

# Recruitment: First Impressions

I DO IT FOR MY PEOPLE  
YO LO HAGO CON MIJENTE

# SALUDOS!

## THANK YOU FOR SHARING THE WORD ABOUT OUR POLITICAL CASITA

Here's the basics to get you going. Think of this toolkit as a general flow to adapt to whoever and wherever you are. You don't need to say everything, especially when it comes to the interventions, but hit enough of the basics so folks get a feel for what we're building and a taste of the sazón Mijente brings.

Use personal, local examples and ask questions to engage people whenever possible. Most people won't remember everything you say, but they will remember the feelings you leave them with. So make it personal, make it fun, make it your own!

**If you have any questions, aqui estamos:  
welcome@mijente.net**

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Pro-tip #1: Begin with **WHY** Mijente exists to explain **WHAT** Mijente is.

There's MANY gaps we're facing as a Latinx/ Chicanx community. There's also many interventions we're making--more than on this list. Get to know who you're talking to and use one(s) you think will resonate with them during your conversation.

**GAP**

"Demographics is Destiny. More Latinxs in this country means we're on our way."

"Too many climbers, not enough lifters."

"The Latinx community is leaderless."

"All Latinxs are the same."

**INTERVENTION**

These times require more from us, not just more of us. Mijente is a vehicle to intentionally build, connect and organize our power and our people.

Mijente is a casita built on our values. We hold all leaders accountable to these values while investing in amplifying and strengthening our grassroots leadership.

Our movements are leader-full. Mijente amplifies local leadership and work aligned with our values and serves as a learning network to exchange tools and lessons.

We are Black, indigenous, of many shades, sexualities, and languages with multiple histories and flavors. Mijente is the political home you can walk your whole self into.



## GAP

"I'm for this group of people, but not for that group." or "I care only about this specific issue."

"If we wait it out, we'll be OK."

"My strategy alone will win."

"Help: Burned out, lonely, and lacking creativity."

## INTERVENTION

We are pro-Black, pro-indigena, pro-worker, pro-mujer, pro-LGBTQ, pro-migrant because our community is all that and more. We stand together against all forms of oppression.

There is too much happening to and around our gente for us to stay silent. Mijente is a hybrid digital and grassroots casita to maximize our effectiveness and reach more people.

We acknowledge multiple strategies are needed to win. Learning from movements across the Americas, we believe in working within, against, and outside of the state.

Mijente is a place of healing, belonging and imagination. A casita for those who used to have a political home but don't anymore, those who want a place to "come home" to after work and those who want to grow our collective power.

If the person you're talking to identifies with or supports any of these interventions, they'll likely want to become a Mijente member-- or at least understand why Mijente is needed. Remember: **We're looking for the people who are looking for us.**



# WHO IS A **mijente** MEMBER?

**MIJENTE IS A POLITICAL HOME FOR LATINX AND CHICANX CHANGEMAKERS TO BELONG, BUILD, AND REMEMBER.**

## 1 Identify as Latinx or Chicanx.

Latinx/Chicanx is not a term to impose on anyone, but a tool to help us connect and organize within our community. We believe our cultura and history are assets, never to be discarded.



## 2 Share our values.

We are led by a shared set of principles towards collective liberation. We are pro Latinx, pro Black, pro queer, pro migrant, pro woman, pro indigenous, pro worker, pro Earth, pro-pueblo. We are whole beings who will not leave any part of us at the door and understand that because many issues affect our community, we must fight on many fronts.



## 3 Sign up at [members.mijente.net](https://members.mijente.net) and contribute membership dues.

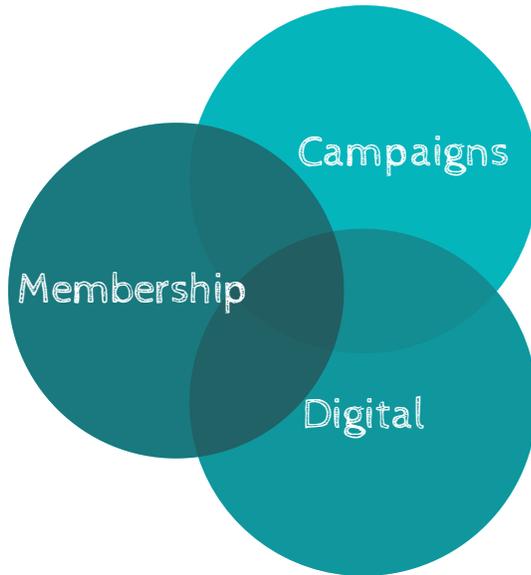
Dues are a way to practice what we preach and build long lasting movement. They should not be a barrier to joining. Membership dues can be monthly or once a year. We ask members to give whatever is significant to them at the time of signing up.



**Pro-tip #2: When talking to potential members, try breaking down membership dues into X number of tacos, empanadas or cups of coffee a month #yum**



**Mijente (mee'hen'teh) n.** **1.** The combination of "gente" and "justicia" to signify a people who fight for justice. **2.** A declaration of affiliation with a specific group: *Yo lo hago con mijente*. **3.** A growing political home for Latinx y Chicanx organizing in the U.S.



**A political vehicle to build, fight and heal.** Mijente is a vehicle to fight for our gente and contend for power on multiple fronts. Our three principal spheres of work are **Membership, Campaigns, and Digital.**

**The Origins:** We come out of the #Not1More deportation campaign, an open-sourced campaign that used direct action and social media to stop deportations. Leaders of this campaign founded Mijente in 2015 to make interventions on gaps they saw and experienced in Latinx/Chicanx organizing.

**The Invitation:** Mijente is a casita under construction we're invited to help build out with our time, skills or simply by staying connected to the Mijente network. We're building the plane as we fly it because we believe the risk of failure is worth the opportunity to try something new, different and effective.

**The Step-by-Step:** Once signed up as Mijente member, you'll get an email with your digital welcome pack and an invitation to our monthly Digital Plug in to get oriented into the casita and learn what already exists. The Bienvenida crew will send your physical welcome pack in the mail and it's up to you if and how you want to get more involved (!)



**MIJENTE MEANS "MY PEOPLE" WITH A J. THE J IS FOR JUSTICIA, JOTERIA, YOU FILL IN THE BLANK!**

**WE VALUE FLEXIBILITY AND CREATIVITY. WE LIKE TO SPICE THINGS UP AND DON'T ALWAYS FOLLOW THE RULES, EVEN WHEN IT COMES TO LANGUAGE.**



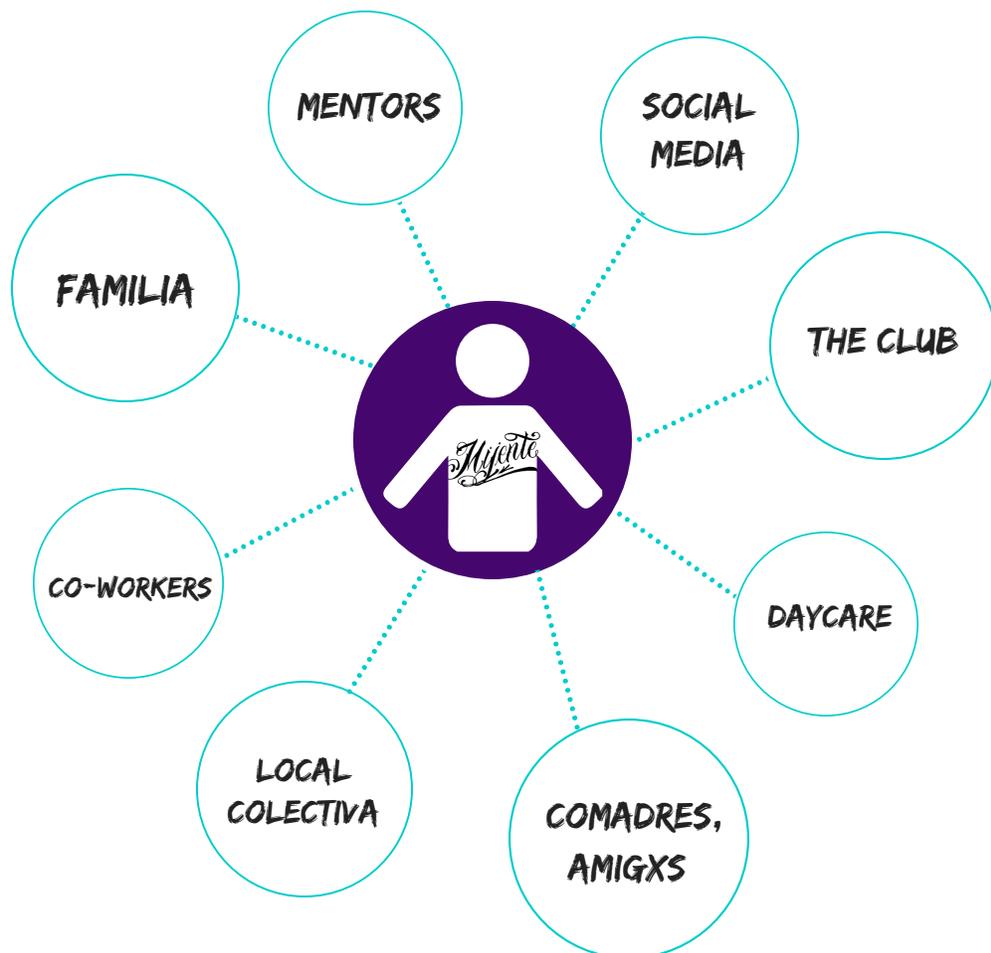
There are currently over 57 million Latinxs in the US, or nearly 20% of the population. By 2050, we will be the largest ethnic group in the US. But there is only strength in numbers IF we are organized. Now is the time to invite all who are willing into political home. We don't know what 2020 will bring, but we know the fight for our people is now.

**WE HAVE A SHARED FATE  
THAT'S UP TO US TO SHAPE.**



Our casita's growth will be driven by our members and new school digital tools meets old school person-to-person connection. Our growth strategy will be Mijente members chismeando with everyone we know and extending an invitation into political home.

Every Latinx/Chicanx person we know who aligns with our values and is searching for greater connection, for a place to come home to or for community to build and fight with will know Mijente is a place they are welcome to join. Because who better to speak to our gente than us?!



➤ These comics show different scenarios and methods for engaging people about Mijente. Whether in person, on a call or on social media, you can find our gente everywhere.

Genuine connection and persistent follow up is key to extending an invitation to join Mijente.



**Pro Tip #3:** See a Latinx/Chicanx person comment on or share a Mijente post? Follow up with a direct message to ask if they're interested in learning about Mijente membership!



## Do Ask Questions.

Be curious and get to know who you're talking to, if you don't already. Learn what interests, frustrates, inspires them. What do they care about?

## Do Listen.

People appreciate being effectively listened to. Make eye contact, use body language and stay present. You want to speak to that person's heart as much as their mind.

## Do make a clear ask and look for a clear answer.

After sharing why Mijente exists and what it is, make a clear invitation to join our casita. Look for a clear Yes / No answer. If they say Maybe, get curious and ask why.

## Do Follow Up.

Ideally, you can help them sign up on the spot. If not, ask if you can support them with a reminder message and get a clear date for when would be good to follow up. Sometimes this may be after their next paycheck or when they're less busy.

## Do leave room for future possibility.

If they say No, that's OK! Keep it respectful and humble. There's many reasons why someone may not feel ready to make the jump. When they're ready, we'll be here to receive them.



## Don't Rant.

It's great to be excited about Mijente and want to share all the awesome things you know, but the focus of the conversation should be your connection with the other person and what they're looking for.

## Don't Assume.

Simple, yet so, so important. Never assume. Get curious and ask first. You'll learn more and be able to speak from a place of knowing rather than guessing.

## Don't Generalize.

Use "I" statements. Your experience is not their experience. It's great to speak from personal experience, so keep it personal.

## Don't Avoid answering questions.

Be direct. Answer questions you know the answer to, and if you don't know, say "I don't know." You can always look into it and get back to them. Honesty really is the best policy.

## Don't force it.

Remember, we're looking for the people looking for us. If they tell you they're not aligned with our values or not interested in what Mijente's about, you have your answer. Appreciate them for their time and find that other compa with ganas who's looking to build with us and make moves!