



Engaging Activists through Relational Meetings

Tzedek, Tzedek Tirdof: Tools for Transformation

NCJW®

National Council of Jewish Women

Group Norms

- Patience – we're all new to this format
- Assume best intentions
- Participate
- Share the space

How to Use Zoom

- Chat box
- Raise hand
- Video on/ off
- Mute/unmute
- Poll

Agenda

1. Introductions
2. The ‘what,’ ‘why,’ and ‘how’ of relational meetings
3. Sharing stories to identify values & self-interest
4. “The Ask”
5. Wrap up

Please introduce yourself in chat box

- Name
- Pronouns
- NCJW Section or state
- In five words: favorite thing about NCJW

How do we typically
engage people in our
advocacy and
organizing work?



What Are Relational Meetings:

Is: Relational	Is not: Transactional
An intentional conversation	An interview; small talk, casual conversation
Curiosity and vulnerability	Fishing and insincere
An exchange of stories	A fact sheet, debate or series of tasks
Rooted in shared values	A sales pitch

Connecting over shared values

Connecting over shared values creates a stronger repertoire with someone.

- What made you want to take action with NCJW?
- What would your ideal society look like? Why?

Why do we share stories?



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Going Deeper by Sharing Stories

- A moment they realized they cared about this issue
- What made them have that specific value
- Example of a personal connection to this topic

Self-interest

- People are rational actors and act on their self-interest

Self-realization vs self-preservation

- Engage people by appealing to their self-interest

How do we identify someone's self-interest?

Best Practices

- Asking open ended & follow up questions
- 40:60
- Don't fish for answers
- Share stories
- Demonstrate authentic curiosity
- End with an ask

“The Ask”



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Deciding what to ask them

- Will they be excited about completing the ask?
- Will it further the advocacy work itself?
- How will it develop them as a leader or advocate?
- Will this ask strengthen their connection to NCJW?

Tips

1. Clear and concise
2. Specific
3. Follow up

“Ask” scenarios



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Thank you!

- Questions? Contact us!
 - Ari Conrad ari@ncjwdc.org
 - Lindsay Morris lindsay@ncjwdc.org
- Next *Tools for Transformation* (5T) webinar Wed, Dec 13
“Identifying and Building Leaders”

Who is someone in your section or community that you want to schedule a relational meeting with?

