



10 Things You Need to Know About Canvassing



Face to face conversations are the most effective method of building authentic relationships that lead to collective action. We'll meet and engage our congregations and the communities they serve to invite folks into beloved community. Here are some key tips on good conversations:

1. **Smile and be positive.** Keeping an upbeat, conversational tone sets a positive framework to build relationship through conversation.
2. **Make a personal connection.** Introducing yourself as a neighbor or fellow community member allows you to use inclusive language: 'we have power', 'our community needs', 'can **we** count on you to join us in **X**', etc.
3. **Instill a sense of urgency** – why do we need to do something now?
4. **Put the script into your own words!** The script is a guide to help you drive the conversation. Once you're comfortable behind the wheel, you can drive comfortably (as long as you stay on track and end in an ask!)
5. **End with a SOLID PROPOSITION/ASK.**
6. **You should never go inside someone's house**, even when invited in. Safety first.
7. **You should *only* go to the doors of the neighbors on your list once we're in GOTV.** At this point, our lists will include folks we've built relationship with and will be the only folks who can vote once the voter registration deadlines have passed. Our lists are built on past face-to-face and phone conversations and your conversations will build upon – or begin – those relationships.
8. **You should *always* leave literature/flyers at the door of neighbors on your list who are not at home.**
9. **You should fill in data for *every door* you knock. Data is power.** We're building relationships with our neighbors and we want each conversation to build upon the last, so it's critical you record the response you get at each door (and from whom you got that response!)
10. If you're knocking after dark – **go with a buddy and bring a flashlight.** And always remember to **get the cell phone number of your Organizer, Team Lead and/or Canvass Captain.**