**The Problem:** An effective rap starts with where the person is at already – what they are angry about or threatened by. This is a shared problem that matters to the person you are asking and requires collective action.

**The Solution:** Move to the solution. This is about offering hope that something specific and meaningful can be done about the problem. Without hope that something can change, people simply won’t act.

**The Ask for Action:** And then we move to make our specific ask. This ask needs to be specific and doable. For example, “Can we count on you to write a letter to your member of Congress tomorrow?”
**Organizing conversations:** *Intentional* conversations that go deeply into a person’s issues (what we act on), interests (what’s our stake in it), and values (principles, what motivates us). And from the conversation, you can make an assessment on the person’s capacity (skills, what resources can be offered) and commitment (willingness, what resources are offered).

*Organizing is the relationship-building part of the conversation.*

**Mobilizing conversations:** *Prompted* conversations that make a specific and doable ask. This is where you link a person’s issues, interests, and values to AAUW and what you are asking of them.

*Mobilizing is the advocacy ask part of the conversation.*

*You can’t mobilize someone without first organizing them!*