



How to Have Successful One-on-One Conversations to Build Support

To recruit new leaders and activists, the most effective tactic is one-on-one communication. This can be at a coffee shop, on a break at work, or other location comfortable for both parties. The most important thing for you to do as an organizer is to listen actively. In an ideal one-on-one meeting, you should listen 80% and talk 20% of the time. Ask open-ended questions that draw the person out so you can learn more about them and their willingness to be involved.

You should always have an agenda for your one-on-one. A typical agenda would look like:

1. Introduction: who you are, what you're working on and why we should talk.
2. Identify issues: Ask open-ended questions about the person's experience with healthcare, and then listen actively.
 - a. "Do you think our current health care system is affordable?"
 - b. "How has the healthcare system worked for your family?"
 - c. "What changes would you like to see in the healthcare system?"
3. Educate: inform the person about single payer and HCAMN's work to organize grassroots support to pass healthcare for all legislation in the near future.
4. Get a commitment: each one-on-one should build your team in some way. Ask the person to get involved, either by attending a meeting, joining your core team or a chapter, or even becoming a leader with HCAMN.
5. Set the stage for the next step: give them the information for the next step, and follow up with a reminder.
6. Assess the member: If the individual is supportive or potentially supportive of our work toward health care financing reform, offer a commitment to act form and discuss actions and next steps.