

## SECTION II – YOUR GOALS

When recruiting Hosts and Conversation participants, think broadly about the people you want to have engaged in your local campaigns and advocacy efforts. We need to broaden our constituency to be more effective. The people we target to host and attend Conversations should deepen our base, recruit new allies, and move community members who could be persuaded to take action to stop the overreach of DHS.

To make this work, organizations will need to dig deep to recruit Hosts from all sectors of their organization's network of relationships: community leaders, key volunteers, staff, board members, allies, etc. Hosts will need to do similar work to ensure their event has enough people in attendance to create a good Conversation.

We are encouraging Organizers to recruit Hosts for the **Night of 1,000 Conversations** on September 25, 2008 or on other dates anytime throughout the summer.

### SETTING YOUR GOALS

Set an ambitious but reasonable numerical goal for the number of Hosts you want to recruit. Your goal should be based on the number of Conversations your organization has committed to or is essential to the campaign locally. Please contact your Field Coordinator or Pabitra Benjamin at [pbenjamin@rightsworkinggroup.org](mailto:pbenjamin@rightsworkinggroup.org) if you need help setting your goals.

- 1 person can often recruit 5 or more Hosts.
- 1 organization with basic staff capacity should be able to recruit at least 10 Hosts.

### TARGETING HOSTS

You should target individuals from your personal networks and social circles. You can also target groups that hold regular meetings (church groups, book clubs, student group meetings, etc.) and request that they use one of their meetings as a Conversation for the **Night of 1,000 Conversations**.

From your personal network invite families, friends, and colleagues to host Conversations. You will know your network best but remember never to assume that someone would not be interested. It's better to ask than to miss a great opportunity.

When looking for organizations, contact organizers with whom you have worked with in the past and organizations whose missions are aligned with that of the **Hold DHS Accountable!** campaign. The range of issues spans across civil liberties, human rights, immigrant rights, and faith and labor networks.

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## Night of 1,000 Conversations

When reaching out to faith communities, keep in mind the dates of religious holidays. For the Muslim community, they will be celebrating Ramadan throughout the month of September. They will be fasting from sunrise to sundown. Keep this in mind when reaching out to the Muslim community, as they may prefer to hold their Conversations during more appropriate times.

Be creative with your outreach. Conversations are a great way to bring people together.

### THE NUMBERS

There are two universal principles in organizing events that are good to keep in mind:

1. Not everyone you invite to host or to attend will be able to do so, and
2. For those who say, "Yes, I'll do it," maybe half of them may cancel.

To set yourself and your Hosts up for success start with a pool of potential Hosts and attendees that is 2-3 times bigger than the outcome you are working towards. The following chart illustrates the number of people to target given your desired outcome for number of Hosts.

Target Number of Hosts or Attendees:	<u>5</u>	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>
Pool of People to Ask:	14	28	54	80	108
People who say, "Yes" (average 2 asks per person who agrees)	7	14	27	40	54
Final Hosts or Attendees (25% will drop off)	5	10	20	30	40

### RECRUITMENT TIPS

1. Send a general email about the **Night of 1,000 Conversations** with a personal subject line and message of urgency.
2. Follow-up with a direct ask in person or on the phone.
  - Your 'ask' has to have a frame of urgency.
    - Presidential elections and transition.
    - Impact on people in your community.
    - Personal stories related to the issues.
  - Remind Hosts that hosting a Conversation is SIMPLE. It's just having friends over to discuss an important issue. All tools will be provided for Hosts.
3. If they say 'No'
  - Try suggesting they host with someone else.
  - If they say no again, ask if they would send out an email for you to recruit more Hosts. Most people will do something to help.
4. If they say 'Yes', follow the Timeline below.

## TIMELINE

### When you recruit Hosts

- Talk to them about their ideas and what they may need help with.
- Encourage them to read the “Night of 1,000 Conversations Toolkit” and alert them to the conversations starters in the Toolkit.
- Send them an email with information about the **Night of 1,000 Conversations**, with a personal note thanking them for hosting a Conversation and the link to the Toolkit at <http://www.nightof1000conversations.org>.
- Ask them to register their Conversation at <http://www.nightof1000conversations.org> so we can track the number of Conversations and their locations.

### Weekly

- Check in with Hosts regularly to make sure they are comfortable with:
  1. Their Conversation planning,
  2. Recruitment of attendees, and
  3. Their conversation starter.

### A Week before the Conversation

- Send a general email reminder to all Hosts.
- Follow up with a confirmation call.
  1. Ensure they have all materials.
  2. Ask them to take pictures. (Camera, cell phone, videos are all great!)

### A couple days before the Conversation

- Give Hosts a reminder call to check in.
- Remind them to fill out the Conversation Feedback Form available in Section III of the “Night of 1,000 Conversations Toolkit” and let them know you’ll check in with them after their Conversations are done.

### During the week after the Conversation

- Call all Hosts to ask how their Conversations went.
- Collect all forms and postcards from the Hosts and return to your Field Coordinators or RWG.
- Invite the Hosts to sign up to receive the Rights Working Group e-newsletter to stay involved in the **Hold DHS Accountable!** campaign.
- Thank your Hosts!

## EXAMPLES OF CONVERSATIONS

Here are samples of past Conversations hosted by community organizations:

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## Night of 1,000 Conversations

- In Broadview, IL, the Illinois Coalition for Immigrant and Refugee Rights in coalition with 14 other organizations **organized 150 people outside a detention facility to have their Conversations, followed by a candle light vigil.** Participants camped out over night and gathered in support with families of immigrant detainees bussed in from the region.
- In Los Angeles, CA the ACLU – Southern California chapter held a lively **discussion and book-signing with Mark Dow,** author of “American Gulag.”
- In Georgetown, TX, the First United Methodist Church hosted a Conversation as a part of a “Welcoming Migrant” campaign and participants **committed themselves to organizing a legal clinic for immigrants in their area.**
- In Los Angeles, CA, the Coalition for Humane Immigrant Rights of Los Angeles brought together over a dozen raids victims to talk about their experiences in raids. The group **wrote testimonies to be used for organizing** to hold DHS accountable.
- In Nashville, TN a group of 22 college students gathered in a **Facebook Chat Room** organized by the Islamic Center of Nashville to have their discussion.
- In New York City, NY, the National Korean American Service and Education Consortium and YKASEC **hosted a Conversation at a battered women's shelter** around issues for women in detention.
- In Seattle, WA, OneAmerica (formerly Hate Free Zone) in partnership with the United Food and Commercial Workers brought together 30 people to talk about **raids and unions.**
- In Washington, DC, the National Asian Pacific American Women’s Forum convened their members from the DC-metro area at a local café to **discuss the impact of DHS policies on Asian Pacific American women.**
- In Detroit, MI, the Arab Community Center for Economic and Social Services came together with Metropolitan Organizing Strategy Enabling Strength to host an **inter-faith dialogue around immigrant detention issues** in the Detroit area.

Some of these Conversations are simple, while others involved a bit more planning with a community organization. Whatever you do is entirely up to you. Use the Conversation as an opportunity to bring people together to not just read about the issues in our communities, but to talk about them openly with each other.