

Canvassing

Door-to-Door canvassing is a highly targeted technique that is extremely effective. Voters can really identify with a campaign if their neighbors or other individuals are on their doorsteps describing the candidate or issue directly to them.

Canvassing Kit

1. **Talking Points:** Relaying a targeted and unified message is the most important part about contacting voters.
2. **Walk Lists and Maps:** Also included in your packet is a walk list. This list includes the address of the targeted voters you will speak to. The route you take to get to each household will be plotted on a map.
3. **Literature:** You will be given on piece of literature to distribute to each targeted voter.
4. **Question Slips:** If you are unable to answer a question, please fill out the attached Question Slip and let the voter know that someone from the coordinated campaign's headquarters will follow-up.
5. **Tally Sheet:** As you are canvassing a community, please keep track of the voters with whom you speak by utilizing the tally sheet and tracking codes.
6. **Volunteer Badge:** Use the volunteer badge to identify yourself as a volunteer for the campaign.
7. **Early Vote/Absentee Ballot Eligibility List:** You should inform each targeted voter of the eligibility requirements for voting early.
8. **Ride to the Poll Form:** If a voter decided he/she would like to vote early and requests a ride to the County Voter Registration Office to do so, have him/her fill out the attached Ride to the Polls Form.
9. **Legal Rights of a Canvasser Memo:** In case you run into any problems with the authorities while canvassing you should know your rights.
10. **Bring Water & Pack a Lunch**

Training Canvassers

Canvassers also need to be trained before they go out canvassing for the first time; this should include some role playing to allow the volunteer to become familiar with the script and the marking system the campaign has created. Volunteers should be instructed on appearance and behavior - no T-shirts, no foul language, no standing in flowers, etc. They should also be warned about other dangers such as dogs.

Rules for the Canvassers

1. Always arrive on time!!!
2. Be sure to wear comfortable shoes.
3. Please look presentable when you go door-to-door.
4. Never lose sight of your partner.
5. Never go into someone's home. Just thank them and move on.
6. If someone has a question and you do not immediately know the answer, fill out a question card and get back to them.
7. Remember to fill out as much voter information as possible.

Sample Canvass Script

1. Identify Yourself

“_____ (voter), my name is _____, and I’m a volunteer for _____ (candidate), who’s running for the state house. May I speak with you for just a moment?”

2. Talk about the Candidate

“We’re helping _____ (candidate), because, _____ (candidate), is an honest candidate with a good record of helping the consumer. We think _____ (candidate), is one of the few candidates we can trust these days.”

3. Ask the Question

“We’re conducting a person-to-person campaign because _____ (candidate)_____ wants to make sure the people know where _____ (candidate)_____ stands on the issues. Is there a particular issue you’re concerned about or any other question you’d like to ask?”

4. Offer Brochure

“Have you made up your mind about the election, ___(voter)___?” [If yes, determine preference and conclude conversation appropriately. If no, continue.]

“I’d like to leave this brochure with you, ___(voter)___, to tell you more about _____ (candidate)_____. Please consider voting for _____ (candidate)_____ on Election Day. _____ (candidate)_____ will be a great state representative. Thanks for your time.”

SAMPLE GOALS FOR THE CANVASS TEAM

GOALS FOR THE INDIVIDUAL CANVASSER

- | | | |
|---|---|-----|
| 1. Number of doors knocked on each day | = | 40 |
| 2. Number of doors knocked on each week | = | 200 |
| 3. Number of households contacted each day | = | 25 |
| 4. Number of households contacted each week | = | 125 |

GOALS FOR THE CANVASS TEAM

- | | | |
|---|---|------|
| 1. Number of doors knocked on each day | = | 240 |
| 2. Number of doors knocked on each week | = | 1200 |
| 3. Number of households contacted each day | = | 150 |
| 4. Number of households contacted each week | = | 750 |

NOTE: A household is contacted if you speak to the voter and complete the canvass.

Door-to-Door Canvass Daily Tally Sheet

Name:						
Date:						
Precinct:						
Packet Number:						
Attempted Doors	Attempted Individ.	Complete	Not Available	Refused	Bad Record	Dog/Gate
Strong Candidate	Weak Candidate	Completed/Undecided	Weak Opponent	Strong Opponent		
Full Volunteer	E Day Volunteer	Yard Sign	Bumper Sticker	Registered Voter		
New Voter Reg.	VBM Requests	Ballots Collected				