

# Rule of Halves

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- Imagine you need people for a phone bank.
- Assume one in 4 you ask (25%) will say yes if you are asking people you know personally.
  - As few as one in 10 if you don't know them personally
- Assume at least 50% of people who said yes will not show up.

If you talk to 40 people, 10 of them will say yes.

Of those 10, just half, or five people will show up for your event.

## Beginning Your Turnout Plan

Here is a start to the list of people I will need to ask to join me in volunteering:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

SkillBrief

How many do you *really* need to ask in order to get enough for your event??