

Work existing networks in your pod

Start with people whose names and maybe even phone numbers you know. Tell them about what you hope to organize in the pod and see if they want to help by telling *their* contacts in the pod about it. This **snowballing** will help you grow the pod without having to knock on people's doors during a pandemic.

Silver lining: pandemics provide great conversation starters. Simply asking someone how they're doing will likely elicit a response you can turn toward mutual aid as a way to make us all feel better and invest in our local community during dark times.

Is there a book club in your building? Maybe a group of people who attend the same faith congregation? As you speak to more people, you'll learn what existing networks you can tap into as you help coordinate people's needs with offers of support.

Make a spreadsheet if it helps you keep track of everything. Share it with others so the network is decentralized.

Reach out to your neighbors—safely!

If you're still having trouble getting critical mass in your pod through existing networks, try safely reaching out to your neighbors physically. One idea is to greet people (from a safe distance) as they come in or out of your building and strike up conversation about how things are going for them. These conversations will quickly present pivots to mutual aid that you can use to get others excited and involved.

If you're an English-dominant speaker in a Spanish-dominant building/pod, consider prioritizing making connections with fully bilingual neighbors who can help reach monolingual Spanish speakers you may otherwise have difficulty connecting with. Understand that there may also be culturally relevant entry points for organizing that these neighbors may be able to share with you to help grow the pod.

Don't knock on doors; public health guidance discourages it and scammers have been reported to be engaging in this type of behavior.

Find pod leaders nearby

If you're struggling to organize your pod, try reaching out to other pod leaders nearby using the local lists or Slack channels. (If you need help creating those things, check out [this map here!](#)) Neighborhoods often have a certain "vibe" and other pod leaders may have tips or tricks that can help unlock organizing in your own building based on what worked in theirs.

Other pod leaders can also be resources if needs arise within your pod that can't be met within that pod.