

Steps to Effective One-on-One Recruitment

- Find the right place and time
- Establish and build a relationship that enables trust
- Acknowledge the issues and interests of the “recruit”
- Plan your rap in advance
- Be flexible enough to accommodate whatever arises, but stay clear and focused enough to always return to your agenda
- Anticipate obstacles
- Set realistic goals (that they sign a card) and have a back-up position (something they can say yes to short of joining today).

The Recruitment “Rap”

1. The greeting

Introduce yourself – who you are, your role in the union, etc. Purpose: to establish a comfortable atmosphere and get the worker talking. If possible, ask an ice-breaker question (open-ended, meant to get the worker talking about his/her workplace, issues, etc.). LISTEN. Remember the 80-20 rule!

2. Information/background

Why you're there, what the union is (if a new employee), and what issues the union is addressing

3. Draw out their feedback/questions

Find out what they know about the union, what questions or concerns they have. Once more: open-ended questions – and LISTEN. Listen for “hooks,” but wait till they've finished speaking to respond.

4. Respond to their concerns

BRIEFLY explain how the union has tried to address the issues they raise. BRIEFLY respond to their “yeah but's” (but don't get defensive).

5. Offer hope and explain how their participation matters

If they've mentioned workplace issues or problems, convey to them that with their help, things can be done to improve the situation. Don't preach! Explain the upcoming action that you're planning and how it relates to an issue they've raised.

6. THE CRUNCH

Ask if they will participate in the action. If yes, confirm the details (when, where, etc.) and offer to follow up. If no, leave an opening for a future visit.

7. Thank them for their time and depart on good terms