



1-1 Visit Instructions & Talking Points

No matter the topic, positive social change in our society is based on positive personal relationships. Communities without relationships react to pressures and don't have power. On the other hand, communities with relationships based on shared ideals and values do have the power to create the community they desire. These relationships are built via one-to-one personal interactions.

NOTE: This document uses Lafayette, CO as an example and can easily be adapted to your unique community if you make the necessary adaptations and substitutions.

Our goal: Find commonalities and build a relationship with others, talk about recycling. Get a commitment from him/her to attend an action supporting our effort. Recruit him/her to join the organizing committee *only if s/he is really enthusiastic and wanting to do more than attend an action.*

The most successful strategy for creating these relationships incorporates the following four elements:

1) Credentials

- a) Use this when you first call to set up a visit, and again when you arrive to visit). Describe why you want to visit: "I am part of a group of Lafayette residents who are interested in recycling. We're meeting with fellow community members to find out their thoughts about recycling in our community." In setting up the appointment, ask for 30 to 45 minutes of time and stick to it.

2) Ice Breaking/Relationship Questions

- a) "How long have you lived in Lafayette?" *You might ask about their family and share a little about yours.*
"Have you seen things change here? Do you recycle? Do you think it's important to recycle?"

3) The Connection (Concerns and Values)

- a) Establish a conversation about and connection with recycling – find out what is important and motivating to the person we're visiting.
 - i) Most of us have accepted the trash and recycling situation as it is. This conversation will be about rekindling the idea that our community can be different and finding what aspect of an ideal Lafayette is exciting to this person. Ask questions like, "Do you live in a homeowner's association? (let them answer) If so, you probably receive recycling with your trash service automatically. Did you know that 50% of Lafayette doesn't live in an HOA and may or may not receive recycling, depending on their trash hauler? Either way, they probably have to pay extra for it." "Did you grow up recycling?" "Have you visited the recycling drop-off center in Louisville?" (If they have children): "Do your kids recycle? Have they talked about it from school?"
**Remember to substitute this statistic with one for your own community.*
- b) Integrate their interests into your vision of an ideal Lafayette
 - i) "I agree with a lot of what you just said about recycling. And actually, City Council does too. They just set their goals for 2006 and named recycling as one of their priorities. One of the options they're considering would..." *(pick one or more of the concepts below that appeals to the person you're with – engage the connection you just made)*
(1) Recycling being offered to all residents of Lafayette



- (2) Everyone getting the deals that the HOAs currently get – bulk buying of recycling service increases efficiency
- (3) Twice the service for half the price
- (4) Competition through contracting (if business-oriented individual)
**Remember to adjust for your own community.*



Facts to have in your back pocket:

The rule-of-thumb participation rate for "subscription" curbside collection programs like Lafayette's (where the homeowner has to special order and pay extra for recycling pickup) is about 20%. By comparison, "universal" curbside collection programs where the city distributes a recycling bin to every home (such as in Boulder and Longmont) have an 80- 90% participation rate.

Louisville City Council received bids of \$6 per household for trash and unlimited recycling pickup in 2002

** If someone asks a question you don't know the answer to, it's just fine. Let him/her know you don't know the answer, say you'll find out and get back to them.

4) Invitation to Take Action

You want the person to commit to taking the level of action they feel comfortable with, and the only way to know when you get a real 'yes' is if you give a person the opportunity to say 'no'. You are not responsible for getting someone to say yes - you are responsible for offering an opportunity to take one step.

Offer the action that best matches with the person's interests, passions and energy.

Levels of invitation:

1. If the person has energy (passion), invite them to the leaders' group.
 - "A lot of us are concerned about the kinds of things you have mentioned and share the vision of an ideal Lafayette that you do. The problem is that we're not making our voice heard as a group."
2. If the person is either not very interested/shows little energy/cautious: ask if we could count on their support down the road if we take action on one of these concerns.
 - "Will you sign our petition to support recycling in Lafayette?" "We would like to keep you up to date on our progress if you'd be willing to sign up for our email list."

In all cases ask if there are others they would recommend talking to, and be sure to thank them for their time.

- "Are there others who you think we should talk to?"
- "Thank you for your time. I'll be back in touch."

REMEMBER: IF YOU HAVE TALKED MORE THAN 30% OF THE TIME, YOU HAVEN'T LISTENED ENOUGH. Keep a notebook with a brief record of the visit and the person's contact info (phone number, email & address).