

Starting OVER

Restarting a WILPF Branch

***“Where Everybody Knows Your Name
& They’re Really Glad You Came...”***

THE CONSEQUENCES OF LOSING A WILPF BRANCH ARE SERIOUS.

- **ABANDONMENT** of decades of organizing work
- **WALKING AWAY** from a community identity won over a long time
- **GOOD WILL** of members and donors sacrificed
- **LOSING a community** that could have continued to contribute to a progressive vision and to empowering women organizers for decades to come.

WILPF US Should Be Helping Branches Stay Strong & Vibrant with:

- **EXPANSION PLANNING**
- **SUCCESSION PLANNING**
- **RECRUITMENT PLANNING**
- **ANNUAL PLANNING FOR PROGRAM & IMPACT**

RECRUITING PLANNING

should be built-in to your ANNUAL BRANCH PLANNING and your ANNUAL CALENDAR OF ACTIVITIES.

- It's not something that just happens on its own.
- It must be a careful and persistent strategy you pursue and to which you designate resources.

RECRUITING is Everyone's Job in a WILPF Branch,

but it is a mistake
NOT to have a designated
RECRUITING Committee
or a member tasked specifically with Planned
Strategic Recruiting.

CASE STUDY:

In 2001 in Cedar Rapids Iowa a brand new group, **WOMEN FOR PEACE** went from 0 to 200 active and engaged women members within one year.

- Women who had never been politically active
- Women who were not used to being activists
- Women who had been largely invisible in their community before.

WHAT LED TO THIS SUCCESS?

TIMING WAS CRITICAL

It was a unique time - 9/11 had just happened

- People were feeling fearful, nervous.
- People felt helpless
- The nation seemed headed towards an uncertain future
- People advocating peace were being discredited and disrespected

THERE WERE SOME **VALUABLE LESSONS** LEARNED.

Some TACTICS that made all the difference in successfully gathering and empowering women activists.

Lets look at what they included.

They may help us
in starting or restarting a WILPF Branch.

- People were being told that PATRIOTISM meant all Americans being for WAR
- Divisions were growing
- Anyone not flying an American Flag was questioned
- Anxiety was high, and war seemed inevitable.
- People were afraid to speak about peace.

**In other words,
it was a lot like RIGHT NOW.**

TACTIC 1

In times of great
uncertainty and fear,
start with **COMFORT.**



We started with TEA.

A Solidari-TEA.

A HOW TO HANDOUT
“WE STARTED WITH TEA”

ACCOMPANIES THIS POWERPOINT”

TACTIC 3

Start SMALL, with **An Activity** that is

- **NON-THREATENING**
- **COMFORTING**
- Affords a way to **PLAN SOMETHING EASY & FUN** together that offers an **EASY WIN.**
- Allows you to **ENGAGE WITH FAMILIAR ELEMENTS --** ‘safe’ parts of your community (churches, mosques, schools, established community groups)

TACTIC 4

AIM TO ENGAGE THE MIDDLE GROUND

to draw women who are not yet comfortable with activism,

but who feel called to do SOMETHING.



ACTIVISTS WILL AUTOMATICALLY SHOW UP

TACTIC 5

ASK FOR HELP – DON'T GO IT ALONE

Even if you have the ability to plan an event on your own, resist the urge.

Build capacity, resilience and outreach.

Gather a small group of like-minded women who share your vision and want to make a difference...

Look for **COMMUNITY CONNECTORS** who have their own separate constituencies.

THIS IS YOUR **INITIAL PLANNING COMMITTEE.**

They may not stay involved - that's okay - but they will bring their contacts, their credentials and their energy to this first critical gathering event.

CASE STUDY: In 2001, after 9/11 in Cedar Rapids, Iowa, **12 women formed the Original Planning/Exploration Committee.**

Together we came up with the idea of COMFORT, a social event, a ***SOLIDARI-TEA***

We planned it with 6 Muslim & 6 Christian women, to be held at the Mosque.

Each woman committed to the event, to push invitations, make contacts, help shape the event.

To underscore our community connections, they engaged with many local established groups

including the
local Franciscan Spirituality Center,
the Sisters of Mercy,
the League of Women Voters,
the Unitarian Church
The American Association of University Women
Rotary Club
The United Nations Association

and the social outreach of many churches and faith communities in town. **They were all asked to help promote the event.**

“We had no credibility as a new organization, so we used the credibility of more stable allies.”

What allies could YOU connect with and build on?

Try to think OUTSIDE the Peace & Justice Community to the social fabric of your town.

Which organizations do people automatically recognize and trust?
Start there!

Your Success

depends on your ability and willingness to use your own PERSONAL CONTACTS –

Use Personal Relationships to build trust and credibility in your community

- **towards a common hope for peace**
- **in support of a woman-led organization**
- **with international connections and national reach**
- **that supports and empowers emerging women organizers.**

*We can do nothing
beautiful without time.*

- **Peace is Beautiful...**
so is the faith of women in one another.
- **Timing is critical... start early.**
Begin at least 3 months before your event. 5 months is better.

TACTIC 6 - Meet In Person

You are making a personal ASK, building a relationship of TRUST, and forging an alliance that will withstand outside attacks.

- **Don't make this ask by phone or email.**
- **Meet in person, invest time in the relationship over coffee, tea, drinks, lunch or brunch.**
- **Use your SOCIAL NETWORKS, rooted in the community, to forge the roots of a new or restarted WILPF Branch.**



Only AFTER YOU'VE APPROACHED THE LARGER COMMUNITY, approach the “Usual Suspects”.

Once you have connected with your personal networks and the larger community... only then approach the local Peace & Justice Community. WILPF has gathered natural allies over 100+ years. Look for them in your community.

Veterans for Peace
Sierra Club
Labor Unions
Peace Action
Unitarians
The American Friends
Service Committee

Physicians for Social Responsibility
The American Civil Liberties Union
The local Human Rights Commission
Code Pink
Quakers
The Nuclear Age Peace Foundation
And many others.

TACTIC 4 PARTNER WITH ANOTHER BRANCH

Contact another branch in your state or across the country to ask for their help. Chances are they are experiencing many of the same problems with recruiting or rebuilding a branch.

You can find a list of our branches with their contact information at

<http://wilpfus.org/contact/branch-directory>

TACTIC 5 – RECRUIT STRATEGICALLY

The most popular form of RECRUITING at WILPF US is also the least effective.

TABLING is Not ABLING.
Tabling to get in front of new people is VERY PASSIVE.

Even when you do it well (*and many of us don't*) it puts the responsibility on the new person to remain in contact with YOU.
TAKE THE INITIATIVE INSTEAD.

**Once you have a Recruiting Committee or member assigned to Recruiting
YOU NEED TO BUILD A RECRUITING STRATEGY
INTO YOUR BRANCH'S ANNUAL WORK PLAN**

- Schedule 1 or more “**Branch Meet & Greet**s” a year as a separate SOCIAL event, not part of your work or meeting schedule.
- Follow PLANNING STEPS to make these successful..

CASE STUDY: DES MOINES WILPF

The Des Moines Iowa WILPF BRANCH had the most success recruiting when they held 2 “**Meet & Greets**” a year.

They invited everyone who had signed in at events or to whom they had ever talked about WILPF.

They did this faithfully for a few years. One member took on the responsibility for planning and scheduling. They scheduled these social events in their annual calendar and required members to participate.

As soon as they stopped, and returned to not scheduling them separately from their meetings and holiday parties, **their pipeline to new members dried up.**

HOW DO “MEET & GREETINGS” WORK?

- MEET AT A PUBLIC LOCATION (a library, coffee shop, etc.)
- SERVE SOME BEVERAGES AND FOOD, even if it’s just punch and cookies.
- REQUIRE YOUR MEMBERS TO SHOW UP and be welcoming.
- ASK THEM TO BRING ALONG A PROSPECTIVE MEMBER, but require them to come even if they don’t have anyone to bring.
- GO AROUND AND INTRODUCE EVERYONE
 - Have each of your Members discuss
 - WHEN THEY JOINED WILPF
 - WHAT WOMAN ACTIVIST INSPIRES THEM
 - WHAT WILPF ISSUE THEY ARE MOST PASSIONATE ABOUT.

You'll find you get to know one another better too!

We never really talk to one another about our lives, what inspires us, what challenges we face, what issues engage us.

“We're always just working on issues”.

MEET & GREETINGS ARE IMPORTANT TO BUILD RELATIONSHIPS WITHIN YOUR BRANCH TOO.

TACTIC 6 –

PLAN AT LEAST 1 MEET & GREET A YEAR....

SCHEDULE IT ON YOUR CALENDAR...

**REQUIRE YOUR MEMBERS TO ATTEND AND BRING
A PROSPECTIVE NEW MEMBER.**

**SEND MEETING REMINDERS TO NEW ATTENDEES
FOR AT LEAST A YEAR AFTERWARDS.**

TACTIC 7

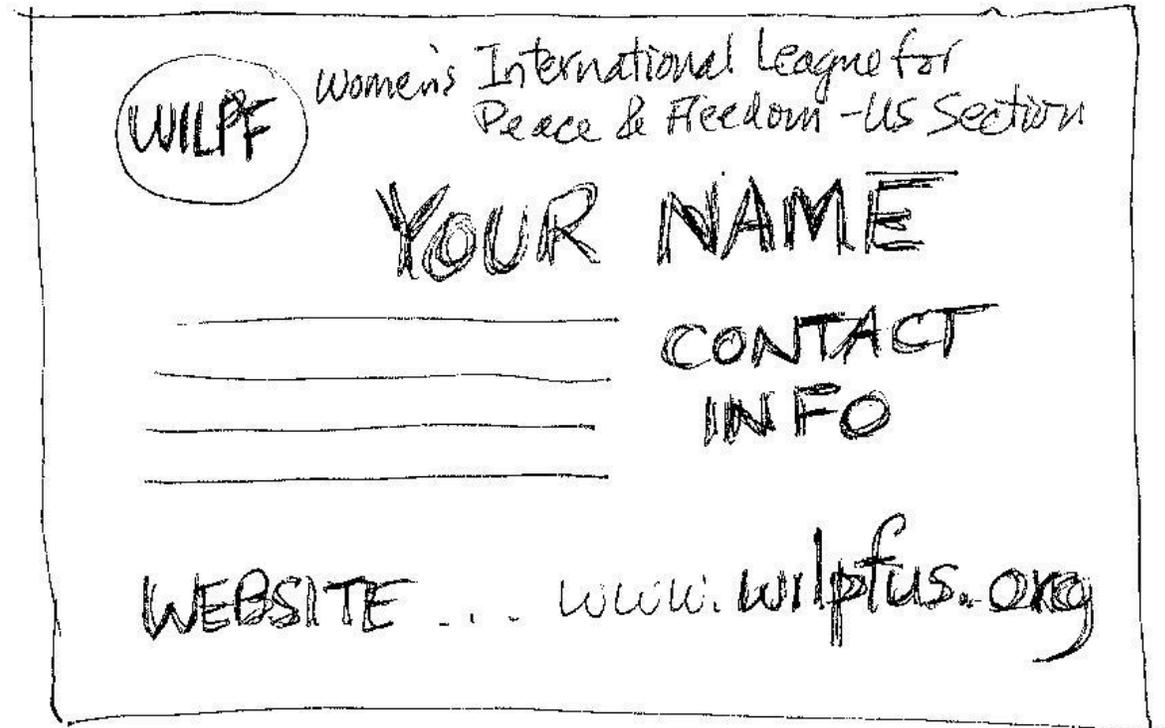
SMART BUSINESS CARDS -- A Mutual Means Of Following Up On Contacts

- **MEMORABLE**
- **TRANSACTIONAL**
- **FOLLOW UP WITH 'HOT PROSPECTS' IN A TIMELY WAY**

A REGULAR BUSINESS CARD HAS 1 or 2 SIDES

SIDE 1:

- YOUR NAME
- YOUR CONTACT INFO
- A WILPF-US LOGO
- OUR WEBSITE



SIDE 2 – BUSINESS CARD

- Full NAME of WILPF
- YOUR “ELEVATOR SPEECH” IN 1 SENTENCE
- THE INVITATION:
THE DAY, TIME &
LOCATION OF YOUR
REGULAR BRANCH
MEETINGS

Women's International League
for Peace + Freedom -
US Section

“connecting human rights and
economic justice to the roots of
war since 1915.”

YOUR CITY BRANCH MEETS THE 2nd
TUESDAY, 7PM - 9PM AT
FRANKLIN AVE. LIBRARY

**A SMART BIZ CARD HAS 4 SIDES instead of 2
And 1 FOLD to create 4 sides.**



SIDE 1

LOGO
YOUR NAME
CONTACT INFO
WILPF US WEBSITE

SIDE 2

WILPF FULL NAME
1 LINE ELEVATOR SPEECH
MEETING LOCATION
MEETING TIME & DATE

SIDE 3

BLANK

.



BLANK

.

SIDE 4

TEAR THE BIZ CARD AT THE FOLD

**Give the printed half to the prospect you are talking to. THEN...
YOU WRITE CLEARLY (so you can read it later) on **SIDE 3** and **4****

ON SIDE 3

YOU write:

The NAME
ADDRESS
PHONE
EMAIL

Of the person
you are talking
to.

ON SIDE 4

YOU write:

Details about

- where you met
- what you talked about
- clues to remember them
- WHY they would make a good WILPF member.

“I really enjoyed talking to you.... Here’s my card.

If you wouldn’t mind,

I’d like to continue the dialogue sometime over coffee.

Can you give me your email and phone,

so we can stay in touch?”

NOW you BOTH have a way to remain in touch.

This is a transactional, non-passive way to meet and connect with people.

It empowers BOTH of you to continue the dialogue you started.

Hint: Follow thru and invite them to coffee!!

TACTIC 8 - PERSISTENCE

In our busy world persistence and follow through are more appreciated than you thought.

People are Busy!

There are LOTS of distractions.

**They meant to come to your event or meeting,
But LIFE got in the way....**

DON'T JUST ASSUME THEY ARE NOT INTERESTED.

PERSISTENCE TOOLS: they pay off!!

1- **ASK MORE OFTEN.**

Don't give up the first time they say NO.

2- **REMIND THEM one last time -**

Call again the day before the event or meeting

3- **GO OUT OF YOUR WAY -** People appreciate that.

- Offer rides to meetings/events,

- *“Bring the kids!”*

- Offer to meet beforehand -

for coffee, drinks, dinner, lunch.

(Meeting face-to-face creates relationship)

AFTER YOU'VE MADE AN INITIAL CONTACT ---

- 4- **MAINTAIN A LIST of ACTIVE PROSPECTS**
Add them to your email list as “friends” of the branch.
- 5- **SCHEDULE FOLLOW UP CALLS.**
Invite them over and over to events and meetings.
Timing matters.
They may be swamped in November
but ready to get involved in April.
They may be motivated by some news item or local
situation that gets them engaged.
- 6- **AFTER THEY'VE ATTENDED AN EVENT or MEETING -**
Call to ask them what they thought.
Schedule coffee to discuss their reactions.

TACTIC 9 -

SEEK THE SKILLS YOU NEED, EVEN OUTSIDE WILPF

“HIRE” for your most important branch roles.

Approach the people you NEED for the job.

Interview prospective members for the skills you need.

- **Who do you KNOW already that has the skills and would be a good ‘fit’?**
- **Where are they politically? Do your homework.**
- **Set a Face-To-Face Meeting.**

“TYPE CASTING” Can Work!

Maybe they haven’t seriously considered joining WILPF. If you gave them a **role that was specifically cast for their strengths, maybe they’d consider it!**

POSSIBLE CAST OF CHARACTERS:

Treasurer - The detail person who loves matching receipts with expenses, filing them and using excel spreadsheets to track membership.

Secretary - The person who effortlessly details the decisions and discussions at meetings.

Newsletter Editor - The person who loves working with Publisher or other newsletter software.

Recruiting/Welcoming Chair - The “Community Connector” who knows everyone!

SUPPORTING CAST MEMBERS:

Liaison with WILPF US - The person who keeps up on what's happening and reports at your meetings what National WILPF is up to.

Liaison with International WILPF - The person who is most interested in what WILPF is doing internationally.

Liaison with Local Allies - The person who already is in touch with many of WILPF's natural local allies and is happy to keep everyone informed.

Coordinator for Branch Internships - This person loves working with younger people and is great at assigning and monitoring work assignments that are fun.

**You already KNOW people who could fill these roles....
Now you just have to ask them!**

MAKE YOUR FACE-TO-FACE MEETING A SOCIAL ONE that builds relationship

Over coffee or drinks.... make a PERSONAL ask

- ASK THEM to consider if they could do **THIS SPECIFIC TASK** for your branch, because they are uniquely skilled and **you NEED THEM to be on your team!**
- Don't let them say NO before they meet with your members and learn more about WILPF. Invite them to a social **“Meet & Greet”**.
- **Don't be afraid to PRESS HARDER.**
People are flattered to be asked, even if they can't do what you ask.
- ASK **WHO ELSE THEY KNOW**, who might be able to help.

TACTIC 10 - HOLD YOUR PUBLIC MEETINGS IN A PUBLIC LOCATION

You may not feel uncomfortable meeting in someone's home, but others do. Especially folks who are of a different economic class than you.

Let's encourage diversity, invite new people and create an equal footing for everyone. It's best to meet on neutral public ground.

- A LIBRARY
- A COMMUNITY CENTER
- A COFFEE SHOP or YOUNG PEOPLE'S GATHERING SPOT
 - A BOOK STORE
 - A COMMUNITY MEETING ROOM
 - FAITH COMMUNITY SPACES
 - COLLEGE CAMPUS AREAS
- A TRENDY RESTAURANT WITH A MEETING ROOM

Choose a place with easy parking, that is accessible to the differently able, and is not intimidating to people who look different than you.

TACTIC 11 - TRAIN YOUR MEMBERS TO BE WELCOMING

“Where they’re really glad you came”....

All the best efforts to recruit new people will amount to nothing if they don’t feel welcome when they show up!

***Preparing the Soil* well nurtures seedlings.**

**TRAIN DELIBERATELY FOR SPECIFIC
WELCOMING TECHNIQUES**

Don’t assume this will happen naturally.

A WELCOMING HANDOUT ACCOMPANIES THIS POWERPOINT.

TRAIN DELEGATED “WELCOMERS”

The role of Welcomers At the meeting or event:

- **GREET** new people as soon as they show up. Have them **SIGN IN!**
- **THANK THEM** for coming.
- Ask them how they found out about WILPF.
- **CALL ON** new people deliberately to introduce themselves and contribute to the conversation.
- **GIVE THEM A ROAD MAP -- MAKE THEM FEEL A PART -**
Sit with new folks and help them understand the ‘cast of characters’ and what’s been happening in the branch thus far.
That “Insider Information” lets them feel a part of the action.

DEBRIEF AFTER THE MEETING/EVENT

RIGHT AWAY: The designated “Welcomer” should

- meet briefly with the new person as soon as the meeting is over to thank them for coming.
- Hand them a WILPF Brochure and discuss our history and reach.
- ask questions about what brought them, and ask them what they thought.

THE NEXT DAY: The Branch Leadership should contact them

- to thank them again for coming.
- Ask what they thought of the meeting, the branch, the work being planned.
- Ask what part they can see themselves playing,
- What skills they could bring to the work and
- The benefits of membership.

TACTIC 12 - CELEBRATE & FORMALLY WELCOME NEW MEMBERS

**AS SOON AS SOMEONE JOINS,
GIVE THEM THE TOOLS TO BE SUCCESSFUL IN WILPF.**

SET A FACE-TO FACE MEETING TO GIVE THEM A NEW MEMBER PACKET including:

- Contact Information for Branch Leadership
- An Organization Chart for WILPF International, WILPF US, Your Branch
- A List of Branch Projects and Roles
- Your Meeting Schedule for the Year, with events, socials, Meet & Greets, etc.
- Print out and hand them the latest Enews and explain how they can subscribe.
- Your latest newsletter printed out.
- An extra brochure to give to someone else who might be interested.

BE SURE AND GIVE THEIR CONTACT INFO TO WILPF US.

REMIND THEM the day before of the next meeting date, so they don't forget!

CONSIDER ASSIGNING A “BIG SISTER” TO YOUR NEW MEMBER for the first full YEAR...

A Mentor can make a new member feel more welcome, more useful right away, more informed and engaged.

A Mentor or “Big Sister” would call or email to remind them of each upcoming meeting

Might meet outside of meetings for social opportunities to get to know one another,

Would share the history of the branch and projects you’ve led in your community.

Would describe what makes WILPF special ... a richer more personal experience than virtual organizing...

TACTIC 13 - SHARE LEADERSHIP AS SOON AS POSSIBLE

Give your newest Members a task that INSPIRES Them
as an introduction to what WILPF is all about.

NOT the membership list or the newsletter.

- Let them represent you at a local event
- or research something that helps organize your next event.
- Ask them to work with you to plan the agenda for the next meeting.

Make sure they have the all the information and tools they need to succeed.

Check in often with them.

TACTIC 14 –

REMEMBER TO SMILE & BUILD IN FUN

“Angels fly because they take themselves so lightly” - proverb

“If it’s not fun, why do it?” - Ben Cohen, Ben & Jerry’s Ice Cream.

People stay where they feel appreciated.

Your face should light up when you greet one another.

Where they feel a part of something bigger than themselves.

Appreciate every moment you have to work together on movement-building. Not everyone gets to change the world...

Where they feel they are having an impact.

Be the **SERVANT LEADER** who thinks ahead how to make every member most effective.

TACTIC 15 -

PEOPLE STAY WHERE THEY FEEL APPRECIATED, USEFUL, & PART OF THE GANG

*“Where everybody knows your name....
and they’re really glad you came....”*

Your job is to inspire, enable and empower your team, to plan strategically, SHARE leadership, celebrate success, moderate failure, and plan for succession.

This is not a one-woman show.
This must be a sustainable model.

Shhhhhh....

THE 7 SECRETS OF SUCCESSFUL LEADERSHIP

- 1- ASK PEOPLE FOR THEIR HELP PRIVATELY ONE-ON-ONE
- 2- BUT THANK THEM PUBLICLY FOR THEIR HELP

- 3- MOST OF THE WORK INVOLVES THINKING & PLANNING AHEAD --
HOW TO BEST ENABLE YOUR TEAM

- 4- MEET IN PERSON AS OFTEN AS YOU CAN.
- 5- PICK UP THE PHONE INSTEAD OF EMAILING WHENEVER POSSIBLE.

- 6- MAKE IT FEEL COMFORTABLE, NON-THREATENING
& FUN TO BE ENGAGED.

- 7- THIS WORK IS HARD, AND EVERYONE BRINGS THEIR OWN BURDENS TO IT.
HOLD PEOPLE ACCOUNTABLE BUT ENCOURAGE SELF-CARE.
& SAY 'THANK YOU' OFTEN