**1-1 conversation script for new members**

When new members join your group or attend a meeting for the first time, a good way of welcoming them is to spend some time with them to find out their motivations for wanting to get involved, this also gives you the opportunity to talk about the group and the campaign that you are currently working on.

Remember in these conversations you are trying to get to know the person, as well as sell them on your group or campaign, a good rule of thumb is that you should only spend 20-30% of the time talking and the rest listening.

**Introduction**

* Start by introducing yourself and your role in the group
* Be transparent and let them know that you’d like to find out about their motivations for wanting to be involved

**Find out about them and build rapport**

* Show interest in the person you’re speaking to actively listen to what they are saying
* Ask lots of questions! For example:
  + What has motivated you to get involved?
  + What are you concerned about locally, nationally or globally?
  + Do you have any particular skills that will support the group?
  + Is there a specific issue that you’d like to campaign on?
  + Are there any skills that you’d like to develop?
* Find out what matters to the person and why
* Open questions are best – ones without a yes/no answer
* Start to build a human relationship with the person you’re speaking to.

**Explain why you think being part of the group is important**

* Provide a brief history of the group including successes, where possible linking this to things they are particularly interested in, or motivated by.
* Talk about the the campaign that the group is currently working on and why you think it is important right now (create urgency) – link this to their motivations.
* Try and give them hope and enthusiasm about our collective power to create change. For example:

We're part of a grassroots network of groups across England, Wales and Northern Ireland who are all working to make our communities and planet cleaner, greener and fairer. By working collectively our movement has defeated fracking, won commitments from local councils to play their part in tackling the climate crisis and made climate a priority in communities across the UK.

* Allow them time to ask any questions that they may have

**Ask them to get involved**

* Ask the person to do something specific, this could be something like helping with a stall or join the group for some street campaigning
* Try to keep this to something reasonably small and concrete at the start.

**Agreed next steps**

* Make sure you exchange contact details
* If possible, give them the details you your next new member welcome event or meeting.
* Tell them when you’ll be in touch with them – make sure to ask how they prefer to be contacted. Make sure to follow up with them as agreed.