



## One-on-Ones: Where the Work of Organizing Happens!

*"Power comes from our commitment to work together to achieve a common purpose, and commitment is developed through relationships." --Marshall Ganz, Leading Change Institute*

One-on-ones are the most basic tool of organizing. They are utilized by organizers to build new relationships, maintain existing relationships, and move supporters up the ladder of engagement. While the context of one-on-ones may vary, they are always intentional and structured conversations between two people with the goal of deepening a relationship for a purpose.

### One-on-Ones to Build New Relationships

- **Get to know someone as a person.** What is their story? How long have they lived in the community? What do they do for work or fun? Who are the important people in their life?
- **Build trust.** People want to know that you care about them. One-on-ones build the relationship by building trust.
- **Find out what they care about.** What issues are they passionate about? What motivates them? What are their values?
- **Ask questions that help them develop clarity.** How does that situation or issue make them feel? How is the issue impacting their loved ones or community? Who or what is causing the problem? Who is in a position to fix it? What would they have to do?
- **Provide opportunities to build belonging, engage, and instill hope.** Share opportunities to get involved: "I'm hosting a sign-making party on Friday night, and then we're going to go to the rally together on Saturday!" "We're meeting up at the farmer's market next weekend to canvas, and we could use a few more volunteers!" "We have a lobby visit coming up, and we need another constituent."
- **Get a commitment.** "Will you join me?"
- **Gather more information.** What skills or experience do they have? What resources do they bring to the table? What's the best way to stay in touch? Is there anything else you should know about them? Who else do they think you should talk with?
- **Thank.** Express gratitude for them sharing a bit of their story with you.

### Best Practices for One-on-Ones

- Be clear about the purpose of your conversation from the start.
- Keep the meeting no longer than 45 minutes.
- Offer a personal story to share your values and build connection.
- Do 70% of the listening and 30% of the talking.
- Practice active listening.
- Ask open-ended questions, and don't be afraid to wait for a response.
- Make sure your "ask" is clear and specific.
- Record some highlights after your conversation.
- Remember: Belonging before belief!