



Canvassing Do's and Don'ts

- **DO: Know with whom you are speaking.** Our canvassing lists contain names of voters of all political stripes. They will have anywhere from a strong understanding about the issue to no familiarity at all. They may vote in every midterm and primary or they may only show up for some presidential elections. Review your map and script to make sure you know how you will respond to voters you may encounter who fit any combination of these attributes.
- **DO: Know how your list is organized.** Canvassing lists are divided by streets and with odd and even numbered houses on their own sheets. This allows walking up one side and down the other while canvassing. Following the packet order will let you to stay organized and make the canvass and data entry more efficient.
- **DO: Ask, by name, to speak separately with each person whose name is on your list.**
- **DO: Carry literature if directed by your field captain (some phases).** If no one answers a door, leave a piece of literature securely in the door (*never in a mailbox*).
- **DO: Be polite, energized, and positive at all times.** We are always representing Voters Not Politicians while canvassing. Your conversation will likely be the first interaction with our team that voters encounter. Make sure you leave a positive impression. It may seem strange, but being nice may be the difference between winning and losing on November 6, 2018.
- **DO: Stay organized and make sure to hit every door in the packet.** Polling indicates many voters are likely to support whichever side of the issue reaches them first. We need to make sure we get to as many voters as possible before our opposition reaches them. Staying organized and thorough makes recording data simple and efficient.
- **DO: Promptly sync in MiniVAN or turn in walksheets.** Data needs to be recorded nightly. The campaign needs data to be as up-to-the-moment as possible in order for the campaign to make informed decisions. Even partially completed turfs should be synced or returned.
- **DO: Answer questions simply.** If you don't know an answer, direct them to our website.
- **DO: Always be recruiting.** Enthusiastic supporters should always be asked if they would like to help out. Get emails and phone numbers so we can connect them to the campaign.
- **DON'T: Be rude or disrespectful.** Even, and especially, if someone treats you poorly. If they are upset about our mission, our best answer is to knock more doors. If they are having a bad day, we may have a good conversation with them later down the road.
- **DON'T: Presume relationships between people on your list.**
- **DON'T: Get in the weeds!** This means don't argue with people who don't like what you are pitching and don't get pulled into discussions about things like the current political climate or specific politicians. Politely cut the conversation short and move to the next door.
- **DON'T: Be fake news!** If you are unsure about a response to a question posed by a voter **do not guess**. Offer to get back to them with a correct answer or direct them to the FAQ page of the website.
- **DON'T: Stand too close to the door.** Knock and then take a step back.
- **DON'T: Knock on doors that are not on your list.**
- **DON'T: Touch or leave anything in a mailbox.** This is a federal crime!
- **DON'T: Go inside someone's home,** even if you are explicitly invited and the person seems friendly and nice.
- **DON'T: Be partisan.** This means don't wear any clothes associated with parties or partisan candidates while canvassing. Don't get dragged into a discussion about your political preferences beyond our single issue.
- **DON'T: Forget to have fun!** These door knocks will be some of the most exciting and powerful political exchanges in Michigan's history. Voters will be fascinated and motivated by your example. Your excitement is contagious and will lead to us recruiting more volunteers!

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Important: If you are asked to comment by a member of the press or media, please politely decline and direct to https://www.votersnotpoliticians.com/media_inquiries.