

WHAT IS CANVASSING?

- A form of direct contact with members during elections and campaigns.
- Going door-to-door in a community, riding or city.



- Canvass with a partner (**NEVER** alone)
- Stay nearby your partner (never lose sight of your partner)
- Exchange your cell phone numbers with your partner and the canvass team leader.
- Never go inside a house or apartment. (even if invited)
- Dress and prepare for the weather. (proper footwear, hat and gloves in the winter)
- If you come to a closed gate or screen door, shake it first and wait a few seconds. There may be a dog on the other side.
- After you knock, take two steps back.

Canvassing can be broken into 4 different parts:



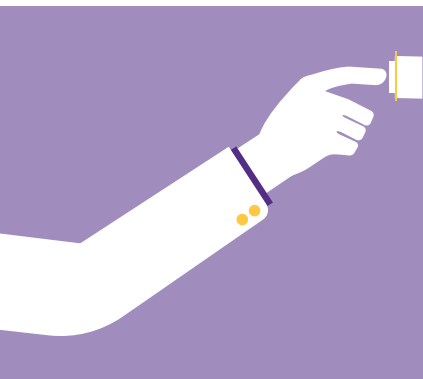
PLANNING

Make sure each member of your canvassing team knows their specific role and is clear on the script, literature and turf (the area for your canvass).

- Who is driving? Who is navigating the team from house to house? Who is leading the conversation at the door? Who is recording the results of the conversation?
- Do you, and your team know where to start the canvass, do you have the script, flyers, canvassing map and list?

APPROACH

As you're approaching the door, do you know who is leading the conversation? Do you know the member? Do you see any clues? (kids toys, walker, election signs)



CONVERSATION

The most important aspect of canvassing is the conversation. Having a well-structured, responsive and genuine conversation will help people listen to you with an open mind. During the conversation at the door, you should answer these questions:

- Who are you?
- Why are you at my door?
(consider using a part of your vision story to connect with the member at the door)
- Why is it important that they listen to you?
- How can you connect their issues to our campaign? (look and listen for clues)

CONVERSATION - DO'S AND DON'TS

- **DON'T** argue, if someone is being hostile, "just say thanks for your time" and move on.
- **DON'T** go into the script if you're not talking to a member, just say thank you and give them the flyer to pass-on to the member.
- **DO** take a second before you knock to make sure you and your team are ready for the conversation (don't be on your the phone)
- **DO** ensure only 2 to 3 people are at the door, having a group of people may be intimidating.
- **DO** ask if they want to take a picture with you.
- **DO** check-ins with your team, "how is everyone feeling?"
- **DO** make it FUN! Canvassing is fun if you and your team work together, get to know each other, and have good conversations at the door.
- **DO** provide the MRC number to members if they have questions, comments or concerns.

RECORDING OF DATA

You've had a good conversation at the door, now you should record the results of your conversation. It's important for you to record the data right after you finish the conversation.

- Were they home? Were they supportive of the campaign? Did their contact information change? Do they want to volunteer?

Here is an example of what a complete canvassing sheet would look like:

Canvassing Turf 1 / Walk sheet with phone (split odd/even) / 10 of 20

Hard Cres Odd

To Mail List	Results	Support Level	Note	Previous	Vol. Y. N.
27 Home Care, Heights, OH 43124 Contact: _____ Phone: (614) 442-1234 MRC ID: 12345	<input checked="" type="checkbox"/> Home Care LMS	1 (2-4)	Son says works 7-11 7pm.	2 (4-6)	
Ernesto Cortez	Results	Support Level	Note	Previous	Vol. Y. N.
27 Home Care, Heights, OH 43124 Contact: _____ Phone: (614) 442-1234 MRC ID: 12345	<input checked="" type="checkbox"/> Home Care LMS	1 (2-4)	12345 before leave. write more information.	2 (4-6)	
Shirley Jay David	Results	Support Level	Note	Previous	Vol. Y. N.
27 Home Care, Heights, OH 43124 Contact: _____ Phone: (614) 442-1234 MRC ID: 12345	<input checked="" type="checkbox"/> Home Care LMS	1 (2-4)		2 (4-6)	
Larissa Theriault	Results	Support Level	Note	Previous	Vol. Y. N.
27 Home Care, Heights, OH 43124 Contact: _____ Phone: (614) 442-1234 MRC ID: 12345	<input checked="" type="checkbox"/> Home Care LMS	1 (2-4)	Speaks Cantonese.	2 (4-6)	

FREQUENTLY USED CODES (RESULTS):

- | | |
|---------------------|-------------------------|
| NH - Not Home | MVD - Moved |
| REF - Refused | DEC - Deceased |
| INAC - Inaccessible | LANG - Language Barrier |

Looking for more information?

Check out "Canvassing 101" on SEIU Healthcare's E-learning site.