



# Leadership Training 101

Building Member Involvement



What has made you feel welcomed and part of VFP?



What experiences have  
made you feel distant or  
consider leaving  
VFP?

# Summary

- ▶ **Relationships** are core to sustaining the VFP mission in members
- ▶ Most of this interaction has to happen at the **chapter level**



# Roadmap of Webinar

- ▶ Our Vision for Membership
- ▶ Introduction to the One-on-One Tool
- ▶ Video Examples and Comparisons
- ▶ Elements of One-on-One
- ▶ Role-play Session
- ▶ Questions and Evaluation



# Our Vision for Membership...

- ▶ Set a Supportive and Welcoming tone for VFP
- ▶ Create consistency
  
- ▶ **Our Goal:**
  - Each new member has personal contact within 2 weeks to find out their core interests
  - New member is involved with chapter within first month
  
- ▶ **To Do This:**
  - National office and chapters will have to work closely together



# Our Vision for Membership...

- ▶ National's Responsibilities
  - Acknowledge application via e-mail (within 1 day)
  - Mail welcome packet and card (within 1 week)
  - Advise Chapter Contacts of new member (within 1 week)
- ▶ Chapter's Responsibilities
  - Phone call & brief meeting to welcome and connect with new member
  - Involve new member in VFP activity within 1 month
  - Inform national of contact & outcome



# What is a One-on-One?

- ▶ A particular kind of face-to-face meeting with another person that lasts a **minimum of 30 minutes**
- ▶ To start or deepen a relationship
- ▶ To discover a person's core needs, passions, and motivations for acting
- ▶ You are **not selling** them on VFP, but trying to make a personal connection with the individual





# You Can Use the One-on-One

## When you are...

- ▶ Welcoming a new member
- ▶ Getting in touch with a lapsed member
- ▶ Whenever someone expresses interest in Veterans For Peace





# Have you seen this kind of welcome in VFP?



**Do you see any problems?**



# Do you see any problems?

- ▶ Seemed in a hurry
- ▶ Didn't take opportunity to ask why
- ▶ Talked too much
- ▶ Interrupted
- ▶ Stayed superficial
- ▶ Just plugged member into existing roles





# Let's Try This Again!



# Did this feel different?



# Elements of a Successful One-on-One

1. Listen 80% of the time
2. Ask open ended questions. **Ask why?**
3. Ask about their experience
4. Help them find their passion
5. Match their interests with those of VFP
6. Find out how much time they have to dedicate
7. Ask for commitment to keeping in touch, nothing too major in this conversation



**Do you have questions or  
comments at this time?**







# How YOU can implement this

# Implementing the One-on-One

## ▶ Setting Up a One-on-One

- Phone to set up a face-to-face meeting
- Set a date, generally in a public place
- People will be receptive to your sincerity
- If it will make you more comfortable, practice first with another VFP member

## ▶ Beginning the Meeting

- Begin with a little small talk on neutral topics
- Move to what you have in common
- Move from more public to personal topics



# Implementing the One-on-One

## ▶ During the Meeting

- Ask why? Be Curious! Take Risks!
- Ask short questions
- Share back BRIEFLY!–sharing encourages others
- Avoid over–promising

## ▶ Closing the Meeting

- Begin closing time about 20 minutes after arrival
- Repeat purpose and thank them
- Leave while the energy level is still high
- Ask for commitment to ongoing relationship with VFP



# After the Meeting

- ▶ Make notes of what you learned
  - How do they fit with VFP?
  - What topics interest them?
  - Do they seem like a leader?
- ▶ Ask yourself how it went
  - Did you ask “why”?
  - What would you follow up on?
- ▶ Update national office and local chapter leaders of initial contact with new member



# Follow-up

From the initial one-on-one, you have made a commitment to ongoing relationship with this person.

Now, you'll need to:

- ▶ Invite the person to some VFP events, based on their interests.
- ▶ Help connect them with other members with similar interests/projects.
- ▶ Follow up on their experience over time.





**Your Turn!**  
**Who will try a one on one?**



# Feedback on Role Play



**Do you feel ready to do  
this for your chapter?**





# Congrats!!

**You have taken the first step to building a stronger and livelier VFP!**

## Now What?

- When you log out, a short evaluation screen will appear. Please take 2minutes to let us know your thoughts.
- Refer someone else for this training!  
Message: [casey@veteransforpeace.org](mailto:casey@veteransforpeace.org)

