Organizing 101 – How To Run An Effective Canvass

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What makes up field work?

Why Canvassing is Important

- **Canvassing**: going door-to-door to engage with voters

- The most powerful tool campaigns can utilize

- Groups that are canvassed yield 9.8% more votes than groups not canvassed[1]

1. Gerber-Green 2000

Preparing for a Canvass
- Staging Location -

- **Staging Location**: where you launch your canvass from

- **Example**s: store fronts, community centers, garages

- **Qualities**: central location, small but organized, easily accessible

Preparing for a Canvass
- Volunteers -

Volunteers Needed

- Volunteer recruitment is necessary for canvassing

- As you door goal increases, so should your volunteer recruitment efforts

- Recruit from college clubs, churches, neighborhood organizations, etc.

Preparing for a Canvass - Walk Packets -

- **Walk Packet**: everything a volunteer needs to canvass

- **Includes**: script, literature, map of turf, directions to/ from staging location, walklist, canvassing best practices

- A well put-together walk packet can make the difference

Preparing for a Canvass
- Turf -

- **Turf**: the neighborhood/area you will be canvassing

- Make sure your turf is walkable: safe, no gates, accessible, close to staging location

- Scout out your turf before the canvass

Canvass Launch

- Have each canvasser sign in when they arrive: name, phone number, time of arrival

- Have volunteer leaders assist with greeting canvassers

- Re-shift your canvassers!

Training Your Canvassers
- Agenda -

- Who are you talking to and why?
- Goals of the canvass
- Explanation of walk packets
- Hard ask and script
- Best practices

Training Agenda
- Who We're Canvassing -
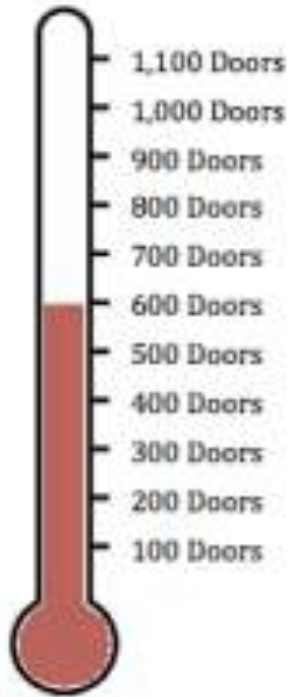
- Voters

- Base

- Turnout

- Persuasion

Training Agenda
- Goals of the Canvass -

1,100 Doors
1,000 Doors
900 Doors
800 Doors
700 Doors
600 Doors
500 Doors
400 Doors
300 Doors
200 Doors
100 Doors

- Setting goals will excite & motivate your volunteers

- Expectations should be clear

- Know how many doors you're knocking on!

Training Agenda
- Turf Packets -

- Review the packet and how to fill it out

- Canvassing is useless without accurate data

Training Agenda
- Walk List Responses -

Responses:

- **NH** = Not home: No one answers the door.
- **DC** = Deceased. This is very rare.
- **NC** = Non-citizen.
- **RF** = Refused: This is marked when you do talk to the voter but they are unwilling to discuss the campaign with you.
- **MV** = Moved: This is marked when you do talk to a person, but they indicate that the specific voter you are asking for has moved.
- **LG** = Other Language
- **IN** = Inaccessible: You are physically unable to access the door. There might be a locked gate or a dog.
- **VC** = Vacant: The house is clearly empty. Maybe there are realtor signs in the lawn or stacks of newspapers.

Training Agenda
- Hard Ask & Script -

- Explain the script and talking points

- Conversations should flow and not feel forced
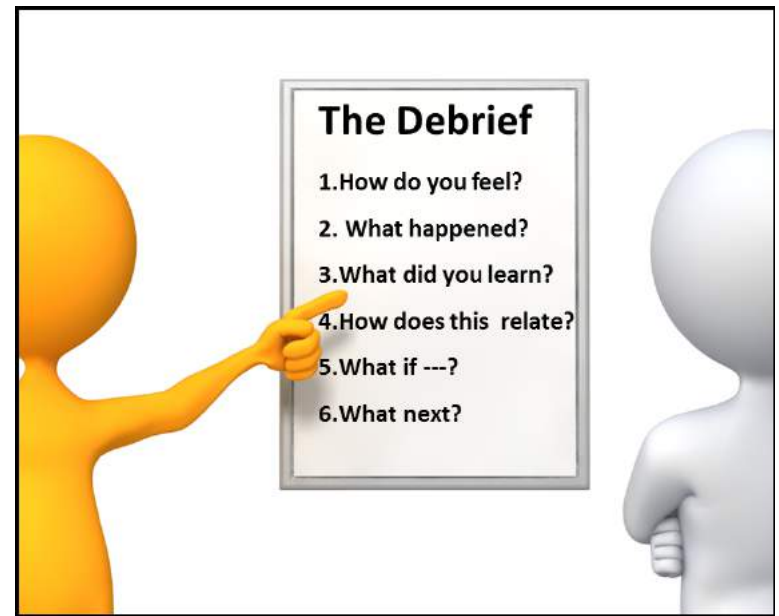
- Hard Ask: getting the most out people

Training Agenda - Best Practices -

- Role play section

- Model a conversation

- The "do's and don'ts" of canvassing

- Pair volunteers together

Canvass Intake

- As canvassers return, have them sign back in

- Debrief: how did it go, good conversations, bad conversations, when can they canvass again?

The Debrief
1. How do you feel?
2. What happened?
3. What did you learn?
4. How does this relate?
5. What if ---?
6. What next?

Quality Control

- Hire good organizers
- Properly train your organizers
- Spot check packets to ensure voters were actually talked to
- Track all packets through a sign in/out system