

## **Getting People Engaged: A Campaign Approach to Ending the Practice of Prosecuting Youth as Adults**

Now that you have reached out to other interested people and identified 8-10 people who are interested in the issue, you will need to think about how to get people engaged as part of your campaign. Here are five steps to think about:

1) Talk to each person one-on-one: Find out why they are interested in this issue (e.g. Has someone in their family been tried in adult court?) Ask them what they'd like to see happen (e.g. Would they be interested in establishing a network of people to share information and support each other who have been affected by the issue of youth in adult court; increasing visitation for families to see their children in adult jails and prisons; and/or changing your state's law on prosecuting youth in adult court). See if they'd like to be part of a campaign and ask them what kinds of collective actions would they be most interested in. Find out how they'd like to do to make a contribution (e.g. Would they like to host gatherings, make outreach calls, write up personal stories, contact media, call state and local officials, or write letters and fact sheets?)

2) Ask everyone to attend a gathering to talk informally together: After you have a sense of what each person's interests are, what goals they'd like to pursue and how they'd like to contribute to the effort, schedule a date and time to bring everyone together for a conversation. For this first gathering, you may want to call each person to invite them individually and to be sure they can participate on the date/time that you have set up for the gathering. This "personal" outreach is really critical to building and strengthening relationships. They will feel more connected to you and to the group if there is a "personal" connection through a phone call rather than an impersonal email. Let people know that you'd like for each of them to share some of the input that they provided to you on what kinds of collective actions they'd be interested in and how they'd like to make a contribution.

3) Set a timeframe and agenda: For a first gathering, you might consider scheduling a two hour timeframe. Provide time for brief introductions and devote most of the gathering to discussing what kinds of collective actions the group would like to undertake building from the ideas that people shared with you beforehand. Include some time for networking and refreshments. Before wrapping up the meeting, be sure to set a date and time and a location for your next gathering. Invite everyone to "sign up" to attend the next gathering.

4) Invite everyone to make a contribution: People are more likely to show up, feel involved and actively participate if they have a "role." You might consider asking each person to "sign up" for one of these tasks: Host the meeting by providing space; Co-facilitate the discussion with you; Bring food/snacks; Bring beverages; Bring plates, napkins & cups; Bring materials such as fact sheets or other information; Assist with set up; Assist with clean up; or Document the discussion by taking notes.

5) Follow up: Be sure to follow up within a week of the gathering. Timely follow up ensures that people stay connected, feel involved, and will actively participate in the campaign. Consider making a personal phone call to each person to ask how they thought the meeting went, to invite their input for the next gathering, and to reaffirm their support for participating in the campaign.