

# INDIVISIBLE CANVASSING PACKET

## OVERVIEW

It's August Recess! Our August Recess toolkit outlined the tactics Indivisible groups will be using over August Recess, including an exciting new tactic: canvassing!

This packet includes everything your canvassers will need for both high traffic and door to door canvassing. Simply print this up, put it on a clipboard, train your canvassers and you're ready to go.

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# HIGH TRAFFIC CANVASS: TALLY SHEET

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

People Talked To	Volunteers Recruited

What is a good story from your time canvassing?

What hook was the best way to engage people?

How was your location? Was there a lot of foot traffic? Would you recommend it for the future?

When will you next join us for an event?

# HIGH TRAFFIC CANVASS: HOW TO

## OVERVIEW

The most effective and impactful way to have a conversation with a constituent continues to be face to face. Over the summer there are countless opportunities to talk to a lot of constituents all in one place—whether at a festival, community BBQ, parade or other community event.

High Traffic Canvassing simply means going to these areas where there is high foot traffic and having conversations with passersby. The conversations are similar to those you have during door to door canvassing, but instead of knocking on doors, you engage folks in conversation as they walk by.

## HIGH TRAFFIC CANVASSING HOW TO

1. **Come prepared.** Grab a clipboard, a pen, water and snacks to get you through your shift.
2. **Put on a smile.** It may sound silly, but having the right mindset and a positive energy will make a big difference in your conversations and will make passerby more likely to stop.
3. **Ask everyone.** You should attempt to engage with every person that walks by. Be assumptive that they're going to stop (even though you know lots of people won't). If you're in a really busy area, you may want to have a partner so that you don't miss anyone. Try to make eye contact and start with a friendly wave and a greeting from 10-15 feet away.
4. **Practice your hook.** Chances are most of the folks you want to talk to are on their way somewhere, so you're going to need to give them a reason to stop. Try to avoid yes or no questions and get creative. "We're working to stop TrumpCare, come check it out," etc.
5. **It's OK to get a lot of nos.** If you're getting a lot of nos, don't worry about it. Canvassing is sort of like panning for gold, so keep it up! You're going to be talking to a lot of people, so you'll find a lot who you'll have a great conversation with, but plenty who won't want to stop. Don't be discouraged! Keep your smile and keep talking to people.
6. **Perfect your ask.** Once you start a conversation, you're asking constituents to call their MoC. You're also asking folks to come to an Indivisible meeting. Lastly, you're handing them a flyer on our work. Giving folks the flyers is important because we want one of them to find its way back to MoC's staffers, so they know what we're doing. It's nice to keep a little tick sheet where you keep track of how many folks you've stopped, how many called their MoC, and how many commit to checking out your group, so you can see how well you're doing!
7. **Don't spend time with people who don't agree with you.** We have a lot to do and only 16% of people approve of Trumpcare. No need to spend time with folks who don't agree, you have better things to do. If someone starts to really disagree, it's OK to end the conversation quickly with "I guess we'll agree to disagree," or "OK, sounds like we're on opposite sides of this, and we can both get on with our day!" No need to draw things out!

8. **Approach groups and stragglers.** If the foot traffic dies down, you should approach folks who are lingering in the area. Folks who are in line are great for this, they're just standing around. Though it may be slightly intimidating to go up to a group for the first time, these may be some of your best conversations because you're hitting multiple people at once and they're not on the way anywhere so they'll have more time to talk.
9. **Debrief.** Debrief when you get back. What went well? What can you do better next time?

## DOS AND DON'TS

Do	Don't
<ul style="list-style-type: none"> <li>• Have fun!</li> <li>• Ask everyone who walks by</li> <li>• Be persistent and assumptive</li> <li>• Try out different hooks and share best practices with your group</li> <li>• Take photos and tweet them at your MoC and @indivisibleteam about your high-traffic canvassing.</li> </ul>	<ul style="list-style-type: none"> <li>• Assume people don't want to talk to you</li> <li>• Wait for passersbys to approach you</li> <li>• Keep talking to people who disagree with you</li> </ul>

# HIGH TRAFFIC CANVASS: SCRIPT

**Hook:** Hi, how are you? Did you hear how your Member of Congress (MoC) voted on TrumpCare? (*get creative here and try out a couple of different hooks to get folks to stop*)

My name is *your name* and I'm a group member of *Indivisible group name*. I'm out here today because I'm from *insert city/town* and wanted to let fellow constituents know about how *MoC's name* voted on the recent TrumpCare bill.

## **If your MoC voted yes on TrumpCare:**

[MoC Name] voted in favor of this bill. That means instead of standing with you, your MoC stood with Trump, Mitch McConnell, and the billionaires who would have gotten massive tax cut as a result of the bill. [S/he] chose to endanger your care, plain and simple. We're going to be holding the Senate's TrumpCare supporters accountable for their votes.

## **If your MoC voted no on TrumpCare:**

[MoC Name] voted against this bill. That means your MoC stood with you and stood up against Trump, Mitch McConnell, and the billionaires who would have gotten a massive tax cut as a result of the bill. They chose to listen to their voters, but our work isn't done. As long as Congress is willing to consider a bill like TrumpCare, we need to keep up pressure on all of our representatives to remind them that we should never get this close to losing our health care again.

## **Ask 1: Can you commit to calling *insert MoC* today to tell them how you felt about their TrumpCare vote?**

*If yes:* Great, your voice will make a real difference! You can find more information on this flyer and it includes a script to call the office. [*Hand flyer*]

*If maybe:* We defeated TrumpCare in July thanks to an outpouring of constituent pressure. Your call will make a really big difference and only takes a few minutes. Can we count on you to hold your MoC accountable? [*Hand flyer*]

*If no/in favor of Trumpcare:* Thanks so much for your time. Have a good day.

## **Ask 2: We need more folks like you who care about their community to join our Indivisible group. Can we count on you to join us for our next event?**

*If yes:* Great, we're really excited to have you join our group! Can you write down your name, number and email on this sign up sheet so that we can follow up about our next events?

*If maybe:* Our group has been making a big difference already and we would really benefit to having more folks on board. Can you write down your name, number and email so that we can let you know about the next event in case you can make it?

*If no/in favor of Trumpcare:* Thanks so much for your time. Have a good day.



# DOOR TO DOOR CANVASS: TALLY SHEET

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

Doors Knocked	People Talked To	Volunteers Recruited

What is a good story from your time canvassing?

How was your location? Was there a lot of foot traffic? Would you recommend it for the future?

When will you next join us for an event?

# DOOR TO DOOR CANVASS: HOW TO

## OVERVIEW

Door to door canvassing is one of the most effective tactics organizers have in their toolbox. Indivisible groups will be canvassing during August Recess, ideally in neighborhoods close to district offices themselves, and talking to fellow constituents about the vote their MoC took on the ACA repeal, asking them make calls to their MoC and to join Indivisible if they seem enthusiastic, and leaving flyers with everyone.

## DOOR TO DOOR CANVASSING HOW TO

The below references flyers, scripts and tracking sheets, all of which will come out just before the start of the Recess and can be found at <https://www.indivisibleguide.com/resources/organizing/>.

1. **Come prepared.** Grab a clipboard, a pen, water and snacks to get you through your shift.
  - Flyers
  - Script
  - Map or phone with GPS
  - Clipboard with a sign-up sheet for your group
  - Pens
  - Water and snacks
  - A gallon ziploc bag for wet weather (canvassing during wet weather has even better contact rates; everyone's home) that you can fit your clipboard and flyers in is nice, too.
  - Weather gear! Do you need sunscreen? A poncho? Sunglasses?
  - Comfortable shoes
2. **Get your packet.** Your packet will include a script, a map of the area you're canvassing in and flyers to leave at the door. Take a few moments to familiarize yourself with the materials.
3. **Map out your route.** Take a few moments to look at the area you're going to and map out your route so that you're not going around unnecessarily in circles. It's smart to start on one side of a street and do that whole side, and then do the other side.
4. **Start knocking!** Drive to your turf and go up to the first door. Your first door may feel intimidating, but remember you're talking to your neighbors! Take a deep breath, smile and start knocking.
5. **Begin your conversation with an introduction.** Start off your conversation by introducing yourself and explaining why you're stopping by. Try to use context clues to build a quick connection. For example, if you see a sticker for the local public school, you bring up how you or your children went there.
6. **Don't spend time with people who don't agree with you.** Our goal is to generate calls, sign up new members and educate folks about their MoCs vote; and only 16% of people approve of Trumpcare. No need to spend time with folks who don't agree, you have better things to do. If someone starts to really disagree, it's OK to end the conversation quickly with "I guess we'll agree to

disagree,” or “OK, sounds like we’re on opposite sides of this, and we can both get on with our day!” No need to draw things out!

7. **Follow the script, but put it in your own voice.** Make sure you’re hitting all the points in the script, but this is a conversation so feel free to put it in your own voice. As important as our talking points are, what matters most is *your* story or perspective as a constituent, and as a neighbor.
8. **Leave literature.** Whether or not someone is home, you should leave behind the literature about your MoC. Roll it up and put it in the door handle, or behind the screen door. Just don’t put it in the mailbox—that’s against the law.
9. **Mark down the result of the conversation.** Using your tally sheet, keep track of the results of your conversation. Make sure to collect the contact information of anyone you canvass who wants to get involved with your group.

## DOS AND DON'TS

Do	Don't
<ul style="list-style-type: none"> <li>• Have fun!</li> <li>• Get through your whole map, whether it’s one block or several.</li> <li>• Use the script, but put it in your voice.</li> <li>• Be polite to everyone even if they disagree with you. Keep it positive.</li> <li>• Keep it local—let folks you’re talking to know you live nearby and have the same MoCs.</li> <li>• Leave a flyer at the door if no one is at home.</li> <li>• Tweet photos of you canvassing to your MoC and @indivisibleteam</li> </ul>	<ul style="list-style-type: none"> <li>• Don’t put literature in mailboxes—this is against the law!</li> <li>• Don’t get into arguments or be rude. Remember you represent Indivisible and your entire group. But don’t spend time with people who don’t agree with you!</li> <li>• Don’t go inside a house or approach any houses that make you feel uncomfortable for any reason.</li> <li>• Don’t give up if it’s raining. This is actually one of the best times to canvass because a lot of folks are home.</li> </ul>

# DOOR TO DOOR CANVASS: SCRIPT

My name is your name and I'm a group member of Indivisible group name. I'm out here today because I'm from insert city/town and wanted to let fellow constituents know about how MoC's name voted on the recent TrumpCare bill.

## **If your MoC voted yes on TrumpCare**

[MoC Name] voted in favor of this bill. That means instead of standing with you, your MoC stood with Trump, Mitch McConnell, and the billionaires who would have gotten massive tax cut as a result of the bill. [S/he] chose to endanger your care, plain and simple. We're going to be holding the Senate's TrumpCare supporters accountable for their votes by ending their careers.

## **If your MoC voted no on TrumpCare**

[MoC Name] voted against this bill. That means your MoC stood with you and stood up against Trump, Mitch McConnell, and the billionaires who would have gotten a massive tax cut as a result of the bill. They chose to listen to their voters, but our work isn't done. As long as Congress is willing to consider a bill like TrumpCare, we need to keep up pressure on all of our representatives to remind them that we should never get this close to losing our health care again.

## **Ask 1: Can you commit to calling [MoC Name] today to tell them how you felt about their TrumpCare vote?**

*If yes:* Great, your voice will make a real difference! You can find more information on this flyer and it includes a script to call the office. [*Hand flyer*]

*If maybe:* We defeated TrumpCare in July thanks to an outpouring of constituent pressure. Your call will make a really big difference and only takes a few minutes. Can we count on you to hold your MoC accountable? [*Hand flyer*]

*If no/in favor of Trumpcare:* Thanks so much for your time. Have a good day.

## **Ask 2: We need more folks like you who care about their community to join our Indivisible group. Can we count on you to join us for our next event?**

*If yes:* Great, we're really excited to have you join our group! Can you write down your name, number and email on this sign up sheet so that we can follow up about our next events?

*If maybe:* Our group has been making a big difference already and we would really benefit to having more folks on board. Can you write down your name, number and email so that we can let you know about the next event in case you can make it?

*If no/in favor of Trumpcare:* Thanks so much for your time. Have a good day.

