



Canvassing Best Practices

Canvassing is all about talking to voters on the doors. While canvassing, make sure you speak to as many people as possible. We know that canvassing is the most effective way to mobilize but it only works if you are good at it. Here are some ways to improve your canvassing:

1. It is about quantity as well as quality.
 - a. The voters listed on your walk packet are the people we most need to talk to win the election. We need to have effective conversation with all of them, but make sure you finish your packet. **Spend no more than 5 minutes at each door.**
2. Actually getting people on the doors
 - a. Knock very loudly, many doorbells don't work or aren't loud enough and many caucus goers are elderly and hard of hearing.
 - b. Wait an adequate amount of time at the door; especially if the voter is older it might take quite a while for them to answer the door.
 - c. Often times the front door is never used and is obviously neglected, if that is the case, make sure that you go to the door that the people who live there use.
 - d. Don't give people an "out."
 - i. Avoid language that gives people a chance to back out of the conversation, such as: "Do you have a minute to talk or are you busy?" or "Can we count on your support or are you still thinking things through?"
 1. As with phone calls, assume the person at the door wants to speak with you.
3. Good ways to engage voters.
 - a. Ask for the voter by name then introduce yourself and say why you are there.
 - i. Be quick with this so that folks don't think you are a solicitor.
 - b. Hand the voter literature.
 - i. This is a good way to get past a screen door and to make sure that you at least leave them with literature.
 - c. Use the script but put it into your own words and voice.
 - i. The DVC script we created for you outlines the message frame and talking points to convey to voters. But don't be a robot. Work the script into your own voice.
 - d. Give a personal example of why you feel passionate about Independent Maps. This will usually help them to open up to you.
 - e. Make a comment about their house or yard – a compliment is an easy way to start off on a flattering and positive note.
 - f. Reference local politics or events.
 - i. Helps establish that you are a local.
 - g. Arguing with people won't convince anyone.
 - i. When someone disagrees with your point, ask open-ended questions to get a sense of their values, and then talk about how you



have shared values. But remember you are the face of the campaign and have other people to speak to. Arguing will not help us win.

4. Finish your packet.
 - a. Again, there are a lot of voters that we need to speak to so it is extremely important that you finish your canvassing packets.
 - i. Plan out your canvass and your packet.
 1. Cut packets that make sense and always plan on finishing them.
 - a. Don't cut packets that cross major intersections, roads, highways, etc.
 2. When you get to your walk route, plan it out so that you can be as efficient with your time as possible - try to keep a brisk walking pace, and hit all of the doors in your packet. You can save yourself a lot of time if you plan out your packet.
 - ii. Packets are designed to be finished in a 2-3 hour shift.
5. Leave literature at every door when no one is home, and with every supporter/undecided/leaner.
 - a. Our literature helps get our message to folks who don't hear from us directly and reinforces the message you give to undecided voters.
 - b. **DO NOT LEAVE LITERATURE IN MAILBOXES.**
6. Smile and have fun!
 - a. Have a good time with this. Voters are more receptive to people having fun on the doors than someone just going through the motions.
 - b. Smile and wave when someone answers the door. It will make them feel more comfortable with you at the door.