



Listening and engagement campaign steps

Listening and engagement campaigns can be used to:

- 1. Recruit members and connect them to an already existing issue campaign, or**
- 2. To uncover an issues that they want to organize around**

In both cases, the goal of the one to ones or house meetings is help members uncover their skin in the game, i.e. their own experiences with the issue, or the experiences (or aspirations) that shape why they are so passionate about it (beyond values)

Steps to conduct a listening and engagement campaign

Step 1: Form a leadership team to drive your campaign comprised of potential leaders and current ones, who can facilitate small groups, are relational and are good listeners.

Step 2: Meet with the team and equip them to do one to ones or house meetings (whichever you choose to focus on) to:

- decide on the questions to ask**
- train facilitators to facilitate house meetings or conduct one to ones, and recruit notetakers, and potentially time keepers.**
- distribute the list of members to invite, to facilitators, note takers and hosts.**
- Set dates**
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Step 3: Conduct one to ones or house meetings (usually over an 8 – 12 week period)

Step 4: Check in meeting of the team and others who are doing either one to ones or house meetings to ensure progress, checking to ensure the notes are being taken in a way that's eliciting the information, and uncovering potential new leaders.

Step 5: At the end of the campaign, either the team or a subset of it, interprets what was learned in the notes – patterns and themes that emerged, new leaders uncovered, etc.

Step 6: Potentially hold a “report back” session that invites everyone who participated to share the themes that emerged, and to form action teams around the themes.

Step 7: Conduct one to one meetings with new potential leaders uncovered through the campaign, and help engage them around their interests.