Tips for Conducting One-on-One Relational Meetings

One-on-Ones are a community organizing tool (community organizing is people working together to achieve positive change in their community) for the purpose of establishing a relationship through conversation and sharing stories.

One-on-Ones are **not a key informant interview** where you might have a list of questions and you're a neutral recorder of responses

One-on-Ones are **not "marketing"** where you're just trying to "sell" someone on the importance of your cause/group

Instead you're trying to find out where their interests lie, and how you might find commonality to engage them in the work of the coalition (it might not be attending meetings)

A Few Key Tips

When you call to make a time to meet:

- Use a personal connection (name drop)
- Try to be as general as possible about the purpose of the conversation (I just want to meet to hear about your concerns in the community)
- Meet in a place that's comfortable for the person you're meeting (their office/home or nearby public space)
- Have the first meeting be around 30-40 minutes
- Give them the opportunity to say "yes" to the meeting (Is it ok if I stop by then?)

At the meeting:

- Try to make a personal connection – find out how long they've been in the community, what they're personally concerned about, what they'd like to see change
- Share your personal story, too (why you care about this community, how you're involved, etc.)
- You might save the invite or "ask" until the second meeting
- Ask if there are other people you should talk to
- Make sure to tell them you'd like to call them again to continue the conversation (and give them the opportunity to say "yes")

After the meeting:

- Jot down your thoughts about the meeting (What's their story? Key interests/motivators?)
- Follow-up with a thank you note or call
- Arrange another meeting time if that's what you agreed to do (or find them at a community event)

Developed by the Regional Center for Healthy Communities
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