



TWINNING GUIDE

1. Hold meetings with several key individuals in the organization you are targeting to Twin. Presumably, at least one will be someone you know already or with whom you have mutual acquaintances. These may be 1-on-1 relational meetings or meetings that include several VOICE leaders.

Goal: Explain what VOICE is doing, why you are passionate about this work, and why you have picked this institution/organization; find out what the concerns/challenges are for people in this institution, and ask for support and help.

This help might take any form from merely an official/unofficial blessing for your organizing work (so that you can say the authorities know about it) to (ideally) placing calls/sending emails to introduce you to people for the key next step, to actually setting up relational meetings or listening sessions for you and even canvassing the organization to help ensure that people turn out.

2. Hold 1-on-1 relational meetings with people who were named in the first set of meetings.

Goal: To find out what the person's concerns/challenges are (in the larger sense of living in NoVa and in this country today, e.g., If you could change 3 things that would make your/your family's life easier, what would they be?). Explain what VOICE is doing and why and why you care and are involved. Ask for help -- names of others to talk with, help with setting up a listening session. If this person seems to be a leader, invite him/her to an upcoming VOICE Action. If there seems to be potential for a small-scale VOICE Action (e.g. new traffic light at Columbia Pike and S. Frederick St.), note that and try to follow up by asking specific questions when you talk to others.

You will want to keep a record of these conversations – names and contact info; concerns/challenges reported; leaders or potential Actions identified; next steps needed.

3. Repeat step #2 as many times as needed until you: Feel comfortable you know what the challenges/concerns are in this institution; you have identified new leaders who want to work with VOICE and help turn out people for Actions; you have identified an Action involving the institution (if applicable).

4. Hold listening sessions with small groups of 10-15 to: Determine challenges and concerns for people in this institution/organization; gather testimony about the first-hand impact on people. You can do this at any point at which you feel comfortable that you have built relationships with key people who will help you set up and attract a group to a listening session.

5. Repeat steps #2-4 over time to stay up-to-date on challenges/concerns in this institution, who new leaders are, whether new specific, winnable Action issues have come up.

Ask for help if/when you need it! We have mentors who can help.

Contact VOICE@VOICE-IAF.org