

Orange County Justice United

Turnout Guide

Why is Turnout Important?

Turnout is a key tool for taking action on our values, by using our power, publicly. We create people-power for good, when we organize people consistently and persistently, with a focus.

Organizing VS. Mobilizing

Mobilizing: Inviting and getting a crowd to an event. Often relies heavily on email and social media. Effective for individual events, but doesn't build relationships or strong sense of ownership.

Organizing: Building the capacity of your member group to act on your members' values and interests. Becoming a force for change by moving into action consistently and persistently through the work of a core team of leaders. *Organizing requires relationship.*

Turnout Roles

Successful turnout efforts are organized by teams of leaders within your member group, in coordination with the Pastor/Rabbi/Imam/Executive Director.

Role of the Religious Leader / Executive Director:

- Publicly support the action and announce the vision and your congregation/organization's turnout pledge from the pulpit.
- Announce regular progress reports in recruiting attendance from your congregation/organization.

Role of the Lay Leader:

Form a team of 5-15 leaders to help organize turnout for the action.

- Within the team, decide on point people to:
 - Ask the Pastor/Rabbi/Imam to make announcements of support from the front, in the weeks leading up to the action.
 - Ensure that announcements go in the bulletin.
 - Sign up members following after services.
 - Send an email to your group's full JU member list.
- Create a contact list of members to invite. Divide the list among the turnout team.
- Contact every member on your contact list, individually, to invite them to the action. Starting with phone calls is ideal. If the member doesn't answer, you can send a follow-up email. See #4 under "Turnout Tips," below, for ideas for the personal phone call/email.

Turnout Tactics and Tips

You can adapt these tactics to the specific practices and requirements of your JU member group.

1) Written Announcements

Starting 3-6 weeks prior, place announcements in your member group's newsletter and/or bulletin. If possible, use a different headline and phrasing every week so that members read it each time. Well-phrased announcements can educate and create interest that carries over to future events.

2) Spoken Announcements at Services

Every week for 3-6 weeks prior, have a sentence about the event read out loud during the "announcements" portion of the service. About 2 weeks before the event, have a leader personally address the congregation. Speak for about 90 seconds with PASSION and enthusiasm. Name the current number of committed attendees vs. your member group's pledge.

3) Signing Up Your Members

At the end of the service announcement, direct members to a leader who's ready to meet them after the service with flyers and a sign-up sheet/link.

4) Individual Invitations

Individual invitations are the most effective turnout tool. They require more effort than a mass email or service announcement, but produce much greater results, and deepen relationships. Starting with phone calls is ideal. If the member doesn't answer, you can send a follow-up email.

- **Via phone:** Explain you're calling to invite them to a Justice United action – and you also are interested in how they're doing, and how this action might connect with them. Talk with them about their concerns in this moment, for themselves, their families, and people they love.
- **Via phone or email:** Briefly share the action goals with them, why those goals are important to you, and how you see the goals connecting with your member group's values.
- Ask their commitment to attend. (For emails, you can link to the registration page.)
- Ask them permission to call/text them to remind them before the action. Thank them!

5) Group Email Invitations

Send 2-3 emails to your group's full JU member list with information and registration link, including updates on who's registered. Suggested schedule: 2-3 weeks before, 1 week before, and the day before and/or day of the action.

6) Ensuring the Turnout

Between 1-3 days before the action, divide up the list of registrants between your core team. Phone every person registered to remind them to attend – and to thank them in advance!