



Phase 2: Building Your Circle of 10

Best practices for identifying, inviting, and building community — in person and online

Your Circle of 10 is already around you — friends, family, neighbors, former classmates. People who trust you, answer your calls, and sit at your table. Whether you gather in a living room or a group chat, the goal is the same: build real relationships that carry people all the way to the ballot. This guide shows you how, in whatever format fits your life and theirs.

PART 1 · FINDING YOUR PEOPLE

Where to look and how to ask

Where to look	Who to consider	Best approach
Your inner circle	Family, close friends, longtime neighbors — people in your phone right now	A direct, personal ask: <i>“I’m doing something and I want you in it.”</i>
Your wider network	Former classmates, old coworkers, people you know but haven’t talked to recently	A warm text or voice note — personal, not a group blast
Friends of friends & extended family	A cousin’s college roommate, a friend’s sibling, your aunt’s neighbor — someone who comes with a warm introduction	Ask your friend or family member to make the first introduction, then follow up personally
Community spaces	Church, club, sorority/fraternity, book club, neighborhood association	Ask for one introduction; let a trusted person vouch for you

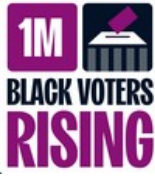
PRO TIP — BRING SOMEONE IN TOGETHER

One of the most powerful things you can do is invite a friend or family member to join your circle alongside someone they already know. When two people in your circle have an existing relationship, community forms faster. Ask yourself: “Who in my network has a friend or cousin who might need this too?” Then invite them both — and let that bond strengthen the whole table.

PART 1 · CONTINUED

Who qualifies — any of these people belong in your circle

✓ Any gender, any background	✓ Ages 18 and up
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<p>Your circle can include any gender identity and people from any state. Diversity of experience makes for richer, more honest conversations.</p>	<p>Anyone of legal voting age qualifies. Don't overlook older adults — intergenerational circles are some of the most powerful.</p>
<p>✓ Unregistered voters</p> <p>People who have never registered are a primary focus. Registration is the first concrete step you'll take together using vote.org tools.</p>	<p>✓ Infrequent voters</p> <p>Someone who is registered but hasn't voted recently counts too. They may just need a reason to re-engage — and you are that reason.</p>

PART 2 · INVITE PEOPLE TO THE CIRCLE

In-person and virtual ways to extend your invitation

<p>IN PERSON • The Pull Up</p> <p>Host a low-key gathering before you formally ask — food, music, easy conversation. Let people feel the vibe. The ones who lean in are your 10.</p>	<p>VIRTUAL • The Digital Drop-In</p> <p>Host a casual Zoom or FaceTime hangout — 30 minutes, no agenda. Or record a personal video message explaining what you're building and who you want in it.</p>
<p>IN PERSON • The One-on-One Coffee</p> <p>For someone you haven't connected with in a while — or someone a friend is introducing you to — a simple coffee or walk is the best first move. Just reconnect.</p>	<p>VIRTUAL • The Personal Voice Note</p> <p>A voice note sent directly to one person — not a group text — carries real warmth. Say their name. Say why you thought of them specifically. That's what gets a yes.</p>

The ask is always personal. Whether in person or online, your invitation should feel like it was written for one person — because it was. No broadcast messages, no forwarded flyers. For friends of friends or extended family, let a shared connection make the first introduction so the ask lands warm.

PART 3 · BUILDING COMMUNITY AFTER THE INVITE

Turning 10 individuals into one circle

Once people say yes, the real work begins: helping them feel like they belong to something together — not just a group that reports to you. These practices build genuine community across both in-person and virtual settings.

<p>Create a shared group space</p> <p>Set up a group chat (text, WhatsApp, or GroupMe) right after people say yes. Name it</p>	<p>Hold a kickoff gathering</p> <p>Bring your full circle together for the first time — in person or via video call. Let everyone</p>
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<p>something meaningful. This becomes your ambient home base between gatherings.</p>	<p>introduce themselves. By the end, they should know each other, not just you.</p>
<p>Celebrate each member publicly Shout out birthdays, wins, and milestones in the group chat or at gatherings. When people feel celebrated by the group, they show up for the group.</p>	<p>Rotate roles and hosting Let different members lead an activity, cook, or host — in person or online. Ownership builds belonging. A circle where everyone has a job is one people stay in.</p>
<p>Give everyone a voice early At your first few gatherings, use an opening question that invites everyone to share — not about politics, but about their lives. Early participation builds the habit of speaking up.</p>	<p>Keep the circle connected between meetings Drop a song, a question, a video, or a voice note into the group chat weekly. Ambient presence — not constant messaging — keeps the community feeling alive.</p>

PART 4 · SUSTAINING YOUR CIRCLE

Gathering formats for every lifestyle

Format	In-Person Option	Virtual Option
Monthly anchor	Sunday dinner, cookout, game night, or barbershop/beauty shop talk	Zoom watch party, virtual game night, group video call with a shared activity
Weekly touchpoint	A brief coffee run or a handwritten check-in note	A voice note, meme, question of the week, or short audio clip in the group chat
Quarterly deep dive	A day trip, historic site visit, or workshop intensive	A virtual film screening, guest speaker call, or guided discussion session
Civic moments	Walk to the polls together; host a ballot review dinner	Virtual ballot review on a shared screen; carpool coordination thread

PART 4 · CONTINUED

Do this — not that

<p>DO</p> <ul style="list-style-type: none"> Start with who you already love and trust Ask friends and family to bring someone they know 	<p>DON'T</p> <ul style="list-style-type: none"> Lead with voter registration in the very first conversation Send a mass text as your invite
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1 Million Black Voters Rising

CIRCLE LEADER TOOLKIT

1 → 10 → 100 → 1M

Building 2026 · Sustaining 2027 · Powering 2028

PHASE 02

Building Your Circle of 10

- Make every invite feel personal and specific
 - Introduce circle members to each other early
 - Create a group space where members talk to each other — not just to you
 - Offer both in-person and virtual paths to participate
 - Check each person's registration status using vote.org
 - Celebrate every milestone — showing up counts
- Recruit total strangers with no warm connection
 - Let the circle feel like a one-on-one with you times ten
 - Assume everyone can show up in person — always offer an alternative
 - Lecture, shame, or pressure anyone about voting
 - Go silent between monthly gatherings
 - Drop people who seem disengaged — stay patient and present

Remember: You are not trying to convince people through argument. You are building trust through consistent relationship — in living rooms, on video calls, and in group chats — and letting registration and turnout follow naturally. The circle is the strategy. Community is the method.