

RESIST. REVOLT.

Recruiting Comrades: Best Practices

Nobody joins a movement they were never invited to.

Recruitment Mindset

To recruit well, understand why people step up. Many are moved to:

- Fight for the issues that shape their lives and their families' lives
- Change the outcome of an election with enormous stakes for working people
- Be part of something far bigger than themselves
- Find community with others who see the system for what it is

As a recruiter, remember:

- **We are offering an opportunity, not begging a favor.** We're inviting people to fight for their own interests.
- **Never decide for someone that they're too busy.** Working people are stretched thin by design. Make the ask, offer real options, and let them choose to fight.

Recruitment Tactics

Phone calls	The most effective recruitment tool. Every call needs a clear purpose and a specific ask: inviting supporters to an event, recruiting comrades to register voters, or scheduling one-on-one meetings with potential new comrades.
One-on-one meetings	In-person meetings with a comrade or potential comrade, scheduled in advance, usually 30 to 45 minutes, and always ending with an ask . 1:1s make it easy for new people to get involved and are where real relationships are built.
Community events	Table or clipboard at community events with voter registration, early voting list (AEVL) and volunteer sign-ups. Reach out to leaders of community organizations to set up a one-on-one, and ask to visit an upcoming meeting or event.
Personal networks	Engage friends, neighbors, coworkers and family, even if they've never been involved in politics. Many people want to fight back but have simply never been asked.
House parties	A gathering of supporters at a home or neighborhood spot to build community, share our strategy, and show people exactly how they can help. House parties grow our network and make it easy for new people to plug in.