

## Conversation Checklist

### **Know who you are talking to:**

- **Their interests:** What are the issues they most care about?
- **Their friends and associates:** Who do they respect, relate to?
- **Their current level of involvement:** Do they attend meetings/rallies? Do they speak up?

### **The Parts of the Conversation**

- **Opening to set tone—** “Good morning, Martha! I’m very glad to see you. I have something important to talk to you about!”
- **Introduce subject/explain why it’s important—** “Our committee met last week and decided to develop a campaign to get us the best possible contract with Sodexo. The first step is to talk with all our members to find out what they think is important and how to address it.”
- **Listen to their reaction—** “What do you think of that? Do you agree that it is important?” “What things do you think are important to pay attention to?”
- **Respond to reaction (this may be repeated several times)**  
Agree—“Well, that’s good.”  
Raise issue—“Tell me more, what do you think we can/should do about that?”
- **Make your request—** “We’re having a rally on Saturday to show Sodexo that we’re united in solidarity with the union, and that we have friends and allies on campus and in the community. Joe and Susan (her friends) have already committed to come—can we count on you, too?”
- **Set the follow-up—** “Great! I will contact you on Friday to give you the exact location for the rally. Thanks.”