



Recruit New Advocates to Support *Voices for Public Transit*

To win greater support for public transportation, we need our movement to reach every corner of the nation. You can help build our momentum by educating others about public transportation and encouraging them to join our community.

In the course of your day, when you meet with friends and family, you might discuss how you're supporting public transit as part of our community. You can also organize events and schedule meetings on the topic of public transportation. Invite others to share their views and get involved.

No matter who, where, or when you recruit, encourage prospective advocates to sign up for our community on the Voices for Public Transit site. Below are some best practices to help you recruit other advocates.



Plan Your Outreach

Who Should I Reach Out To?

Public transit impacts the lives of virtually every American—even people who don't use it. You should reach out to people you know on a first-name basis, as well as people you think would make great public transit advocates, even if you don't know them personally:

- Family members
- Friends and neighbors
- Co-workers
- PTA members
- Members of your church or religious organization
- Neighborhood associations
- Chambers of commerce and business associations
- Service clubs; e.g., Rotary, Lions, VFW
- Local chapters of environmental organizations
- Sports teams and clubs
- Community and business leaders
- Local elected officials



Identify Places and Opportunities for Recruitment

In addition to thinking of people to recruit, consider places and events where you might meet prospective advocates. This might include at a transit station, a church social, or a PTA meeting.

Consider How to Talk with Each Audience

Different people support public transportation for different reasons. A business leader may care about bringing more customers in or helping employees commute more easily. A community leader might be interested in how public transportation is serving older Americans. Learn a range of information about public transportation in the Public Transportation Matters section of the Voices for Public Transit website.



Use Online Tools to Recruit New Advocates

Usually the best way to recruit new advocates is face-to-face, but you can also use email, social media, and tools on the Voices for Public Transit website to recruit new advocates. Here are some ideas for recruiting online:

Use Voices for Public Transit's Tell-a-Friend Tool

Visit the Voices for Public Transit Action Center to quickly email your friends, family, co-workers, and others about our movement.

Email Your Contacts

You can also email all or parts of your email contact list to tell them about your commitment to improving public transit and invite them to join our movement.

Recruit on Facebook and Twitter

Frequently remind your Facebook friends and Twitter followers that you're a strong supporter of public transportation and encourage them to become a transit advocate, too. Provide a link back to the Voices for Public Transit sign-up page.

Invite Others to Follow and Like Voices for Public Transit

Some people may not sign up for our community right away, but they might be willing to connect with us through social media.

Pin Our Logo

If you use Pinterest, make a page highlighting public transportation and pin our logo with a link back to our sign-up page.

Upload a Recruitment Video to YouTube

If you use YouTube, make a short video that encourages viewers to join Voices for Public Transit.

Learn more at [Engage on Social Media](#).

Steps for Successful Recruitment

Over time, you'll develop your own approach for recruiting new members to our movement. Follow these guidelines for the best results:

1. Engage in a Conversation

Ask people questions about their views of public transportation, what they think works and what needs improvement. Encourage them to share their views more widely by joining Voices for Public Transit.

2. Ask People to Join

When you're recruiting people to be part of our movement, you need to ask them directly if they will join—or at least think about joining.

3. Follow Up

Plan on following up with people to learn if they joined and encourage them to engage in their first advocacy action.