

Canvassing Best Practices

DOs

- **Know the script:** The more comfortable you are with the script, the more comfortable you'll be at the door! Know the proper language and the flow of the script to minimize having to look back at it. It will feel more genuine and you'll build rapport quickly.
- **Collect complete contact information:** That means full name, phone number, email address and address. If you are unsure of the address of the house, ask the person at the door or a friendly neighbor.
- **Always be friendly and smile:** You want to have a positive first impression or the voter will be less willing to talk to you. Be friendly when introducing yourself and have a big smile! Rapport is key.
- **Keep eye contact:** Having memorized the script will help this, but even when you are sharing experiences, keeping eye contact lets the voter know you are listening and understanding what they are saying.
- **Collect good data:** Make sure to record your data legibly - and do your best to ensure it is correct. The more you can use the voter's exact words the better.

DONT's

- **Avoid Pitfalls:** Do not ask if the voter "has a minute to talk" or provide any means for them to refuse you. Folks will generally say no to talking to you if you offer them an out
- **No Assumptions:** Never make assumptions about the voters - particularly about their age, race, gender, or how they voted. If we learned anything from this election, it's to not make assumptions!
- **Don't let refusals bog you down:** There will be plenty of times someone does not want to talk to you at the door. Keep on knocking until you find someone to engage with! It's not uncommon to only have 5-6 full conversations with voters in a 3 hour span. Keep trudging!
- **Never debate or argue:** Our job is not to argue facts or opinions, it is to get the voters to open up about their experiences, and then to follow up their thoughts with how your experience in this election was different. Debates will not change their mind, regardless of how incorrect we think they might be. In fact, Studies indicate it will only strengthens their beliefs.

Guiding questions for listening canvass conversations:

- 1) Have there been any actions taken recently (by Republicans or Democrats) that you are happy with?
- 2) You mentioned _____, can you speak more to why you believe that or view it that way?
- 3) What are your thoughts on the recent protests and marches around Trump's policies? Why do you think that?
- 4) Do you expect Trump to follow through on all of his campaign promises? *[If they voted for Trump]* Were you hoping he would when you voted for him?
- 5) Were you surprised by the outcome of the election? Why were or weren't you?
- 6) Were you politically active in this election? Did you volunteer for any candidates or political groups? *[If they did not]* do you wish you had?
- 7) What factors do you think had the biggest influence on the election? Why?
- 8) Do you think the election was fair? Why?