

STRENGTHENING YOUR ACTION GROUP

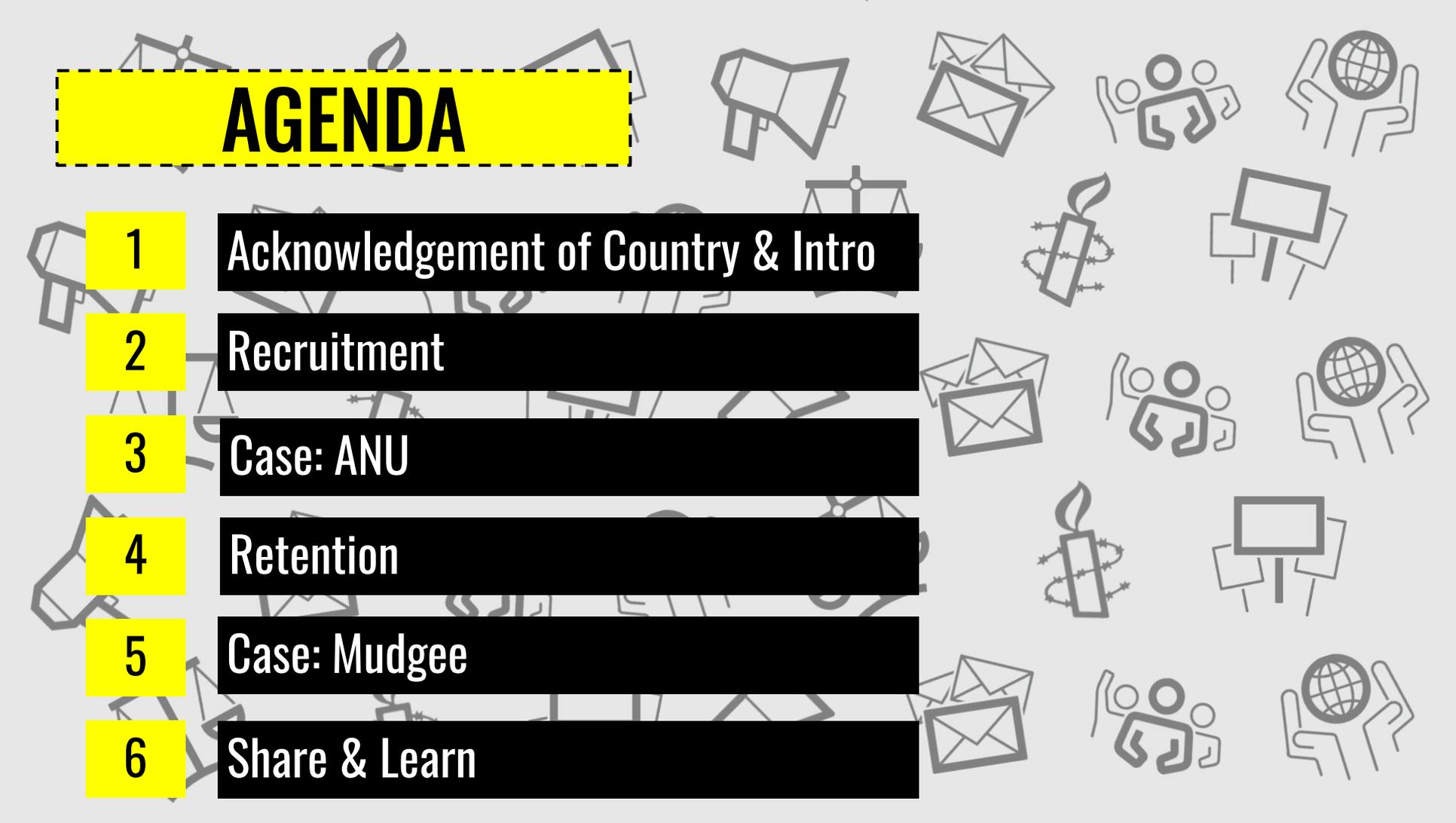
Recruitment & Retention

AMNESTY
INTERNATIONAL



CHALLENGE
INJUSTICE.

AGENDA



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Acknowledgement of Country & Intro

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Recruitment

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Case: ANU

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Share & Learn

RECRUITMENT



Tactics

- ❑ Always have a **sign up sheet** at events and stalls;
- ❑ **Follow-up:** when someone expresses an interest, ask for their contact information and give them yours. Follow up with them as soon as possible, ideally within 48 hours;
- ❑ **Be visible in your community** as an Amnesty group: regularly have stalls with Amnesty banners, wear Amnesty t-shirts, put up posters and distribute flyers (e.g. community noticeboards, cafes, libraries, letterbox drop);
- ❑ Create public social media accounts and pages for your group so people can **find you online** (ie. Facebook page or group, Instagram Business account, or Twitter). Post when you have meetings and events and consider boosting the posts.
- ❑ Take out an (ongoing) **ad in your local paper** and/or online noticeboard in the 'What's on' section;
- ❑ Send **media releases** to local media (print/online/community radio) to promote your group, members and event;
- ❑ Promote your group through **word of mouth** - upsell group membership to anyone interested in social justice;
- ❑ Get to know your local community: which groups and organisations can you **partner with** to reach a wider audience? Host events together and/or speak at events or meetings of other groups.

CASE: ANU Action Group

RETENTION



Leaving

- They don't feel it is worth their time.
- The atmosphere is disorganised and they don't feel they're receiving attention or direction.
- No one explained why the work they are doing is important.
- They are uncomfortable doing what they have been asked to do.
- They feel overwhelmed by tasks and goals.
- The volunteer environment is unwelcoming.
- No one recognises their contribution.
- No one asked them.

Staying & Thriving

- Meaningfulness
- Responsibility
- Knowledge of results

“People come for the cause but they stay for the friendships”

New members

- **Introduce** new activists to the group - make it warm, genuine, and inclusive. Share your group’s purpose and goals, plans, achievements and favourite activities.
- Have open **conversations** with new activists about their expectations and goals: where do they see themselves a year / 5 years from now? Provide support and opportunities to help them reach their goals. Remember, people come to Amnesty because they want to DO SOMETHING!
- **Don’t be apologetic**: activism is an opportunity, not a favour. When asking for commitment, be enthusiastic.
- **Confirm commitment**: use a hard ask and make sure your group members understand that you are counting on them.
- **Take an action** during your meeting, e.g. write letters, sign a petition, make a plan. People enjoy a sense of instant achievement.
- Add new members to email or **contact lists**. Make sure you keep all members informed about your group’s plans, projects, events and achievements.
- **Always schedule for the next time**: don’t let anyone leave without asking when they’ll be coming back.

Relationship building

- Identify someone in the group to play a **buddy role** with new members e.g. have 1:1 conversations or to take them to coffee to discuss their interests, skills and experience and where they could potentially need support.
- **Offer people responsibility** - start small and work up. Invite them to participate and contribute to the group in some small but significant way to begin with.
- Explain tasks and contributions clearly: it’s importance, how it contributes and who to talk to for more support, when it needs to be done by.
- Design actions that are empowering to participate in.
- Match new people’s skills and experience with opportunities, roles or responsibilities in the group where new people can feel like they are having an impact.
- Encourage people to grow their skills and their participation.
- Let your members know how they can further be involved with Amnesty:
 - Joining a thematic network, like the National Refugee Network or the National Rainbow Network;
 - Becoming a member and attending the AGM;
 - Subscribing to Amnesty’s activist newsletter, the People Powered Bulletin;
 - Joining the [national Facebook group](#)
 - Reading the guides and following workshops on the [Skill Up](#) webpage.
- Enjoy a meal/drink together after meetings, events and actions.
- Show appreciation: Have end of year parties, volunteer appreciation events, awards & certificates.
- **CELEBRATE WINS TOGETHER!**

CASE: Mudgee Action Group



THANK YOU!