

MEMBER ENGAGEMENT

ENGAGEMENT BOOTCAMP

DEVELOPING A RAPPORT

6 BASIC STEPS

- 1. Introduce Yourself**—who are you? Why are you talking? Are you elected? A member? What do you want them to remember when you leave?
- 2. Ask Questions**—engage quickly, what do you want to know? Our members are busy and need us to be to the point. Ultimately everyone who talks likes to feel heard. So find out what they are thinking or feeling.
- 3. Listen**—identify their issues. What do they care about? What are their concerns? Listen not only with your ears, but with your eyes as well. Listen for their underlying emotions and respond to their feelings. Watch for their verbal and non-verbal cues.
- 4. Deliver Your Message**—discuss your points in a way that fits with their concerns. Build affinity with cause. If you really do not agree, acknowledge the difference without judging.
- 5. Commitment**—ask for something concrete from them (known as the 'crunch'). Will they sign the petition, attend a regional meeting, take steward training or get others to participate?
- 6. Close**—make sure you have their contact info. Be clear when you will follow up with them and be sure to do so (builds credibility and trust). Acknowledge and appreciate each other.

GETTING PEOPLE INVOLVED

- > Ask them one-on-one.
- > Do not always go for the supporter first.
- > Make it clear what you want our members to do.
- > Give the big picture (e.g. grievalanche—show how each step/task fits within the bigger picture; show how others are dependent on them for the work they do).
- > Start small and build—make tasks/requests manageable.
- > Keep people accountable—check in with them.
- > Reinforce how the work they are doing will make both patients' and members' lives better.

MEMBER ENGAGEMENT

ENGAGEMENT BOOTCAMP *continued*

ISSUES/BARRIERS YOU MAY EXPERIENCE WHEN TRYING TO BUILD CAPACITY

- Fear
- ICMAD—I cannot make a difference
- Apathy
- Later—not now
- Disgust and tension from the issues between the Union and the Employer
- Confusion (do not know what is happening)
- Lack of information or knowledge, not aware of their rights
- Cynicism—bad experience in the past
- Division due to racism, sexism, elitism, or a sense of inferiority
- Family or personal problems (illness, lack of transportation, childcare)
- A parent, spouse or church objects to unions

MOVING PEOPLE THROUGH FEAR TO ACTION

What holds people back? People make excuses but it is fear and a lack of belief either in themselves or in the action/campaign that holds people back. When people are scared or frustrated they make excuses. What will convince people to act?

- Break down the fear—walk them through it
- Make them angry—stir their emotions
- Recognize their accomplishments and strengths
- Make them feel strong
- Refocus the person or their motivation

*“Anger directed
can be a key to change.”*

MEMBER ENGAGEMENT

ENGAGEMENT BOOTCAMP *continued*

SMART GOALS

Date _____ Preferred Phone _____

Name (print) _____ Region _____

Email _____ Position _____

1. Specific - What do you want to achieve in your area of focus?

2. Meaningful - Why is the goal important to you?

3. Action Oriented - What steps will you take to achieve it?

4. Realistic - How do you know that you can achieve this goal?

5. Timely - By when do you want to achieve this goal?

Review Date _____

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