

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