



The Indivisible New Member Pipeline 2024

Let Us Help You Recruit!

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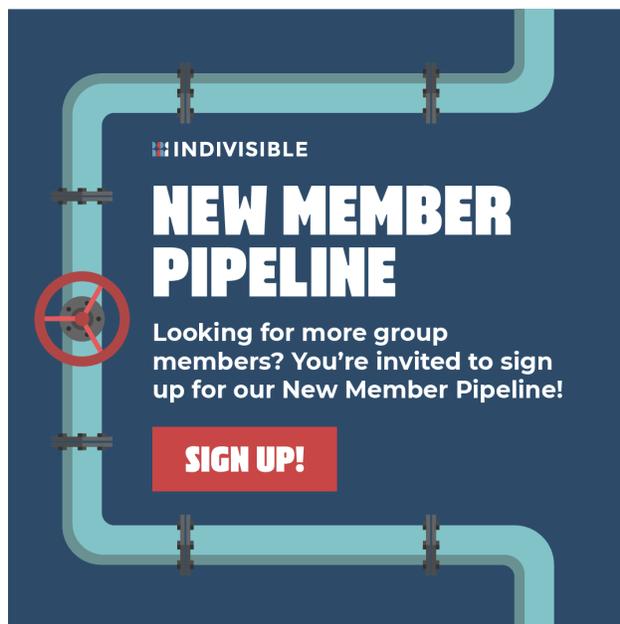
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Introduction

Indivisible's Network Support and Data teams are here to support Indivisible groups like yours – and we heard from you that one of the most useful things we can do is to send you new local volunteers! National Indivisible calls, events and other actions

bring eager new people into Indivisible every day. So, we've created a pipeline to send them to you.



How the Pipeline Works

We Collect Potential New Members

Potential new group members include people who have taken an action through a national sign-up link, are not known to be affiliated with currently active Indivisible groups, and live near a group that has joined this program.

Request Your List

Groups who want to contact these potential new members [fill out this form](#). We review your form, contact you if we have any follow up questions, then send you your list of new members along with instructions ([reprinted below](#), too).

Assign a Reporter

We suggest you assign a reporter to update the new member list and report back to us on how it's working for you. This will help you track your work, and help all of us here at Indivisible continually improve this project.

Contact Recruits

We send you emails and phone numbers for potential new members, but we strongly recommend you try calling or even texting to set up a 1:1 before reverting to email. That's because volunteering is essentially a personal relationship, and it takes energy on both sides to make it work. Of course activism offers plenty of meaningful work well-suited to introverts as well as to extroverts, but the first few contacts must build personal trust.

Is it Really that Simple?

Yes! Of course there are also additional steps you can take to ensure the success of your recruitment program. Here are a few suggestions:

Contact Party

We'll usually send you a list of between 10 and 20 people. It can be hard to find the time to make personal calls – but at the same time this can be a fun team effort! Consider setting aside time at or after regular meetings for folks to make calls together. Maybe toast your work with a glass of wine or mocktail?

Name your Welcomer

The most important step any group can take to ensure longevity is pretty straightforward: charge one person, at least, to be your “welcomer.” Suddenly those lists of potential new members have a place to go (other than the box in your spare room.) Being a welcomer (they can double as reporter if necessary) is a great role for new members, and often fits right in with the volunteer skill set.. The tasks this person or team can take on might include:

- Make a introductory call or send an email to welcome the new volunteer
- Set up a 1:1, either with the welcomer, or another group member (you may be able to get funding to help you take new members out to coffee! Write supportteam@indivisible.org to learn more).
- Announce the new volunteer at the first meeting the volunteer attends (just be sure to give them a heads up that you'll be doing this)

- Assign a current member as a buddy to make sure the new volunteer has company at the next meeting or action.
- Learn the interests of the new volunteer, and provide them with a simple initial task or role (like proofreading emails, reporting back on national calls, or combing FB for more new members)
- Make sure the new volunteer is added to all your social media and email communication lists
- [Here's a worksheet](#) to track your progress. You'll be instructed to make a copy for your own use.

Event Invitation

Most people feel nervous showing up for the first time at a meeting, so a great time to recruit new volunteers is when you're hosting or co-hosting a public event or action. Invite them – and make sure to find a way to say hello at the event if they attend!

Call Script

"Hi! Is this {potential new member first name}?"

(response)

My name is {caller name} from {group name}! We are active in {describe area}, and I wanted to call to introduce myself and say thanks for being involved in the Indivisible movement over the past year.

(response)

{group name} has members who enjoy being around like-minded friends as we work on {federal/state/local/community} issues together. For me, {tell story of how your group has made a difference for you}. What kind of issues fire you up?

(response)

I wanted to personally invite you to meet some of the folks from {group name} at our upcoming {event name} on {event date}. It'll be a great way to get to know your neighbors and learn more about pushing for making a difference in {neighborhood name}.

(response): Yes! -> "Is there a good email to send the event details to for you, or could I text them to this number? Looking forward to seeing you there!"

(response): No. -> "No worries! Thanks for taking the time to talk to me, and if you would ever like to join a future meeting, you can find us online at {social media address}. Great chatting and have a wonderful day!"

VoiceMail Script

"Hello, I'm looking to reach {potential new member first name}. My name is {caller name} from {group name}! We are active in {describe area}, and I wanted to call to introduce myself and say thanks for being involved in the Indivisible movement over the past year. {group name} has members who enjoy being around like-minded friends as we work on {federal/state/local/community} issues together.

I wanted to personally invite you to meet some of the folks from {group name} at our upcoming {event name} on {event date}. It'll be a great way to get to know your neighbors and learn more about pushing for making a difference in {neighborhood name}. Please let me know if you can stop by - our email is {group email} or you can contact me at {group phone number}.

Thanks again and have a wonderful day!

Project Support

If you need support, please feel free to contact your organizer (if you don't know who that is, email supportteam@indivisible.org or Adrian@Indivisible.org)

Additional Resources

- [Recruitment Starter Pack](#)
- [The Art of the One on One Conversation](#)
- [Recruitment video](#)