

OUTREACH TRAINING

Picture the Homeless

Step One: Opening Statements Who Are You?

When you meet someone on outreach, you have a very short window of time to make your “pitch” before they tell you “Get out of my face” or “Why the hell are you talking to me?”

Your opening sentence is important

The following are examples of possible “opening statements.” What are the strengths and weaknesses of each of them?

Excuse me, ma’am, are you homeless?

Excuse me, ma’am, may I have a moment of your time?

Hi my name is _____ and I wanted to tell you about this awesome group called Picture the Homeless that I’m part of and we’re working on a whole lot of awesome stuff like the damn cops and the damn shelters and other stuff we need you to come to the meeting so you can...

How are they treating you in there?

Have the cops been giving you a hard time around here/ Have you noticed all the abandoned buildings around here/ Is your shelter not doing what it’s supposed to do to get you into housing?

Hi, my name is _____ and I’m with an organization called Picture the Homeless. Do you have a moment?

ALWAYS REMEMBER:

Smile!

Tell them your name!

Extend your hand!

MAKE EYE CONTACT!

Step Two: The Twelve Questions

Good outreach follows a script. You don't want to sound like a robot, but you DO need to always make the important points, know how to counter every argument, how to find out people's self-interest, and how to agitate a new contact enough that they make a COMMITMENT. Building a relationship in a 3-to-5 minute conversation isn't easy, so we need to be on point.

An open question that assesses self-interest:

A follow-up question:

The name of the organization and why you are there talking to people:

Organizational accomplishment:

Information about the problem

Political Education

Agitation

Proposed Solution

The call to action:

The commitment:

The contact info:

Thank you and follow-up:

Quick Notes and Rating:

STEP THREE: 10 in 60

What Do THEY Need To Know?

Okay. Once you've introduced yourself, you have to dazzle them. People are busy, and they have a million things to do besides listen to you stammer. Your "10 in 60" are the TEN facts that you have up your sleeve when you approach a stranger, which you can communicate in SIXTY seconds. A good "10 in 60" will convince a potential PTH member that we are doing good work on issues that are PERSONALLY IMPORTANT TO THEM. A bad "10 in 60" will convince a potential PTH member that you don't know what the f*ck you are talking about, and your organization is wack.

1. What's the name of the organization? _____
2. When was it started & why? _____
3. Where are we active? _____
4. Who is our membership? _____
5. What are our main issues/campaigns? _____
6. Who are our targets? _____
7. How do we achieve what we want? _____
8. Why did you get involved? _____

9. What's one fun fact about PTH? _____
10. What has been your favorite moment? _____
11. Name one or two VICTORIES that are important to you. _____
12. Name one upcoming campaign event. _____

Step FOUR: Dialogue

What Do *WE* Need To Know?

Now that they are hooked and really excited about Picture the Homeless (or they just haven't told you to shut up and leave them alone), what's next?

How do you quickly get to the person's self interest and see if there is a match with what we are working on? What are the 3 most important things that you would want to know about the person that you are talking with?

Observe a role play and note 3 things about the organizers body language that are important

Observe a role play and note 3 things that the organizer said that you think was important

Observe a role play and note the 3 most significant feelings expressed by the homeless person the organizer is talking to:

What other strategies could the organizer have used to tell the person about Picture the Homeless?

What other things could the organizer have found out about the person to know if they would be a good prospective member/leader?

Why Should We Rate Prospective Members? (on a scale of 1 to 3.....)