



Passion into Action: Engaging Others

Why should your friends, family, or neighbors share or care about your passion? It's time to start thinking about how you're going to get others involved. Mobilization (recruitment) is the process of showing people that they actually can do something they already want to do. All the reasons why you want to act and create change can apply to others, too. It's your job to show them how important your issue is and why they should support and advocate your cause.

Before you can begin recruiting supporters, you have to know who you need and what you want them to do. Map out a recruitment strategy - who, how, and when. (Note: The questions on "Planning Service Activities" can help with this.)

You can gain supporters and recruit volunteers in a variety of different ways. You can ask them one-on-one. You can post flyers and pass out brochures. You can visit classes or weekly meetings of the groups you want to involve. Don't forget the internet (Facebook and Twitter are great ways to network with potential volunteers!), newspaper or radio stations, bulletin boards, or blogs. Word-of-mouth is one of your best tools, so spread the message! Remember . . . think beyond your group of friends or the people you see every day.

Think about the most meaningful service you have been involved with in the past. What made it so memorable?

How can this help you inspire others to join you in what you're doing now?

What is motivating you to serve right now?

How can you use this to motivate others?

List three people you know that you can recruit to help you.

List three places you can network with potential volunteers.
