

Canvassing 101

UCDP (Special thanks to BCDP and NCDP)

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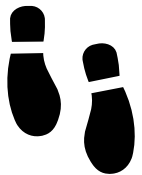
Why Canvas

Stats from NCDP and Donald P. Green; Alan S. Gerber (30 September 2015). *Get Out the Vote: How to Increase Voter Turnout*. Brookings Institution Press. [ISBN 978-0-8157-2569-5](#).



Direct contact with neighbors and voters can establish a relationship

2016- 25% increase in registered voters, but if no one followed-up they DIDN'T show up to vote!



Building long-lasting relationships shows 8% increase in support

Increases turnout by about 7 percentage points, compared to phone banking which boosts it by 2.6 points.



2016 NC - Lessons Using the Data

Canvassing increases voter turnout

- ▶ Early Voting Makes the biggest difference
 - ▶ Cut hours - 3% + R
 - ▶ Increase hours- 5% + D
 - ▶ Increase in hours by >10% - 10% + D
- ▶ Hurricane Matthews
 - ▶ 8" Rain + cut hours - 11% + R
 - ▶ 8" Rain + increase hours - 6% + D

The background of the slide is a blurred American flag, showing the stars and stripes in a soft, out-of-focus manner.

Congrats to Union County Democratic Party

- ▶ #10 out of 100 NC counties-
Most improved Democratic
Governor Vote**

Getting started

Scout

Get to know your precinct

Drive around

See if some areas OK to canvas or not

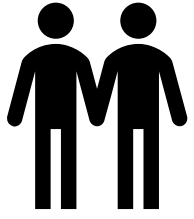
Develop

Develop a plan

NCDP wants us to get to know our neighbors now

Want to be organized and targetted

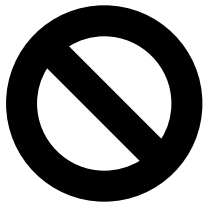
For GOTV- start strategy 90 days before early voting

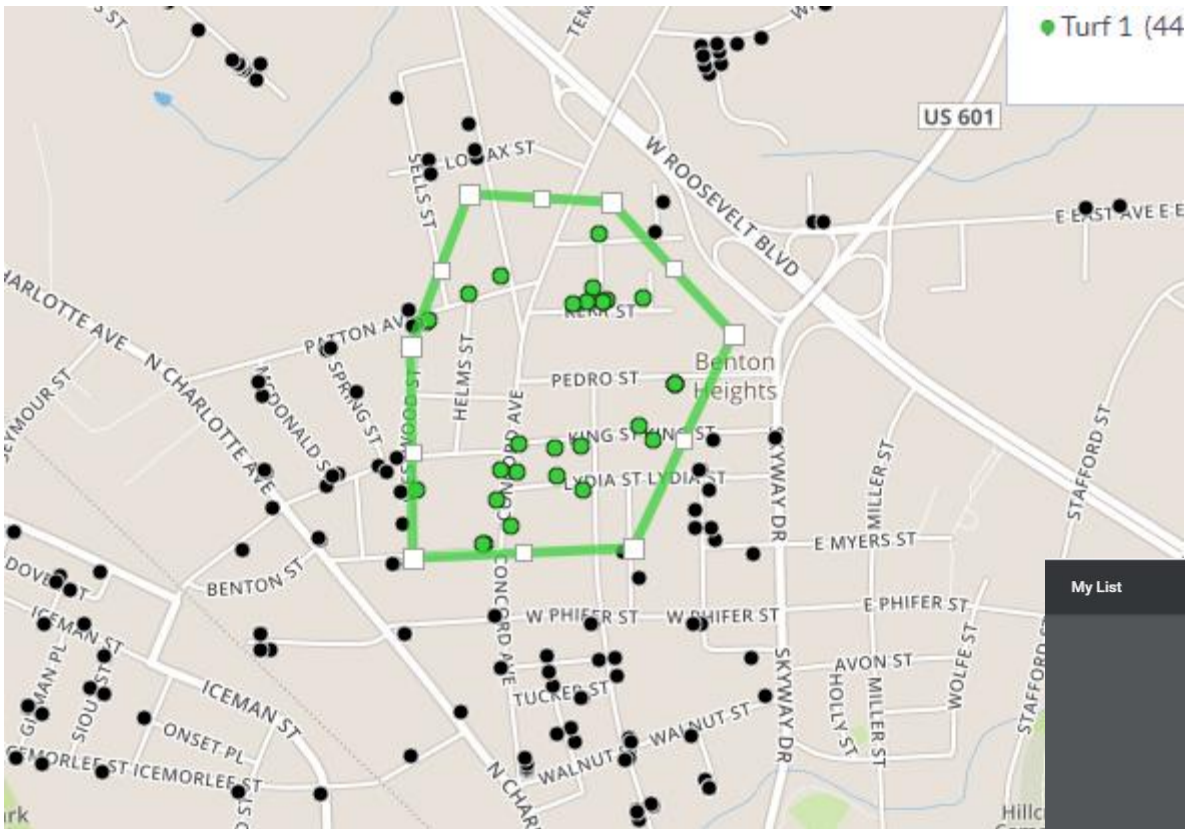


Prepare to Canvas



- ▶ Ideally canvas in pairs
- ▶ Have your cell phone fully charged
- ▶ Keep a list of everyone's cell phone number and give them yours
- ▶ Carry water and a snack in your car
- ▶ Be prepared for weather with sunscreen, rain gear, jackets, etc.
- ▶ Dress appropriately and respectfully
- ▶ Carry a whistle, which will ward off most dogs
- ▶ Respect “no trespassing” signs - stay away





Walk list

Cutting Turf

My List 1 / 16

Precinct Code: 6182 9312 Polling Location: #1 BENTON HEIGHTS CHURCH OF GOD, 1111 CONCORD AVE

Union - 001 - Concord Ave - Odd					
Phone	Results	Best Contact	Dem Support	Attend Event?	Volunteer?
[Redacted]	<input type="checkbox"/> Cell or Preferred <input type="checkbox"/> Not Home <input type="checkbox"/> Call Back <input type="checkbox"/> Refused <input type="checkbox"/> Moved <input type="checkbox"/> Not working <input type="checkbox"/> LM <input type="checkbox"/> Deceased <input type="checkbox"/> Other	<input type="checkbox"/> Call <input type="checkbox"/> Text <input type="checkbox"/> E-mail <input type="checkbox"/> USPS	<input type="checkbox"/> 1 Strong Support <input type="checkbox"/> 2 Lean Support <input type="checkbox"/> Unsure <input type="checkbox"/> Lean Oppose <input type="checkbox"/> Strong Oppose	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe <input type="checkbox"/> Later <input type="checkbox"/> If Later When?
Party: D Sex: M Age: 24					
[Redacted]	<input type="checkbox"/> Cell or Preferred <input type="checkbox"/> Not Home <input type="checkbox"/> Call Back <input type="checkbox"/> Refused <input type="checkbox"/> Moved <input type="checkbox"/> Not working <input type="checkbox"/> LM <input type="checkbox"/> Deceased <input type="checkbox"/> Other	<input type="checkbox"/> Call <input type="checkbox"/> Text <input type="checkbox"/> E-mail <input type="checkbox"/> USPS	<input type="checkbox"/> 1 Strong Support <input type="checkbox"/> 2 Lean Support <input type="checkbox"/> Unsure <input type="checkbox"/> Lean Oppose <input type="checkbox"/> Strong Oppose	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe <input type="checkbox"/> Later <input type="checkbox"/> If Later When?
Party: D Sex: F Age: 51					
[Redacted]	<input type="checkbox"/> Cell or Preferred <input type="checkbox"/> Not Home <input type="checkbox"/> Call Back <input type="checkbox"/> Refused <input type="checkbox"/> Moved <input type="checkbox"/> Not working <input type="checkbox"/> LM <input type="checkbox"/> Deceased <input type="checkbox"/> Other	<input type="checkbox"/> Call <input type="checkbox"/> Text <input type="checkbox"/> E-mail <input type="checkbox"/> USPS	<input type="checkbox"/> 1 Strong Support <input type="checkbox"/> 2 Lean Support <input type="checkbox"/> Unsure <input type="checkbox"/> Lean Oppose <input type="checkbox"/> Strong Oppose	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe <input type="checkbox"/> Later <input type="checkbox"/> If Later When?
Party: D Sex: F Age: 39					



What to say?

Know the name of the person on your list

Before the door opens **take a step back**

Verbal and non-verbal communication
establish credibility and trust

Keep Your Talk Concise: Expect about three minutes per person (exception- Survey)

Quickly establish:

Who you are?

Who you represent; (Democratic slate or specific candidate)

Why you are canvassing today

If applicable: What's your story

Give and Get information

Listen and/or

Educate:

- Party views
- Candidate info
- Election specifics- where and when

Canvassing for a specific candidate:

- Always follow the instructions given by that campaign's field coordinator

Invite:

- Precinct meeting
- Training events
- Monthly county meetings
- Candidate Forums

Do not miss an opportunity to re-connect:

- Do not avoid answering difficult questions

The background of the slide is a blurred, wavy American flag. The stars and stripes are visible but out of focus, creating a patriotic and textured backdrop.

SURVEY

The Take Away (NPR)

<http://www.wnyc.org/story/democrats-grasp-identity-and-message>

Sharing your Story-Establish a Relationship

- ▶ Know your audience
- ▶ Connect using a balance of logic and emotion
- ▶ Story needs an obstacle/challenge and how you overcome it
- ▶ Your choices help to explain who you are
- ▶ Share why you are involved

Inaction

- ← Inertia
- ← Apathy
- ← Fear
- ← Isolation
- ← Self Doubt
- ← Disillusionment

Emotions
keeping
us from
being
involved

Emotions
that make
us do
something

Urgency



Anger/Passion



Hope



Solidarity



You can make a
difference



3 Parts of Public
Narrative: **Self, Us**
(who we are
together), **Now**
(Invite others to
take actions/join)

Motivation

Loose ends

- ▶ Provide your information to your Precinct Chair or VB Team lead to **validate and update VB Data**.
- ▶ Legally- **canvassing is not solicitation**
- ▶ Whenever you and other **volunteers are representing the party** in any capacity, you are **expected to follow the laws** of the land, **instructions of the chair** and spirit of the **Plan of Organization**.