

## **What should be written on a whiteboard somewhere:**

- Emergency contact #
- VAN download and login instructions

## **Roles: (these roles can be split or merged based on who is available)**

- Staging location captain
  - Overall owner
  - Makes sure everything runs smoothly
  - In charge of recruiting people into roles
- Greeter
  - Makes everyone feel WELCOME!
  - MiniVAN Download and sign in
  - Calls no shows to see where they are
- Data captain
  - Trains everyone on how to use Mini-VAN
  - Makes sure data is synced at the end and reports out numbers to the group
  - Make sure volunteer forms collected/entered
- Up front trainer (this can be split between multiple folks)
  - Welcome and short relationship building
  - Explains our issue cut
  - Explains strategy and tactic to whole room
  - Explains idea of “steps” in the anti-script
  - Explains the actual anti-script
  - Dos and don'ts
  - Models a role play
  - MiniVAN quick training
  - Rousing send-off
  - Runs debrief
- 1-2 Coaches (Not for test run but maybe later when we have new people)
  - Works with folks as they do role-plays
  - Gives feedback on role-plays
- Packet assembly captain
  - Assemble packets the day before
  - Work with staging location captain to pre-assign partners based on experience ahead of the canvass (veterans with newbies)
- Packet distribution captain
  - 2 clipboards per pair, sharing a map/turf #.
  - Sign out each clipboard so we know who has what
- Packet assembly captain
  - Michigan United one-pager (with extra info attached)
  - Issues one pager with brief explanations of all issues
  - Event flyers as needed?

- Volunteer sign-up sheet
- Map with turf #
- Paper copy of anti-script (with emergency #)
- Bottled water
- Pen
- Canvassers: newbies paired with veterans

Roles that could potentially exist:

- Comfort/After Party Captain
  - Plan a party/BBQ or whatever fun activity after the canvass
- Fundraising captain
  - Make a \$\$ pitch at the end of the canvass
- Social media captain
  - Make FB event page
  - Create hashtags for the canvass
- Recommit captain
  - At the end of the canvass, signs people up for next week or a whole season of canvassing
- Phones captain?
  - Leads simultaneous phone bank
- Orientation recruiter
  - See new faces? Recruit them to the next movement politics committee orientation.
- Room set-up captain

### **Questions that should appear in MiniVAN:**

- Issue ID (check all that apply): Let's throw them all into MiniVAN. Canvassers can decide which issues they want to incorporate into their conversations.
  - School suspensions/school to prison pipeline
  - Fair Chance 4 All
  - Overall criminal justice reform
  - Climate, clean air and water
  - Predatory lending reform
  - Redistricting
  - Affordable childcare and early childhood education
  - Affordable eldercare
  - Immigration reform and immigrants' rights
- Would you like to volunteer? Strong Yes/ Weak Yes /No
- Will you vote on August \_\_\_\_? Y/N/M

### **Checklist of things to include in Packet:**

- Stack of flyers (MU one pager or event flyer)
- Volunteer sign-up form

- Paper copy of anti-script (Include emergency number of person staying in office)
- Map with turf number (would it be easier to just post this on a whiteboard or do we want people to have it with them?)
- Issue FAQ or detailed policy one pager (if one exists)
- Voter registration form
- Bottled water
- Pen

## **Canvass Training Outline**

### **1. SIGN IN /Download MiniVAN - Best to have posted instructions**

- Greeter in charge of sign in and MiniVAN download
- Packet distribution captain hands out packets

### **2. OPENING (3 min)**

- **THANK THEM!**
  - Before we start the training I want to say **thank you for coming, for giving your time to this canvass.**
  - **It is exciting** and we could not do it without all of you. **Thank you.**  
**Trainer intros self**—name, who are you and why do you care/what’s at stake for you in the election.
- **CREATE URGENCY, SENSE OF OWNERSHIP THAT IS GROUNDED IN OUR STORIES AND OUR SHARED VALUES**
  - The way we organize more people to join us is **one conversation at a time.** And that **starts in this room.**
  - We all have a different reason for being here. But it is **our stories that connect us as a team** both in this **room** and out on the **doors.**
  - It is our one on one conversations **grounded in our own stories that will change minds**

**ASK: *Are you with me?***

### **3. RELATIONSHIP BUILDING (7 min.)**

- **Find a partner** in the room, and have a **4 min conversation** about ANSWERING THE QUESTION “**WHAT’S AT STAKE FOR YOU IN THIS ISSUE CAMPAIGN OR ELECTION?**” You will **each have 2 min.**
- And I will be the **time keeper** and **tell you when to switch.**

- **Give them one minute** to find partner and **assist others in finding partners.**
- Debrief
  - **ASK:** What did you discuss one to one?
  - **WRITE UP** (on butcher paper or white board) **KEY THEMES, ISSUES** (suspensions, immigration, drivers licenses, economy, climate, mass incarceration, corporate control of democracy...)

#### **4. Issue briefing (7 min.)**

- **Connect what's on the butcher paper to today's canvass specifically----**  
**WHY THIS ISSUE?**
- **EXPLAIN THE ISSUE AND IT'S IMPORTANCE**

#### **5. STRATEGY, TACTIC, UNIVERSE BRIEFING: (2 min)**

- **How does this connect to broader movement politics?**
  - **Overall strategy:**
    - **Governing power**
    - **Building a mass movement**
    - **Shaping the electorate**
- **Why this strategy?**
  - **Base building - we want to enlist more allies to become a mass movement.**
  - **We want to expand the electorate of voters who share our values and are typically under-represented**
  - **Testing**
    - **Script**
    - **How voters are resonating with this issue**
    - **Overall system for running a staging location**
- **What kind of voters are we talking to and why?**
  - **Criteria to discuss: Race, age, income, ideology, voting propensity**

#### **6. ANTI-SCRIPT/WHAT'S ON CLIPBOARD (Rebecca) (20 minutes)**

- Walk through each response we're tracking
- Duration of a conversation: could be just a minute if the voter doesn't want to talk, or it can be as long as 8-10 minutes.
- Explain the steps in the Anti-script. Do this on a flip-chart before showing people the script. This way people can focus on getting the big concepts before looking at the details of language.

- Arrow: Test anti-script/Test response to issues/Practice running a canvass; Build base/Get good at talking to voters and recruiting volunteers/Get good at running canvasses; Shape election issue focus through effective voter contact; WIN on our issues/celebrate with expanded base/poised to support more of our members running for office and to influence more candidates in the next election cycle
- Who we are talking to: New American Majority: PoC, Women, Under 30 Low-medium propensity
- How do we move voters?
- How do we uncover self-interest?
- How do we know someone is listening?
- Digging Deeper: Use segues
- Crafting your story
- FC4A is the default training but people can talk about whichever of our campaigns they feel confident discussing.
  - Hello and intro
  - Step 1- bringing in our issues (unless the voter did this themselves in step 1 in which case we can skip step 2)
  - Step 2- Digging into why this issue/issues moves the voter, what they want politicians to do about it
  - Step 3- Canvasser personal story (OPTIONAL)
  - Step 4- Connect issue to the election
  - Step 5- ACTION ASK
  - E-day commitment and good bye!
- Ask if there are any questions

**NOTE—collecting data is key to ensuring other volunteers are having a good experience with good list, to record our work so we can prioritize our work moving forward.**

**On your clipboard, you'll find:**

- Issue FAQ (if we have it)
- Emergency number on the script
- Stack of flyers (either MU one pager or care 1 pager)
- Pen
- Volunteer sign-up form
- Paper copy of anti-script
- Bottled water

## **7.) ROLE PLAY (25 min.)**

**Review basic flow of script from front of the room  
Model a conversation**

**Break folks up into 2 groups: less and more experienced. Pair them up so they complement each other.**

**Paired role-play**

### **8.) BEST PRACTICES (5 minutes)**

1. **Smile and say thank you**
2. **Don't spread bad information**, there are helpful fliers including a "frequently asked questions" sheet and flyers with information about advance voting.
3. **Do not to read from the script.**
4. **Go deep.** We are having real conversations and building relationships.
5. **Don't argue.** If the person disagrees thank them for time and move on.
6. **Stay within sight of each other.**
7. **Don't go into people's homes.**
8. **Beware of dogs.**
9. **Focus on the doors on your list**
10. **Say hi to people you encounter on turf!**
11. **DON'T talk about ANY candidates. This is a non-partisan canvass.**
12. **EFFECTIVE CANVASSING TIPS:**

--"Downspeak" (having your voice go down, rather than up, for the ask even though it's a question because it is more persuasive)

-- Having canvassers nod their head up and down (for some reason most people subconsciously shake their head "no" even when saying "yes").

-- Even when ad libbing, only using strong language (we, win, fight, us, working) and never weak language (trying, really, actually)

-- Having an assumptive mindset that people are more likely to care about what we care about and want to do something than to be apathetic

### **9.) MiniVAN (15 minutes)**

13. **Have everyone log in and pull up their list**
14. **Review how to code a conversation**
15. **Have everyone try coding one conversation.**

#### **2. Walk through what's on the clipboard:**

**On your phone:** MiniVAN App with a list.

### **8.) ROUSING SEND-OFF!!! (3 mins)**

### **9.) DEBRIEF (30 Min.)**

- As folks come in, get them to break down their clipboards and materials, and sync their data.

**ASK: How did it go? Does anyone have a highlight/story they want to share?**

- Round of feeling words
- Round of tensions
- Highlight a couple great conversations
- Highlight a couple hard conversations
- How was the anti-script?
  - A lot of multiple choice
  - Folks in general didn't get to go very deep. James had a family that was impacted.
  -
- Mechanics of canvass and staging location- what went well? What can we improve?
  - Not here to sell.
  - Wear shirts/nametags.
  - Include in universe whoever comes to the door
  - Not enough role play time
  - Not enough asks
  - Include leave-behind in training
  - Have a fancy leave-behind
- Take commitments for the next canvass (June 25th. Also, July 16th is the national mass canvass kickoff)
- June 25th: Erin, Latrice, Branden.
- Close with announcing numbers from the day and a political learning