



One to One Visits and Powerful Invitations

These basic types of organizing conversations are key elements of community organizing and what we use to deepen leadership across our issue committees.

A **1-1 Visit** is a *natural* but *uncommon* conversation with someone you want to know better, about their self-interest—their values, vision, life, and motivations. In short, 1-1s are the way we figure out who has the reasons to show up and keep showing up.

The objectives of a visit are to:

- Build public relationships
- Uncover self-interests
- Create clarity for the person being interviewed
- Obtain information
- Deepen “water cooler” relationships

Here are some nuts and bolts for your visits:

- 45-60 minutes long
- Face to face and scheduled in advance
- Ask respectful but probing questions
- You should talk no more than 30% of the time. This is a listening visit, an interview.
- Written Up

A **Powerful Invitation** is a *planned* and *intentional* conversation that invites a person into a *well-defined* activity or role, based on some aspect of that person’s *self-interests*, or stated passions, dreams, hopes, or struggles.

The objectives of a powerful invitation are to do two things:

1. To invite people to build something with you that is more effective and powerful than how we usually ask people to do things.
2. To create clarity for a person and give them a real choice.

Here’s a **formula** for making Powerful Invitations:

1. Name your own self-interest in the work.

“I’m getting involved in this election because I care about the future I’m leaving for my children.”

2. What I think their self-interest is

“It sounds like you’re really looking for opportunities to learn more about politics... is that right?”

3. My interest in working with them

“I care a lot about younger people getting involved in the union, and I know folks at work look up to you.”

4. The role I envision for them (be specific!)

“I want you to be a member of the LPAT. Let me tell you what that means...”

5. How to work around obstacles

“What’s getting in the way? Is there something you could take off your plate?”

6. Re-state commitment/Evaluate

“Great! Well, we’ve got a training coming up on the 23rd where all the LPATs are going to show up.”