Canvassing — when volunteers meet voters face-to-face at the voters’ home — is one of the oldest and most effective methods of contacting voters and influencing a persuadable voter. The vast majority of voters that you will be contacting are Democrats or Independents who have supported our candidates and issues in the past. The personal contact allows voters to ask questions about the candidate and express their hopes, fears and frustrations about the issues that affect their daily lives. This conversation makes the contact more memorable and thus more likely to influence the voter’s behavior on Election Day.

**It works!**

If you can give us 2 hours a week over the course of a Typical 24 week Campaign, you can do amazing things

During a two Hour canvass Shift, you can talk to 20 voters over 24 weeks = 480 Voters X 1000 Volunteers = **480,000 voter contacts**

**Targeted Voters**

The Campaign has a created a target list of specific voters that we need you to find and speak directly about the campaign. With your help, we are creating a Database of our Voters on who we need to call on Election Day. These lists are part of overall program to identify, persuade and
ensure that the Voters we call on Election Day are our supporters. The Voters on your list are compiled by a team of volunteers and data professionals over the course of the campaign. We may be confirming their support or even confirming they are not supporters. By Election Day we want to be only calling our voters to get them to the Polls.

**Canvassing Overview: What you will be doing**

- A typical Canvass shift is 2 to 3 hours walking door to door in a residential Area
- Canvassing is not for everyone, please be aware of your physical limits as there will be extensive walking
- We are asking you and a team member to “Knock” on 40 to 50 Doors which may have 100 voters at these addresses. It’s been our experience that you will be able to contact about 20 voters during your shift.
- The Campaign will provide you a specific list of voters with their Address and basic information. We want you to talk to these specific voters.

**Before you leave home:**

- Check the weather and adjust accordingly (umbrella, water bottle, jacket).
- Dress appropriately – casual but presentable. Wear comfortable shoes.
- Bring your cell phone and your charger (or extra battery).
- Feel free to wear campaign buttons, hats and shirts.
- Take along sunblock and a hat to protect yourself from the sun.
- Let the staging location know if you have a vehicle and are willing to drive your team to canvass.

**The Staging location:**

The staging location is the central place where volunteers meet before canvassing. Here, you will pick up a walking package that contains everything you’ll need to canvass.

- Sign in and be sure to write legibly — we have to be able read your name.
- Make sure we have your cell phone number.
- You will be paired with an experienced canvasser or bring along a friend and learn together.
- Introduce yourself to your team members and exchange cell phone numbers.
- Find out where and when you are to finish the day’s canvassing.
**Your walking package includes:** A walk list - This is an updated list of registered voters in your target area that usually covers 2 to 3 blocks in a continuous walking route. Typically, a walk list comprises 30 to 50 “doors.”

- Map of the area with street names.
- Scripts and Candidate’s and Campaign literature. Phone number for the staging captain and campaign office.

**The Map**

- The Dots on the Map represents the location for each Voter on your list
- Check out the area and the location using Google Earth
- Find an appropriate place to begin and end each walk. Learn about the neighborhood. Who lives there? What it is like physically? (big lawns, steep hills, apartment buildings, etc.)
- Please note that some addresses will have multiple voters listed such a Couples, Children and Extended Family
- If there are lots of dots on top of each other, that represents an apartment building. Ask the location Staffer if they have arranged access to the building. If not, ask for another
The Walk Lists

The Voter:
- Voter Name
- Voter Address
- Voter Age, Gender and Party Affiliation (D=Dem, R=Republican)

Campaign Survey

The information that each campaign wants you to collect will vary from campaign depending upon where they are in the process. Many of the questions are to confirm the accuracy of the Voter lists. Most important, is the Voter supporting our campaign or do they need more persuading? This is important, over the last few years, the accuracy of the Voter Lists has decreased. It’s not unusual for a list to have 25% or more mistakes.
**Organizing your canvass:** Before you leave the Staging location Review your package and ask any questions.

- Cover each door in teams of two. It takes about one hour for each two-person team to cover an average of 20 doors.
- Is your team appropriate for the area? For example, if you are going to a Spanish-speaking area, does someone on your team speak Spanish?
- Agree on a hard deadline to return to the office, usually at least a half hour before the end of the shift.

**Safety first:**

- Always canvass in teams of two (2) or more.
- Never lose sight of the person you are teamed up with.
- Never go inside anyone’s house. Be on the alert for dogs! If you must enter a fenced-in area to reach the door, shake the fence first and see if any dogs are waiting for you.
- DO NOT go near any house or situation that looks dangerous or jump any fences to reach a voter’s house.

**Collecting information:**

- Take accurate notes on the voters’ preferences.
- Fill out your walk sheets in detail. The information you collect through canvassing is pure gold to the campaign. Write down anything you think will be helpful, including correcting voter information.
- Be sure to write legibly so that others are able to read and enter the data.
- Some common follow-up items include arranging rides to take voters to the polls and answering questions about voter registration and absentee ballots.
Canvassing tips:

- Smile! Present yourself in a positive manner.
- Know your message. Do as much role-playing as possible before you canvass. Be familiar with the script so you don’t have to read it and can engage voters in a real conversation.
- Always smile when a voter answers the door and look him or her in the eyes. 90% of communication is non-verbal.
- After knocking, step back to allow the person to open the door and talk.
- Try to hand voters your campaign literature if they don’t open the door at first.
- Be brief when speaking. Be a good listener.
- Show respect by using the sidewalk instead of cutting through yards.
- Look for clues about the voter from their home (bumper stickers, kids’ toys, type of car, etc.). Find a way to relate to them!
- Don’t hesitate to say “I don’t know” if you are asked a question you can’t answer.
- Never guess the candidate’s position on anything!
- Refer voters to the candidate’s website for specific policy positions.
- If you can’t answer a question, write it down, along with the voter’s contact info and follow up with them later.
- Avoid getting into an argument with a voter. Even if you can win the argument, you’ll likely lose their vote.
- Spend most of your time listening, and then pivot back to your message.
- Spend your time with people who are open to your campaign, instead of opponents.
- Keep your conversations with each voter to 5 minutes. The more doors you are able to knock on each hour will increase the number of quality contacts you can make.
- Ask voters for their help. Would they like to volunteer? Would they consider donating money? If so, send them to the appropriate website.
- Do not offer lawn signs because we never have enough.
- Leave campaign literature behind. If the voter isn’t home, leave literature somewhere noticeable (think eye level).
- Do not return to the address later unless you see that someone is now home.
- **NEVER leave literature in the voter’s mailbox. It is against federal law.**
- Write down any issues or problems that you or your team encounter.
- Be on time! If you are running late, call the staging captain or organizer.

**Return to the staging location:**
- Check in with the staging team.
- Return all the campaign materials.
- Prepare the tally sheet, which is a summary of the voter contacts and other information required by the campaign.
- Sign up for your next shift
Victory 2017 Canvass SCRIPT

Hi, is ________ available? Hi _____ . My name is _____ and I’m with Victory 2017 in your neighborhood to talk about how Phil Murphy, Sheila Oliver, and the entire Victory 2017 team will fight for a stronger, fairer economy, for every New Jersey family. They’ll work to grow our middle class by creating good jobs, guaranteeing equal pay, and fully funding our public schools for real property tax relief. After eight years of Chris Christie and Kim Guadagno looking out for the special interests, we need leaders who will have our backs.

Q1. Can we count on your support for Phil Murphy for Governor and Sheila Oliver for Lieutenant Governor in the November 7th election? [If supporting Democratic candidates, proceed. If Undecided then go to UNDECIDED message. If not supporting, then go to NOT SUPPORTING message] Great! I am so glad to hear that.

Q2A. Because you are a supporter and the kind of person who votes, would you be willing to fill out a Vote-by-mail application to show your support early? It’s easy and quick and a lot of your neighbors vote this way. [If yes Hand them a VBM application and walk the voter through the application process then proceed to voter registration ask]

Q2B. Every vote is pivotal in this election. Is everyone in the household registered to vote? [If no, ask that they come to the door so they can fill out a Voter Registration Application. If Unknown, leave a Voter Registration application with them]

Q2C. Would you be willing to volunteer with our campaign? [If yes mark indicate on you walk sheet and proceed to lawn sign ask]

Q2D. Would you be interested in a lawn sign? [check box and Go to Question 3]

Q3. Will you be supporting Democrats Senator Richard Codey, Assemblyman John McKeon and Assemblyman Mila Jasey for Legislature? [Mark response. If supporting Democratic candidates and you have not already read Qs 2A-2D, then read Qs 2A-2D. If supporting Democratic candidates, and you have already read Qs 2A-2D, go to Q4. If Undecided, and you have not read UNDECIDED message yet, read it]

Q4. Will you be supporting Democrats Patricia Sebold, Rufus Johnson, Brendan Gill and Lebby Jones for Freeholder?

✓ UNDECIDED [check UNDECIDED under ID] I can certainly understand not being sure yet. Democrats will work to grow our middle class by creating good jobs, guaranteeing equal pay, and fully funding our public schools for real property tax relief. After eight years of Chris Christie and Kim Guadagno looking out for the special interests, we need leaders who will have our backs. [Go to Close]

✓ NOT SUPPORTING [check STRONG or LEAN OPPOSE under ID] Thanks for sharing your opinion with us. This year is an important one. After years of some of the least productive Leadership in New Jersey history, our state faces some major challenges. We hope you continue to stay engaged, watch the debates, and give every candidate’s views a fair chance. [Go to Close].

CLOSE. [When you have reached a natural stopping point, wrap up politely.] Well, thanks for taking the time to discuss these important issues facing our state. We hope you’ll keep this conversation in mind and consider voting for Phil Murphy, Sheila Oliver, Richard Codey, John McKeon, Mila Jasey, Patricia Sebold, Rufus Johnson, Brendan Gill and Lebby Jones on Nov 7, Election Day