between people and recognition of shared experience, fears, hopes and future potential.

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How: At a house party, encourage guests to share stories about why they came; at a community event, take the time to pair people up for a brief one-to-one conversation.

6. FEEDBACK

What and why: Get people's feedback about the house party. This is another great way to give them a chance to experience that they are active players in shaping the evolution of the movement. It's a great opportunity for the facilitator to learn what worked and what could be better. Learning from what we do is a core value and principle we use at Mothers Out Front to build our movement. We are a learning organization.

How: Ask people to go around and share how they felt about the house party. Most Mothers Out Front meetings and activities end with each person sharing their opinion about “plusses , deltas, and key learnings.” By using these terms in their very first encounter with Mothers Out Front, you are welcoming new people into our culture. You will also be preparing them for participating in other Mothers Out Front events:

- Plusses: What worked? What did you like?
- Deltas: What could be improved?
- Key Learnings: Share something they learned.

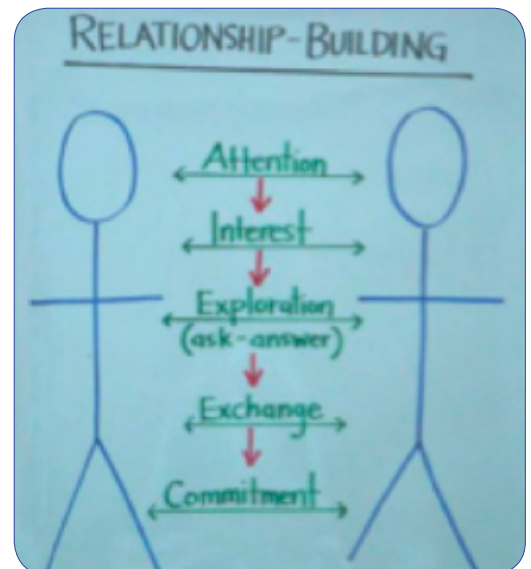


III. FOLLOWING UP AFTER ENGAGING A NEW MOM

Engaging others to join you is a multi-step process. Think about it: how many steps did it take for you to go from being interested in Mothers Out Front to deciding to actively participate? All of these steps likely involved talking with someone. Relationships are the glue that keep mothers connected and committed to working together.

Following up with attendees after a house party, a one-to-one, or a community meeting is a critical step. If you are just starting out, you will need to do the following up. Once you have a team, you can divide the list among team members.

People who follow up should be committed to growing your team and membership, and they should be trained on how to do one-to-ones meetings or phone calls. Eventually, your team will want to identify someone as “Volunteer Coordinator” to ensure that every person is matched up with someone to talk to them, that the meeting takes place, and that key information about the person’s interests, skills, and next steps is recorded in the NationBuilder database.



Here are follow-up steps:

1. Send a follow-up email from the conversation, house party or community meeting to let them know what the next steps are (sample email in the [House Party Toolkit](#));
2. Go over the Next Step forms to understand who is interested in doing what and to decide what the best next step is to engage the mothers who want to join;
3. Plan to follow up with a one-to-one meeting with those who expressed interest in getting involved. One-to-ones are where we build further ties to each other, deepen understanding of what our shared interests are, and identify what skills new volunteers bring. It is also a place to talk more about next steps toward forming your team or getting your campaign off the ground. These meetings can take place face-to-face or on the telephone. Ideally, there are

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members of your team who speak different languages so you can follow up with moms whose first language isn't English.

If you are clear on what next step this person could take — hosting a house party, speaking to her friends to invite them to someone else's house party, helping with a table at a community fair, calling five people to invite them to a hearing — ask her to take the next step and secure her commitment by agreeing on a timeframe and a plan for following up. Being accountable to each other is one of the ways we keep things moving forward; it is clear that the success of the project depends on everyone doing her part in a timely manner. To learn more about how to do a one-to-one, please read our [One-to-One Overview](#) and [One-to-One Worksheet](#). Once you have enough volunteers, consider forming a “one-to-one house party follow-up team.”

Note that one-to-one meetings shouldn't be limited to post house party follow up. They are, on their own, powerful engagement recruitment tools. They are also ongoing long after recruitment, as needed, since they help us nurture the relationships that bind us together, allow us to share critical information and ideas, and enable us to do this work.

Once you have mothers who are interested in joining Mothers Out Front in whatever way they are able to, it is time to track who they are, how to contact them, what they are interested in doing, and what they have committed to do. This is covered in Step 3 of our Organizing Toolkit: Tracking Your People.



IV. ONE-TO-ONE MEETINGS

Human connection, relationships, and a mutual commitment to taking action together are the cornerstones of organizing. In Mothers Out Front, we create these connections through:

- House parties
- One-to-one meetings
- Community meeting
- Team meetings
- Taking action together, for example, at a rally

a. WHAT IS A “ONE-TO-ONE,” AND WHEN SHOULD YOU USE IT?

A one-to-one is a face-to-face conversation between two people. Each person gets to hear what motivates or interests the other, and together they learn what mutual interests they have. The purpose of this conversation is to identify a good next step for involvement in the work of Mothers Out Front.

A one-to-one is one of the most effective ways to get an interested mother to volunteer, and it is a key next step after a house party. You can use a one-to-one to ask someone to host a house party or to invite them to attend one. Following up with an interested mother after a house party or a community event with a one-to-one is essential to getting her actively engaged.

Finally, make sure to enter any important information or next steps that come out of your one-to-one in NationBuilder. That way other volunteers know how this person has been engaged and how she may be able to contribute. For more information on how to do this, please refer to Section 3: Tracking Your People.

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b. STEPS INVOLVED IN A ONE-TO-ONE MEETING:

1. Share information about yourselves and listen to each other.
2. Share information about Mothers Out Front – who are we, how do we work, what is currently needed on the path to achieving our mission? Tailor what you share to what she has expressed interest or concern in.
3. Explore mutual interests – What is the potential volunteer interested in doing, what is she looking to get, what skills can she offer? What does Mothers Out Front need and where might this mother be able to help?
4. Make an ask! What next steps can she take that will engage her interest, leverage the skills she's offered to share, advance our campaign, and that are in the bounds of what she can do right now? It's helpful to have a few asks in the back of your mind and then suggest concrete next steps for making this happen. For example:



- Can you attend our next community meeting? Great! Can I pick you up and we can go together?
- Would you be willing to help us review the draft of the Organizing Toolkit and share your thoughts on what works and what needs improvement? Wonderful. I'll send you the draft tomorrow. Can you get comments to me by next Friday?
- Would you be willing to attend a meeting with our city councilor next week and share your story about why this issue matters to you? Awesome! Let's talk about what you might want to share with him and rehearse before the meeting. Could we go over this together later this week?

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5. Secure the commitment — If she agrees to your ask, say it back to her to make sure you understood clearly. Set up a follow-up check-in or deadline by which she will do what she agreed to do.

c. BEST PRACTICES

1. Remember that you're not a car salesman, and you're not trying to talk her into anything. It is a time to find out about each other and build a connection. You are looking for women who already want to be involved in some way and you are offering them a way to make a difference.
2. Meet with her in person, one-to-one, for coffee or a play date and have a casual conversation. A typical one-to-one lasts about an hour. You can also follow up with someone with a phone call.
3. Spread the responsibility for one-to-ones to all members of your Community Team rather than just the Volunteer Team. Discuss the results at each Community Team meeting.
4. The primary goal of the one-to-one is to get the mother plugged in to Mothers Out Front – have some specific asks in mind based on her Next Steps form and try to get her engaged in Mothers Out Front.



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BEST PRACTICES FOR ONE-TO-ONE MEETINGS: DOS AND DON'TS

Do	Don't
Schedule a time to have this conversation (usually 30 - 60 minutes)	Be unclear about purpose and length of conversation
Keep in mind that you are providing her with an opportunity to do something meaningful and important for her kids	Think of it as asking her for a favor
Ask questions and plan to listen	Try to persuade rather than listen
Share experiences and deep motivations	Gossip, or talk negatively about others
Share a vision that articulates a shared set of interests for change	Skip stories to “get to the point”
Convey hope that, by working together, we can drive change	Miss the opportunity to share ideas about how things can change
Be clear about the ‘when and what’ of your next step together	End the conversation without a clear plan for the next steps

Table adapted from New Organizing Institute manual by Joy Cushman, based on the work of Marshall Ganz.

e. EXPLAINING MOTHERS OUT FRONT IN A ONE-TO-ONE — TALKING POINTS

1. Listen

- Ask what her interests are.
- Does she have children?
- What are her concerns?
- What gives her a sense of urgency?
- What makes her hopeful?



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- How did she hear about us?
 - What skills does she have and how might she be interested in participating?
2. Give her some background about Mothers Out Front. Mothers Out Front was started in January 2013 because:
- Climate change is a serious threat to our children's health, safety and happiness.
 - To avoid the worst effects of climate change we must stop burning all fossil fuels – coal, oil and natural gas – as quickly as possible. We must use only renewable energy such as solar and wind.
 - We can do this. We have the solutions. But our leaders are not willing to make the changes we need.
 - History shows that the only way to bring about meaningful change is through grassroots movements – large numbers of people coming together to demand that their leaders do the right thing.
 - As mothers and grandmothers, we have a unique and powerful role to play right now. When we speak out together to protect our children, people listen. We will not be silent while our children are in danger. We will create the future we want for all children.
3. Share information relevant to the ask you may be making of her, such as the stage of development of our campaigns and what we are trying to achieve. Feel free to discuss our wins: knowing that we are creating concrete change in our communities and states is often inspiring to mothers who are contemplating getting involved!
4. Find the intersection between her interests and values and Mothers Out Front volunteer needs.
5. Let her know about upcoming events and specifically invite her to attend. If possible, arrange to pick her up or to meet her at the event, or introduce her ahead of time to someone who plans to attend.

SECTION 2 WORKSHEET: PRACTICING ONE-TO-ONES

GOAL

Practice one-to-one conversation by using probing questions to understand each other's values, purpose and resources.

AGENDA

1. Break into pairs. Practice a One-to-One. **20 min**
 - One person initiates the conversation: Ask questions (GO DEEP!) and share some of your own story, too.
 - After 10 minutes switch roles and let your partner drive the conversation more.
 - Listen carefully and write these down for later:
 - Your common values (the things you care about and have a motivated commitment to – like education, family, etc.)
 - Your shared interests (the real-world expression of your values – like good schools in our neighborhood, clean air in my community)
 - Your skills and resources (the things you have and bring to the team – like time, relationships, data skills, energy)
 - Make a specific commitment to each other and the leadership team.

Organizing Toolkit **SECTION 2** – How to Engage Other Moms (continued)

2. Each pair reports back on the following two questions:

10 min

- What did you learn about the common values and interests that motivate you to take action?
- What did you learn about what skills and resources each of you bring to this team?

Our Common Values & Interests	Our Unique Skills & Resources

ONE-TO-ONE PRACTICE

20 min

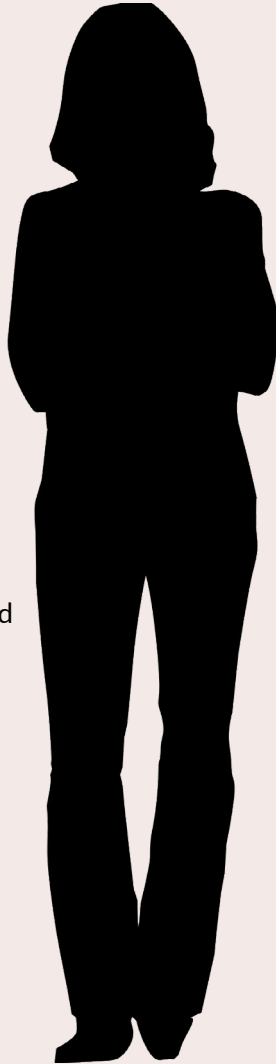
Choose a partner you don't know. Learn about why she has been called to do this work. Probe with "why?" questions to get to choice points and specific experiences that shaped her life. Share your story. Listen to your partner's story for the motivations and the resources she brings to this Power Shift effort (leadership skills, a following, action skills, etc.). Be specific.

Avoid talking about issues like climate change or energy use in an abstract and detached way. Talk about why YOU both care about a particular issue because of your own life experiences or the specific experiences of people you care about. What values were you taught that make you care about this? How were you taught those values?

Organizing Toolkit **SECTION 2** – *How to Engage Other Moms (continued)*

What's your family story? What in your life brought you here today?

Challenges: What keeps you from action? What do you fear? What would you want to learn?



Hope: What motivates you to act / to organize now? What's your vision of how things could be different if we work together?

Leadership qualities: what skills do you have? How do you lead others already in your life? What would you be willing to bring to this movement?

What values do we share?

What interests can we act on together?

What skills and resources do we each bring to this work?

When will we meet again to take action and to keep building this relationship?

ADDITIONAL RESOURCES

Videos:

Obama Campaign, South Carolina House Meeting Video. July, 2007. <http://www.youtube.com/watch?v=iF5jqtM-Ekl>

Readings:

Malcolm Gladwell, “Six Degrees of Lois Weisberg,” in The New Yorker, January 11, 1999 (pp.52-63).

Ian Simmons, “On One-to-Ones,” in The Next Steps of Organizing: Putting Theory into Action, Sociology 91r Seminar, 1998, (pp.12-15).

Hanna Rosin, “People-Powered: In New Hampshire, Howard Dean’s Campaign Has Energized Voters,” Washington Post, Tuesday, December 9, 2003, p.C01.

Jim Rooney, Organizing the South Bronx, Chapter 6, “Relational Organizing: Launching South Bronx Churches”, (pp. 105-118).

Robert Putnam, Making Democracy Work, “Social Capital and Institutional Success”, Chapter 6, (p. 163-185)

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We welcome your suggestions for improving this guide further for future trainings. We also welcome you to use it and adapt it for your own trainings, subject to the restrictions below. This workshop guide has been developed over the course of many trainings by Liz Pallatto, Joy Cushman, Jake Waxman, Devon Anderson, Rachel Anderson, Adam Yalowitz, Kate Hilton, Lenore Palladino, New Organizing Institute staff, MoveOn Organizers, Center for Community Change staff, Jose Luis Morantes, Carlos Saavedra, Sean Thomas-Breitfeld, Shuya Ohno, Petra Falcon, Michele Rudy, Hope Wood, Kristen Dore and many others.

Organizing Toolkit **SECTION 2** – *How to Engage Other Moms (continued)*

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