# Mobilising a CSG: Attracting and communicating with prospective members

Information Sheet based on the Communication Clinic: Attracting, Supporting & Retaining Sponsors

VIDEO LINK: https://youtu.be/ADPo6RIkWqM

## TRUST MODEL

Trust is earned, nurtured and protected.

### What builds trust?

**Credibility** – what we say

**Reliability** – doing what we say

**Intimacy** – treating conversations with respect

**Self-Orientation** – focus on their needs and not yours.

## INFLUENCING AND COMMUNICATION SKILLS

- Provide support
- Manage expectations
- Have clear communication
- Have a clear understanding

### What is your objective?

Think about:

- what is the point of what I'm saying?
- what do I want them to do, to know, to think, to understand, to feel or to say?

### Who is your audience?

Think about:

- what do you know about them?

Build a picture:

- What do they know about CS?

- What isn't unreasonable that they don't know?
- What do you know about their values? Motivations?
- Why specifically are they interested?
- What skills are they likely to have?
- Key influencer?
- Concerns/ worries?
- Are they analytical and appreciate stats or respond to human interest stories?

- WHAT DO THEY NEED TO HEAR? Stay focused, don't tell them everything you know!

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*Don't assume knowledge—it can lead to confusion!!*

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## KEEP MODEL

**Key Point** – sum up what you want to say in one sentence.

Example:

*"Mary I would love to tell you about Community Sponsorship and setting up a group"*

*"John, I heard you were worried about XYZ and I'd like to put your mind at ease"*

**Explain in Depth** – why it's important. People listen when there's a benefit. How will you help them meet their needs or desires.

Example:

*"I heard you're concerned that the school may lose a teacher if there are not enough children enrolled. This family we're looking to support has 4 children…."*

**Example/Evidence** – people only remember 3 things, so prioritise.

- Share a story about a family (stories are engaging emotionally and intellectually)
- Describe a situation before and after. What was the catalyst. Maybe include data for those audiences that appreciate that.
- Be relevant and succinct

Example:

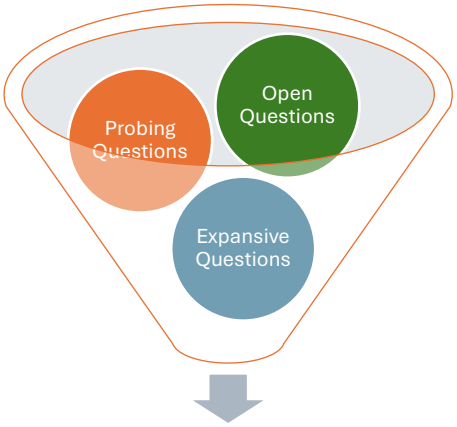
*"I know you have always shown an interest in helping refugees – this gives you a structured and supported way to do it".*

**Proof** – Tell them what you want them to do. People remember the first and last thing you say

1) Key point
2) Example
3) What you want them to do

## LISTEN

Listening will help you create understanding and manage expectations.




- Ask questions first, before pitching to them

- Ask open questions:
- What attracts you to helping refugees / CS?
- If you can achieve anything – what would that be?
- What have you heard about community-led resettlement?

- Ask expansive questions:
- How do you feel about XYZ?
- What did you have in mind when you said XYZ?
- Which of these are most important to you?

Example:

*"I know you have an interest in Afghanistan, but what if the need was somewhere else?"*

*Pause.  Allow silence to answer the question.*

- Summarise what you heard, to confirm you understood

## MANAGE EXPECTATIONS

Manage expectations from the beginning.

1) Honesty and openness
2) Assess current knowledge levels
3) If there are differences in expectations, clarify them early
4) When addressing issues, avoid overload.  Stick to the priorities (3 at a time)
5) Use the KEEP model.  If facing a challenge, tell them what you want to address
6) Allow space and silence to respond or reflect
7) Ask confirmation questions and confirm solution