

DEMOCRACY CIRCLES™ OUTREACH TIPS



Jewish culture for a just world



Demand Democracy.

Never gathered people before? No problem! Here's how to reach out...

- Individual outreach is often ideal, but if you belong to a group or a listserv, you may want to let them know, “hey, I’m starting a Democracy Circle™...” (see our example message below)
- Be persistent.
 - It’s not rude! People like to be invited to things.
 - If you don’t hear back, you may want to try contacting them on a different platform (ex. texting instead of Facebook Messenger).
- Don’t take it personally if people say no.
 - Sometimes people won’t respond, that’s okay!
 - Don’t be offended by a “no,” it’s not because of anything you did. Think about all the times you’ve said no to invitations, and you’re not annoyed at people because they invited you.
- When people say “yes,” try to respond as quickly as possible with a warm message letting them know you’re glad they’re interested in joining.



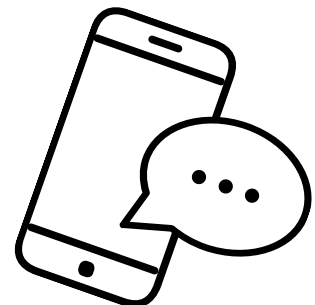
Who to reach out to

- Reach out to groups you're in (think: your great chemistry study group from last semester, your favorite co-workers, your knitting club).
- Make a list of people who you think might be interested because
 - they know you and/or
 - they care about what's going on in our country right now.
- In general, expect that you will have to reach out to about twice as many people as you aim to gather.
- Ask someone who agreed to come if they have a friend who would be interested.
- Invite your friends on social media by posting

Example message

"I know you're concerned about where our country is headed right now, and I am too. I'm forming a Democracy Circle™ with the Workers Circle. A Democracy Circle™ is a small group of friends and neighbors who want to connect with others and demand a democracy that works for all of us. I'd love for you to be a part. What do you think?"

(If a person is interested, then follow up with a conversation where you share more)



Types of Outreach

