

# #KNOCKEVERYDOOR

## Canvass Host Guide

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Thanks for your interest in canvassing with #KnockEveryDoor! This guide, like all of our volunteer materials, is a work in progress. **If you have feedback or ideas, or would like to help out with #KnockEveryDoor, email us at [team@knockeverydoor.org](mailto:team@knockeverydoor.org).**

Finally, remember: **After your canvass, send all of your data forms and any feedback to [data@knockeverydoor.org](mailto:data@knockeverydoor.org) and our team of data entry volunteers will enter the data for you.**

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## Step 1: Choose your canvass

Choosing your canvass is going to depend on what your group hopes to accomplish. We have created four types of canvassing options to best meet you and your volunteers' needs:

- **Candidate Canvass**: We designed our candidate canvass script for volunteers who want to campaign for progressive candidates. This script can be used for candidates at any level, from local school board to federal office.



- **Issue Canvass**: We designed our issue-based script to stump for progressive causes and issues that are most important to you. Choose this option if there is a local issue campaign you want to fight for.



- **Healthcare Canvass:** This script was designed for people living in or near a district where a republican voted to repeal the Affordable Care Act. We want to ready those residents to vote, repeal and replace their representatives.



- If you are using a candidate, healthcare or issue-based script, be sure and check out our [quick guide](#) on how to customize your scripts before your canvass.

- **Listening Canvass:** The listening-based canvass was designed to help bridge the enormous and corroding gap between the left and the right. Choose this script if you would prefer to help out in this area.



After you select your type of canvass, select your date and location. **For an in depth explanation of each script, check out the** [For more in depth training on the canvass itself, check out our Knock Every Door Video Library.](#)

## Step 2: Choose a date and location

There are lots of factors to consider when deciding where to canvass. For a deeper dive into the subject [click here](#) – or just keep it simple and pick somewhere near where you live.

There are two ways to canvass: You can knock on people's doors or you can find a place with lots of foot traffic.

Once you decide where you're canvassing, choose a nearby location for your canvassers to meet up. That's the location you'll want to use when you create your event and in any other promotional materials you create.

If you're canvassing a suburban neighborhood, your rally point could simply be a grocery store parking lot. If you're canvassing a college campus, the quad could work.

Once you have a location, pick a time. Again, this depends on where you're canvassing. 5 pm on weekdays or early afternoon on a weekend is ideal for a community where lots of people are working during the day. Noon on a weekday is perfect for college campuses.

Remember, if you're doing a candidate or issue-based canvass, be sure and target the voters in the correct corresponding district or precinct.

## Step 3: Create your event online

To create your event online and get it on the map, click this [link](#). From here, you'll be able to not only create your event but also manage the event details going forward.

For help on creating or managing your event, check out this [guide](#). Once you create your event, it will go on our [map](#) and you'll also have access to local numbers of the Knock Every Door volunteers in your area.

While it's not required, creating and promoting your canvassing event on Facebook and other social media platforms will be instrumental in raising awareness and attracting volunteers in your personal network. It will also allow you to track attendees and sign ups to help you grow your personal list of supporters to recruit for future canvasses. [Click here](#) for more information on how to get your event up on Facebook.

## Step 4: Recruit!

Recruiting people to attend your event is easy. You only need a handful of people for a fantastic day of canvassing, but more is always better.

Effective recruitment is all about personalized contact. Imagine for a moment that an acquaintance includes you on a mass email inviting you to attend a party at their house. You know they aren't expecting you to reply to the email, so you make a note of the party in your calendar and move on with your day.

Now imagine that the same person calls you and tells you they're throwing a party and that they'd really love it if you came. You say yes. 24 hours before the party, your acquaintance texts you to confirm that you're coming, and says a mutual friend who is also attending is really excited to see you there.

Which party are you more likely to actually show up to?

We've ranked recruitment methods in terms of their effectiveness – in general, the more personal or face-to-face a method is, the more effective it will be. .

Type of Contact	How effective it is	Necessity
Calling	Very Effective	Important
Texting	Effective	Important
Facebook: Messenger	Good	Basic but helpful
Facebook: Individual Invite	Fair	Basic but helpful
Facebook: Groups & Pages	Fair	Basic but helpful

If you have politically active friends who want to get involved, this is a great place to start! Follow this up with individual texts. If you don't have politically active friends to call & text, Facebook groups and invites are a great way to build new relationships. You can also just take a clipboard to a local event like a march or rally and invite people that way.

After you create your event, we will provide you with any phone numbers we might have for volunteers in your area that you can use to recruit for your event!

Also, remember that Trump being elected president has gotten a lot of people thinking about getting involved in politics for the first time. Don't make assumptions about who is and isn't interested. Call everyone you know and ask them to canvass with you. Chances are, you'll learn that a lot more people than you thought are interested.

## Step 5: Preparing your materials

A key component to our success will be gathering accurate data on the doors we knock on and the responses to the questions we ask the voters while canvassing. As a host, you should be prepared to provide your volunteers with all of the materials they will need at the door. We've prepared a materials checklist for you to keep track of all the things you will need when hosting, with links to these documents that you can print out. **Remember: If you choose a candidate, healthcare or issue-based script, be sure and customize your script before the canvass ([guide](#)).**

### Listening Canvass:

- ❑ [Listening Script](#) (8x per canvasser [2 pages per conversation])
  - Familiarize yourself with the script and practice with fellow volunteers before heading out to canvass your neighborhoods
  - Fill out each form as thoroughly as possible (2 pages per single conversation)
  - Take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)
  
- ❑ [Canvass/Door Knocking Tracker](#) (3x per canvasser)
  - Take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)
  - Each sheet should have a corresponding Data Collection Form
  - You can also opt to enter these directly into our [tracker form](#)
  
- ❑ [Sign-in Form for attendees](#) (1x per 10 canvassers you expect)
  - Remember to sign in every volunteer that joins your event!
  - Please submit these to [data@knockeverydoor.org](mailto:data@knockeverydoor.org) as well.
  - You can also opt to enter these directly into our [sign-in form](#)

- ❑ [Anecdote Tracker](#) (x1 per canvasser)
  - Use this to record any particularly compelling stories/quotes from people you talk to at the doors (not for every person you talk to-- just the anecdotes that stick out to you!)
  - You can record these after the conversation for ease of collection
  - Please submit these with the other forms of data to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)
  
- ❑ [Tips for Successful Door Knocking](#) (1x per canvasser, plus a few extras)
  
- ❑ **Clip Boards** (1x per canvasser, plus a few extras)
  - You can also use alligator clips and cut-up foam board as a cheaper alternative to clipboards
  
- ❑ **Pens (lots)**
  - Canvassers should always have at least 2 pens :-)
  
- ❑ **Markers and name tags**
  - Name tags have been proven to make the canvasser more personable

## Candidate Canvass:

- ❑ [Candidate Script](#) (1x per canvasser)
  - Familiarize yourself with the script and practice with fellow volunteers before heading out to canvass your neighborhoods
  - Be sure to customize your script before your canvass: [Guide](#)
  
- ❑ [Candidate Response Form](#)(3x per canvasser)
  - Fill out each form as thoroughly as possible
  - When finished, take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)

- ❑ **Door Knocking Tracker** (2x per canvasser per hour canvassing. Example: for 4 hours, 8 sheets per canvasser)
  - Take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)
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## Issue Canvass:

- ❑ **Issue Script** (1x per canvasser)
  - Familiarize yourself with the script and practice with fellow volunteers before heading out to canvass your neighborhoods
  - Be sure to customize your script before your canvass: [Guide](#)
  
- ❑ **Issue Response Form** (3x per canvasser)
  - Fill out each form as thoroughly as possible
  - When finished, take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)
  
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- ❑ **Clip Boards** (1x per canvasser, plus a few extras)

- You can also use alligator clips and cut-up foam board as a cheaper alternative to clipboards

❑ Pens (lots)

- Canvassers should always have at least 2 pens :-)

❑ Markers and name tags

- Name tags have been proven to make the canvasser more personable

## Healthcare Canvass:

❑ [Healthcare Script](#) (1x per canvasser)

- Familiarize yourself with the script and practice with fellow volunteers before heading out to canvass your neighborhoods
- Be sure to customize your script before your canvass: [Guide](#)

❑ [Healthcare Response Form](#) (3x per canvasser)

- Fill out each form as thoroughly as possible
- When finished, take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)

❑ [Door Knocking Tracker](#) (2x per canvasser per hour canvassing. Example: for 4 hours, 8 sheets per canvasser)

- Take photos of all forms and send them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org)
- Each sheet should have a corresponding Data Collection Form
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## Step 6: Confirm your attendees

The best way to ensure attendance to your event is to remind your RSVPs as the event approaches. By contacting them as the event approaches, they are much more likely to attend. You can also be sure that all attendees have the correct details about the event, and are prepared to knock on doors. In order to confirm your guests, you can:

- 1. Call:** If you know them personally and have their contact information, speaking on the phone with your guests is the most effective way to ensure their attendance.
- 2. Text:** Texting your attendees is another great way to confirm your attendees.
- 3. Message them on Facebook:** If you don't have their phone number, messaging your guests directly on Facebook is another effective way confirm attendees to your event.

## Step 7: Pre-Canvass Huddle

### 1) Introduction

- a) Begin by introducing yourself to your group, and provide a personal story for why you are helping to knock every door and any past positive experiences knocking doors. Then have all of the attendees go around and introduce themselves.

## 2) Political Context

- a) After that, provide some context for who #KnockEveryDoor is and information about the mission of the project. Below is an example of good political context:

*“In the 2016 elections, Democrats fell short when it came to organizing the kind of face to face conversations between volunteers and voters that can help identify and persuade the voters we needed to defeat Trump. Our goal is to start building a truly massive, grassroots, volunteer-led movement to listen to voters (and nonvoters, too) and start the long hard work of taking our democracy back.*”

## 3) Discuss Turf

- a) Next, you are going to discuss the turf you are canvassing and why it's important. If you're canvassing for an election, talk about why this neighborhood is key to your strategy for winning. If you're leading a listening canvass, talk about why these voters are interesting or will be important to defeating Trump in 2020.

## 4) Set Expectations and Goals

- a) Once folks have a good sense of the type of doors they are knocking on, it is time to set some goals and expectations! Goals are extremely important motivators to help people take that extra step and knock those last few doors at the end of the street.
- b) We expect that most folks will knock 15-20 doors per hour, and have two substantial conversations during that time. So if you are planning to host a three-hour canvass, with ten volunteers (including yourself), set a goal of 450 doors knocked.

## 5) Data Collection

- a) Walk through both of the data collection forms and explain the importance of collecting good data. Emphasize that everyone must return EVERY sheet of data they collect. Data collection is an integral part of our

program. If we are not able to have quality data about our interaction with folks at the door, we will have a difficult time mobilizing the right folks in 2018 and 2020.

## 6) Set Time and Location for Debrief

- a) Finally, set a time and location for you to debrief and do data collection. The debrief is important for volunteers to be able to reflect and learn from their experiences at the doors collectively. The debrief also serves as a means of reinforcing solidarity in your group - particularly if folks may have had a couple bad experiences at the door.

Once you have discussed your experiences and taken notes about what went well and what didn't, collect everyone's data forms, and scan and email them to [data@knockeverydoor.org](mailto:data@knockeverydoor.org) where a volunteer team will enter them into our database.

We recommend downloading and using either the app [Scannable](#) (iPhone) or [CamScanner](#) (Android) to do this. Please be encouraged to take pictures of your group and send them in with your data. We love to see and share them!

## Step 8: Training with your group

First, you are going to do a walkthrough of the script aloud - note the various sections and points where we are recording data. After answering any questions or helping to clarify things, it's time to role play.

You will want to have a partner to do this with - it can be a canvass co-host or a volunteer who you ask ahead of time to participate. Make sure they are prepared to play the role of either the canvasser or the voter.

A successful roleplay will include some awkward moments that the canvasser has to overcome so folks can see what type of potential hurdles to expect. This could be in the form of a Trump supporter saying an inflammatory thing that the canvasser should handle politely and courteously, while also not agreeing with voter. As you canvass more, you will be able to draw on past experiences to provide better anecdotes while training.

Before having your volunteers pair up and have them practice themselves, you should share with them the canvassing best practices and do a read through of each of them and what they mean. You can [click here](#) to access that doc. It is also included in the materials checklist. These tips are very helpful for any form of canvassing, but are particular to this project - so make sure to really emphasize them!

After reviewing the best practices, it's time to have your volunteers practice themselves! Have them pair off and move to separate parts of the room or staging location.

**If you're doing the candidate, issue-based or healthcare script:**

Before they jump right into the script, have them spend 1-2 minutes thinking about their personal story about how they, and or their friends and family, will be affected current events / the current political situation. If anyone believes they do not have a good personal story, or are having trouble thinking of something, ask a couple people to share theirs (if they are comfortable) to help folks.

Once they have their stories, they can then begin practicing. Just like the role playing that you did earlier, have the volunteers practice the same format - with one person being a voter, and the other being the canvasser. Then have them switch roles. It is best (if you are not practicing with someone else) to meander around the room and listen to folks' conversations. Make sure to provide helpful tips or advice!

<input type="checkbox"/>	<p><b>Intro:</b> Who you are, your story of self, political context and who KED is. You should start this segment 10-15 minutes after the start time of the event</p>	<p><b>5 Minutes</b></p>
<input type="checkbox"/>	<p><b>Discuss Turf and Set Goals &amp; Expectations:</b> Talk about the political nature of your turf and set a goal for doors knocked. Set time and location for debrief</p>	<p><b>10 Minutes</b></p>
<input type="checkbox"/>	<p><b>Script Walkthrough:</b> Do a readthrough of the script with the group</p>	<p><b>10 Minutes</b></p>
<input type="checkbox"/>	<p><b>Role Play:</b> Show a sample interaction someone might have at the door</p>	<p><b>10 Minutes</b></p>

□	<b>Practice:</b> Have volunteers pair off and practice script on their own	<b>15 Minutes</b>
□	<b>Final Q&amp;A:</b> Time for any final questions or clarifications	<b>5 Minutes</b>

**When everyone feels sufficiently practiced and ready to go out into the field, it's time to start canvassing!**

## Step 9: Canvassing: Best Practices

DO's	DONT's
<ul style="list-style-type: none"> <li>● <b>Know the script:</b> 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.</li> <li>● <b>Collect complete contact information:</b> 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.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Avoid Pitfalls:</b> 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</li> <li>● <b>No Assumptions:</b> 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!</li> <li>● <b>Don't let refusals bog you down:</b> There will be plenty of times</li> </ul>

<ul style="list-style-type: none"> <li>● <b>Always be friendly and smile:</b> 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.</li> <li>● <b>Keep eye contact:</b> 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.</li> <li>● <b>Collect good data:</b> 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.</li> </ul>	<p>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!</p> <ul style="list-style-type: none"> <li>● <b>Never debate or argue:</b> Our job is not to argue facts or opinions, it is to get the voters to open up about their experiences. 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.</li> </ul>
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- For more in depth training on the canvass itself, check out our [Knock Every Door Video Library](#)

## Step 10: Debrief

Once you and all of your volunteers are back to your staging location - or the post-canvass meeting location, you will want to have a discussion about everyone's experiences to reflect on how it went. **To guide this discussion, we suggest a "Plus, Minus, and Delta" system of eliciting feedback:**

1. **Plus (+)**
  - a. This is where folks reflect on what went well canvassing. Have everyone go around a share a positive experience they had.
2. **Minus (-)**
  - a. This is where folks share some of the more difficult experiences they had at the door. It may have been someone who rudely refused to listen to them, or someone who said inflammatory things. It is very important to not let people dwell on these experiences but to use it as a time to learn about how we can improve this project
3. **Delta (Δ)**
  - a. This section is for folks to talk about ideas they may have for how the script, or any other aspects of the project could be altered or changed entirely. We do not want this to be a continuation of



“Minus”, but to have it be a constructive feedback session where we learn how we can do our jobs better.

After listening and recording feedback, it's time to schedule your next canvass! If you have already scheduled the next one, do a quick poll of who is available to attend - and make sure to record their names! If you do not already have a time, work with your group to set up a mutually agreeable time and plan accordingly.

Send all of your data forms and any feedback to [data@knockeverydoor.org](mailto:data@knockeverydoor.org) and our team of data entry volunteers will enter the data for you. Again, we recommend using the free apps Scannable (iPhone) or CamScanner (android) to do this. Please send us any pictures you or your canvassers take during the day as well, we love to see and share them!

Finally, **share your photos and stories!** Use our hashtag #KnockEveryDoor in your posts or send your photos to [team@knockeverydoor.org](mailto:team@knockeverydoor.org)

We're excited to have you on the team! It's going to be a difficult next few years, but we know this project will have a lasting impact on generations to come, if it is successful!

**If you have any feedback on how to improve this guide or have any questions, please feel free to email [team@knockeverydoor.org](mailto:team@knockeverydoor.org)**

Thank you!