



Research Actions

GOALS

Build a relationship with a target or potential ally in your campaign.

Research! Learn about this person, their experience with food issues on-campus, and their insights into challenges and opportunities of the school bureaucracy. Learn from them about other potential allies.

Develop leadership. Engage new leaders in prepping and participating in the meeting.

Build power! Celebrate what you take away--a new ally, or moving a target, or important new information and how it builds your power.

PLAN OF ACTION

Reach out Call or email to schedule a meeting. Explain who you are, and that you'd like to meet to get to know the person & talk about your group, your goals, & opportunities for collaboration.

Prep for the meeting Make sure you prepare with the group in advance. Set an agenda. Divvy out roles. Be intentional about who will attend the meeting: invite experienced and new leaders. Run-through and role-play the meeting beforehand, and arrive early.



THE MEETING

Introduce yourselves, thank the person for meeting with you. Review the agenda, check the amount of time you have & adjust accordingly.

Explain why you want to meet:

- Get to know each other, talk about your goals and interests, look for opportunities to work together

Share stories

- Be vulnerable -- share about your real individual experience of food on-campus, and why a real food system is important to you
- Share why you are organizing for real food.
- Credential yourself: share your accomplishments!
- Ask them to share! This is about relationship-building. Ask what aspect of food service/education/etc most inspires them in their job and what most frustrates them

Discussion about opportunities to work together

- Ask them about their interests: what do they care about? Who do they care about?
- Share more about your interests -- see where there is overlap
- Figure out how much of an ally they might be: are they super down with real food? or are they totally defensive or against you?
- Figure out how much power they have: Do they talk about everything they make happen? What prior decisions/changes have they made? Who do they have to get approval from?

The Ask

 Don't leave the meeting without a next step. Either:

- Propose a specific collaboration if an opportunity becomes clear during the meeting
- Request a follow-up meeting to discuss further

Thank them for their time and reiterate the next-step or follow-up

Celebrate & Debrief

- **You did it!** Yes: high-fives are appropriate.
- **Debrief!** What just happened? People often have very different experiences of the same meeting. Share your interpretations. This can be the most important part of the whole meeting
- **Bust out the Spectrum of Allies & Powermap:** Did you learn about new potential allies? Where does this person stand on the spectrum? Where are they located on the powermap? Did they mention people who they report to, or who reports to them?
- **Schedule a post-meeting call with your Regional Field Organizer** -- they are super helpful for debriefing & clarifying next steps

Now what? Next steps!

Clarify who will take on the next steps from the meeting, and any ideas that arose from your debrief.