

# LET'S TALK: WHY WE RESIST

*This document is meant to serve as an introduction to one-on-one meetings (1:1s) as a community organizing tactic, and to provide guidance on how to conduct effective 1:1 conversations. While you do not need to follow all of the below guidance, it is important to keep in mind that a 1:1 is more than a casual chat. A 1:1 is a purposeful conversation with a clear outcome and next step.*

*Thank you to Sara El-Amine and Organizing for America (OFA) for sharing the below content for us to adapt to our purposes.*

*We look forward to hearing how yours go! Visit [www.womensmarch.com/whyweresist](http://www.womensmarch.com/whyweresist) for more information on Action 8 in our 10 Actions / 100 Days campaign: Let's Talk: Why We Resist.*

## **(1) About One-on-One Meetings (1:1s)**

When it comes to community organizing, there is no substitute for direct person-to-person interaction. Personal interaction and shared experience establish the strongest bonds, and provide the most compelling incentive for engagement. This is why one-on-ones are a bedrock technique for bringing new people into chapters and teams, for developing leaders, and for maintaining relationships with active members.

One-on-One Meetings (1:1s) are intentional, pre-scheduled meetings with a member or prospective member to discuss the organization, plan work to be done, or debrief completed actions. A successful 1:1 meeting ends with a commitment to take action that includes a specific date, time, and goal. All 1:1s share these characteristics:

- *Face-to-Face:* 1:1s are conducted in person and in a quiet place.
- *Scheduled:* 1:1s are scheduled in advance for 30-45 minutes.
- *Purposeful:* 1:1s have an agenda and purpose. They are not about chit-chat.
- *Educational:* 1:1s are about listening. The organizer should absorb where the other person is coming from and seek to understand what they are saying. **Let us know what you've learned through your 1:1s via this [survey](#).**
- *Require Rigorous Follow-Up:* The onus is on the organizer to follow up afterward and help the new member be successful in engaging in action.
- *End with an Ask and Action Item(s):* Organizers should go into every 1:1 meeting knowing a few actions they might want to ask the supporter to take. Then, upon learning more about the supporter's background, skills and interests, the organizer should prioritize the most appropriate ask for the situation.

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## (2) One-On-One Agendas

Each type of one-on-one will have a different type of agenda. You don't need to think of these agendas as a rigid structure, but rather as a guide to lead your conversation. Remember that the primary purpose of one-on-ones is to build relationships and personalize Women's March to the needs of individual members. Here we'll look at a sample agenda for a one-on-one meeting, which can be adapted according to supporters' needs.

### Sample One-On-One Agenda

- *Purpose:* Explain the purpose of the meeting — to get to know them, tell them about your group's mission and figure out together how they can be involved locally.
- *Connection:* Ask questions about why the supporter is interested in Women's March or the resistance. What issues resonate with them? Why do they care about these issues? What has been their past involvement in community organizing? What do you have in common? [See guiding questions below.](#)
- *Story:* Share your personal story, relating to the issues or values that you share with the supporter. Connect your story to how Women's March actions on these issues will make an impact.
- *Strategy:* After you find shared values in your stories, explain the overall vision of WM, and how the WM strategy nationally and locally will help both of you achieve your shared vision together.
- *Ask:* Make a hard ask that the supporter get involved in a specific activity at a set date and time. A successful 1:1 meeting ends with a commitment to take action that includes a specific date, time, and goal.

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### **(3) Following Up On 1:1s**

After you've had a 1:1 meeting, follow-up is essential to both building the relationship and ensuring action. Organizers must follow up on 1:1s to express gratitude, ensure completion of initial commitments, and deepen relationships. Follow-up includes but is not limited to:

- *Expressing Gratitude:* Write thank you notes, send emails, or make follow-up thank you calls. You can also mention people you have a 1:1 with on social media networks, with their permission. Use the hashtag #WhyWeResist to talk about your 1:1 conversations on social media. Download and print the graphics [here](#). Fill in the blanks with the issues that matter to you and your communities.
- *Reinforcing Commitments:* Follow up with reminders about commitments made during 1:1 and monitor progress to those goals.
- *Keep Promises:* During your 1:1 meeting, keep a list of any commitments you make to the supporter. Make sure to fulfill these commitments in a timely manner. Relationships are built on trust, and you build trust as an organizer when you keep the commitments you make to supporters.
- *Deepen the Relationship:* Add introductory 1:1 supporters to your email lists and social networks. Call them periodically to check in and ask them for help in future endeavors.
- *Build a Relationship Beyond the Local Team:* When possible, follow up with non-asks. Call to give general updates about the organization and talk large-scale strategy. But keep it social as well.

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## Guiding Questions for 1:1s

1. Do you believe your values are reflected in the actions of this Administration?
2. Did you vote in the 2016 presidential election?
3. Why do you believe the Republican party won?
4. What did you feel on November 9th, the day after the 2016 presidential elections?
5. Do you believe you contributed to the victory of the Republican party in the 2016 presidential election?
  - a. If so, how?
6. Had you participated in a rally/demonstration/protest prior to November 8th, 2016 not related to one of the presidential candidates?
  - a. If yes, what was it about?
  - b. What led you to participate?
  - c. What was that experience like for you?
7. Have you ever voted in local, state or presidential elections prior to November 8th?
  - a. If so, at which level?
  - b. Why did you vote?
  - c. If not, why?
8. How would you describe the national rhetoric?
  - a. Have you ever been [insert words used to describe national rhetoric]?
9. Do you believe the national political atmosphere affects your local community?
  - a. If so, how?
  - b. Have you participated in any actions to counter its effects? If so, how?
10. Do you believe federal or state laws affect your community the most?
11. Which local or state issues, laws or policies concern you the most?
  - a. Do you believe these issues affect people in your community differently depending on their race, gender, sexuality, disability, social status or income?
  - b. How do they affect you?
  - c. Do you know others with similar concerns?
    - i. If so, have you discussed a strategy to address your concerns?
      1. If not, would you like to meet others motivated to do so?
    - ii. If not, would you be interested in meeting others motivated to act?
12. When are you next available to follow up on our conversation and next steps for action?  
(Agree on specific time, date and place.) *Suggested next steps:*
  - a. *Join our huddle*
  - b. *Participate in the next of our 10 Actions*
  - c. *Participate in an upcoming local action*

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- d. Become a participant in Action 8 and initiate one-on-ones with others*
- e. Sign up for updates and info with Women's March*

Remember to report back on your 1:1s by completing this [survey](#), and letting us know why your community resists!