

# Organizing Conversation “Rap” Template

**Get in the door:** How you will introduce yourself. How you will describe the purpose of the conversation. How you will get it started.

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**Get the story:** How you will get the member talking. Questions to ask to uncover opportunities to connect to the “asks,” i.e., the goals of the conversation.

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**Share a vision:** What you will say about your personal commitment to the goals of the conversation and the campaign.

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**Overcome objections:** Objections you expect to hear and how you plan to address them.

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**Agitate and move to action:** How you will frame the “ask(s)” of the conversation. How you will be prepared with secondary asks (for “no”) and escalating asks (for “yes”).

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**Close the conversation but leave the door open:** How you will conclude the conversation in a positive way no matter what the outcome.

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