#KNOCKEVERYDOOR

Canvass Host Guide

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Thanks for your interest in canvassing with #KnockEveryDoor! This guide, like all of our volunteer materials, is a work in progress. **If you have feedback or ideas, or would like to help out with #KnockEveryDoor, email us at team@knockeverydoor.org – we try to reply to every email within 24 hours.**

Before we go any further, we have to note one thing that's so important that we're going to bold and highlight it: **When you post your event on Facebook, please use the #KnockEveryDoor hashtag in the title of the event and then submit your event through this form.** If you don't, we won't be able to connect you with other people in your community or send you additional information about canvassing.

Finally, remember: **After your canvass, send all of your data forms and any notes on feedback to team@knockeverydoor.org and our team of data entry volunteers will enter the data for you.**

Step 1: Choose a date and location

There are lots of factors to consider when deciding where to canvass. For a deeper dive into the subject, including a list of counties who flipped from Obama to Trump, **click here** – or just keep it simple and pick somewhere near where you live.

There are two ways to canvass: You can knock on people's doors or you can find a place with lots of foot traffic.

Once you decide where you're canvassing, choose a nearby location for your canvassers to meet up. That's the location you'll want to use when you create your Facebook event and in any other promotional materials you create.

If you're canvassing a suburban neighborhood, your rally point could simply be a grocery store parking lot. If you're canvassing a college campus, the quad could work.

Once you have a location, pick a time. Again, this depends on where you're canvassing. 5 pm on weekdays or early afternoon on a weekend is ideal for a community where lots of people are working during the day. Noon on a weekday is perfect for college campuses.

Step 2: Create your event on Facebook

Creating and promoting your canvassing event on Facebook and other social media platforms will be instrumental in raising awareness and attracting volunteers in your personal network. It will also allow you to track attendees and sign ups to help you grow your personal list of supporters to recruit for future canvasses.

Again, it's very important to use the #KnockEveryDoor hashtag in the title of your Facebook event and to submit your event through this form. If you don't, we won't be able to connect you with other people in your community or send you additional information about canvassing.

We've created a more in-depth guide for you to learn how to best leverage Facebook for organizing, **click here**.

Step 3: Recruit!

Recruiting people to attend your event is easy. You only need a handful of people for a fantastic day of canvassing, but more is always better.

Effective recruitment is all about personalized contact. Imagine for a moment that an acquaintance includes you on a mass email inviting you to attend a party at their house. You know they aren't expecting you to reply to the email, so you make a note of the party in your calendar and move on with your day.

Now imagine that the same person calls you and tells you they're throwing a party and that they'd really love it if you came. You say yes. 24 hours before the party, your acquaintance texts you to confirm that you're coming, and says a mutual friend who is also attending is really excited to see you there.

Which party are you more likely to actually show up to?

We've ranked recruitment methods in terms of their effectiveness – which really just means in terms of how personal they are.

Type of Contact	How effective it is	Necessity
Calling	Very Effective	Important
Texting	Effective	Important
Facebook: Messenger	Good	Basic but Necessary
Facebook: Individual Invite	Fair	Basic but Necessary
Facebook: Groups & Pages	Fair	Basic but Necessary

If you have politically active friends who want to get involved, this is a great place to start! Follow this up with individual texts. If you don't have politically active friends to call & text, facebook groups and invites are a great way to build new relationships!

Also, remember that Trump being elected president has gotten a lot of people thinking about getting involved in politics for the first time. Don't make assumptions about who is and isn't interested. Call everyone you know and ask them to canvass with you. Chances are, you'll learn that a lot more people than you thought are interested.

You may also want to partner with local activist groups to organize a canvass. Below is a partial list of organizations that support local organizing and a link to a resource you can use:

Resistance Calendar: https://www.resistancecalendar.org/

Our Revolution: http://map.ourrevolution.com/
Bernie Sanders: http://events.berniesanders.com/
Indivisible: https://www.indivisibleguide.com/groups-nav

Consider pitching your canvass at a local chapter meeting or event, or posting your canvass on one of these organization's events lists.

Step 4: Preparing your materials

A key component to our success will be gathering accurate data on the doors we knock on and the responses to the questions we ask the voters while canvassing. As a host, you should be prepared to provide your volunteers with any materials they will need at the door. We've prepared a materials checklist for you to keep track of all the things you will need when hosting with links to these documents you can print out.

- ❏ Canvassing Script (8x per canvasser [4 pages per conversation])
    - Familiarize yourself with the script and practice with fellow volunteers before heading out to canvass your neighborhoods
    - Fill out each form as thoroughly as possible (4 pages per single conversation)
    - Take photos of all forms and send them to data@knockeverydoor.org

- ❏ Canvass Tracker (3x per canvasser)
    - Take photos of all forms and send them to data@knockeverydoor.org
    - Each sheet should have a corresponding Data Collection Form

- ❏ Sign-in Form for attendees (1x per 10 canvassers you expect)
    - Remember to sign in every volunteer that joins your event!

- ❏ Tips for Successful Door Knocking (1x per canvasser, plus a few extras)

- ❏ Clip Boards (1x per canvasser, plus a few extras)
    - You can also use alligator clips and cut-up foam board as a cheaper alternative to clipboards

❏ Pens (lots)
  - Canvassers should always have at least 2 pens :-)

❏ Markers and name tags
  - Name tags have been proven to make the canvasser more personable

Step 5: Confirm your attendees

The best way to ensure attendance to your event is to remind your RSVP's as the event approaches. By contacting them as the event approaches, they are much more likely to attend. You can also be sure that all attendees have the correct details about the event, and are prepared to knock on doors. In order to confirm your guests, you can:

1. **Call:** If you know them personally and have their contact information, speaking on the phone with your guests is the most effective way to ensure their attendance.
2. **Text:** Texting your attendees is another great way to confirm your attendees.
3. **Message them on Facebook:** If you don't have their phone number, messaging your guests directly on Facebook is another effective way confirm attendees to your event.

Step 6: Introduction to canvass

1) **Introduction**

   a) Begin by introducing yourself, and provide a personal story for why you are helping to knock every door and any past positive experiences knocking doors. Then have all of the attendees go around and introduce themselves.

2) **Political Context**

   a) After that, provide some context for who #KnockEveryDoor is and information about the mission of the project. Below is some sample language you are welcome to use:

   " In the 2016 elections, Democrats fell short when it came to organizing the kind of face to face conversations between volunteers and voters that can help identify and persuade the voters we needed to defeat Trump. Our goal is to start building a truly massive, grassroots, volunteer-led

movement to listen to voters (and nonvoters, too) and start the long hard work of taking our democracy back.

Meanwhile, we'll be building a huge database of voters, their contact information, and information about whether they're willing to help us fight Trump. We'll call those people back or send them a text message and ask them to get involved in other big organizing projects to push Democrats to stand up to Trump, defeat Republicans (and maybe some corporate Democrats!) at the ballot box, and, ultimately, crush Trump in 2020."

3) **Discuss Turf**

   a) Next, you are going discuss the turf you are canvassing. If you are going to be in a historically conservative or liberal area, make sure that is well known so volunteers know who to expect at the door. If you are in a swing county, make sure folks are ready to be able to talk to both types of voters!

4) **Set Expectations and Goals**

   a) Once folks have a good sense of the type of doors they are knocking on, it is time to set some goals and expectations! Goals are extremely important motivators to help folks take that extra step and knock those last few doors at the end of the street.

   b) We expect that most folks will knock 15 doors per hour, and have two substantial conversation during that time. So if you are planning to host a three-hour canvass, with ten volunteers (including yourself), set a goal of 450 doors knocked.

5) **Data Collection**

   a) Walk through both of the data collection forms and explain the importance of collecting good data. Emphasize that everyone must return EVERY sheet of data they collect. Data collection is an integral part of our program. If we are not able to have quality data about our interaction with folks at the door, we will have a difficult time mobilizing the right folks in 2018 and 2020.

6) **Set Time and Location for Debrief**

   a) Finally, set a time and location for you debrief and form collection. The debrief is important for volunteers to be able to reflect and learn from their experiences at the doors collectively, along with serving as a means

of reinforcing solidarity in your group - particularly if folks may have had a couple bad experiences at the door.

Once you have discussed your experiences and taken notes about what went well and what didn't, collect everyone's data forms, and scan and email them to data@knockeverydoor.org where a volunteer team will enter them into our database.

We recommend downloading and using either the app Scannable (iPhone) or CamScanner (Android) to do this.

Step 7: Training

This section is where you are going to get into the nitty gritty of the script (**found here**) and practice with your volunteers. First, you are going to do a walkthrough of the script aloud - note the various sections and points where we are recording data. After answering any questions or helping to clarify things, it's time to role play.

You will want to have a partner to do this with - it can be a canvass co-host or a volunteer who you ask ahead of time to participate. Make sure they are prepared to play the role of either the canvasser or the voter. Ideally, you will do a role play of both kinds of voters - Trump and Clinton.

A successful roleplay with include some awkward moments the canvasser has to overcome so folks can see what type of potential hurdles to expect. This could be in the form of a Trump supporter saying an inflammatory thing that the canvasser should handle politely and courteously, while also not agreeing with voter. As you canvass more, you will be able to draw on past experiences to provide better anecdotes while training.

Before having your volunteers pair up and have them practice themselves, you should share with them the canvassing best practices and do a read through of each of them and what they mean. You can **click here** to access that doc. It is also included in the materials checklist. These tips are very helpful for any form of canvassing, but are particular to this project - so make sure to really emphasize them!

After reviewing the best practices, it's time to have your volunteers practice themselves! Have them pair off and move to separate parts of the room or staging location.

Before they jump right into the script, have them spend 1-2 minutes thinking about their personal story about how they, and or their friends and family, will be affected under Trump's presidency. If anyone believes they do not have a good personal story, or are having trouble thinking of something, ask a couple people to share theirs (if they are comfortable) to help folks.

Once they have their stories, they can then begin practicing. Just like the role playing that you did earlier, have the volunteers practice the same format - with one person being a Trump or Clinton supporter, and the other being the canvasser. Then have them switch roles. It is best (if you are not practicing with someone else) to meander around the room and listen to folks conversations. Make sure to provide helpful tips or advice!

❏	**Intro:** Who you are, your story of self, political context and who KED is. You should start this segment 10-15 minutes after the start time of the event	**5 Minutes**
❏	**Discuss Turf and Set Goals & Expectations:** Talk about the political nature of your turf and set a goal for doors knocked. Set time and location for debrief	**10 Minutes**
❏	**Script Walkthrough:** Do a readthrough of the script with the group	**10 Minutes**
❏	**Role Play:** Show a sample interaction someone might have at the door	**10 Minutes**
❏	**Practice:** Have volunteers pair off and practice script on their own	**15 Minutes**
❏	**Final Q&A:** Time for any final questions or clarifications	**5 Minutes**

**When everyone feels sufficiently practiced
and ready to go out into the field,
it's time to start canvassing!**

Step 8: Debrief

Once you and all of your volunteers are back to your staging location - or the post-canvass meeting location, you will want to have a discussion about everyone's experiences to reflect on how it went. **To guide this discussion, we suggest a "Plus, Minus, and Delta" system of eliciting feedback:**

1. **Plus (+)**
   a. This is where folks reflect on what went well canvassing. Have everyone go around a share a positive experience they had. It could be a successful conversation with a Trump supporter who they were able to sway, or it could have been just a nice conversation with a fellow progressive.
2. **Minus (-)**
   a. This is where folks share some of the more difficult experiences they had at the door. It may have been someone who rudely refused to listen to them, or someone who said inflammatory things. It is very important to not let people dwell on these experiences but to use it as a time to learn about how we can improve this project
3. **Delta (Δ)**
   a. This section is for folks to talk about ideas they may have for how the script, or any other aspects of the project could be altered or changed entirely. We do not want this to be a continuation of "Minus", but to have it be a constructive feedback session where we learn how we can do our jobs better.

After listening and recording feedback, it's time to schedule your next canvass! If you have already scheduled the next one, do a quick poll of who is available to attend - and make sure to record their names! If you do not already have a time, work with your group to set up a mutually agreeable time and plan accordingly.

Send all of your data forms and any notes on feedback to data@knockeverydoor.org and our team of data entry volunteers will enter the data for you. Again, we recommend using the free apps Scannable (iPhone) or CamScanner (android) to do this.

Finally, **share your photos and stories!** Use our hashtag #KnockEveryDoor in your posts or send your photos to team@knockeverydoor.org

For Local Activist Groups

Leveraging The Script

For local groups looking to recruit potential members at the door, we suggest using this sample pitch at the end of a positive interaction with a voter to plug your group:

> "I'm also part of _____ in _____ and we're currently working on _____ and need more like-minded community members to step up and join the fight. Are you interested in helping the cause?"

From there, you can record their contact information and follow-up with them if they provide consent for you to do so.

Collecting Contact Info

We also encourage groups to database voter contact information (name, phone number, email address, street address) that they collect. ***IMPORTANT:*** *Survey responses and recorded opinions may not be retained by local groups. By canvassing with Knock Every Door, you agree not to database anything other than the voter's contact information and whether they are interested in volunteering.*

Recruiting For Your Group

Local groups have also found success in going to other group meetings and giving a pitch about canvassing as a means to provide a consistent volunteer activity for their members. We do want people to be cognizant of "co-opting" a space or group, so make sure to ask permission before doing so. For folks looking to recruit, you can use **this sample script** to recruit with. You can then collect people's information if they are interested in joining with **this form here**.

Frequently Asked Questions

Whose doors are we knocking?

We want to knock on every door, but we are especially determined to knock on the doors of those in precincts who flipped from Obama in 2012 to Trump in 2016.

Why are we knocking on every door?

As we have conversations with our neighbors, we'll learn a lot about why the Democrats lost in 2016 – and how we can hone our organizing strategies and tactics to

win in the 2018 midterms and in 2020. We'll compile what we learn into a report and share it with reporters and Democratic Party leaders.

Meanwhile, we'll be building a huge database of voters, their contact information, and information about whether they're willing to help us fight Trump. We'll call those people back or send them a text message and ask them to get involved in other big organizing projects to push Democrats to stand up to Trump, defeat Republicans (and maybe some corporate Democrats!) at the ballot box, and, ultimately, crush Trump in 2020.

What type of canvassing are we doing?

We want to understand people's lived experience of the election and what motivated them to vote (or not vote), so we're going to have long, open-ended conversations where the people we're canvassing do most of the talking.

That means asking a lot of questions, listening carefully to what we hear, recording as much information as we can in a survey form that we'll provide, and being grateful to the people we talk to for their time – even if we disagree with what they say.

Groundbreaking political science research suggests that long, open-ended conversations like these can actually change people's minds – maybe even Trump supporters. They're also the best way we can think of to get a better understanding of why some Obama voters didn't vote this year or flipped to Trump.

Why Promote on Facebook/Social Media?

Social media is an excellent way to promote your event. In fact, some of the largest protests, marches and direct actions today are organized using simple tools like Facebook. Where else do you have access to hundreds of people, friends, acquaintances all at your fingertips?

We're extremely excited to have you on the team! It's going to be a difficult next few years, but we know this project will have a last impact on generations to come if it is successful!

If you have any feedback on how to improve this guide or have any questions, please feel free to email team@knockeverydoor.org

Thank you!