

Steps to Launching Your Canvass

Everything you need to execute a successful door-knocking operation is right here.

1. Make three rounds of confirmation calls to canvass volunteers the evening before the canvass, and leave messages on the final round.
2. Remind volunteers to wear comfortable shoes, stay hydrated, and bring sunscreen.
3. Have all materials printed before volunteers arrive. Make sure to include directions and/or maps to the first address in the canvass packet.
4. Put canvass packets in walk order before volunteers arrive.
5. Conduct a brief training (~15 minutes) before volunteers head out to the turf, and make sure to include a role-play.
6. Set clear expectations (Ex: One shift is about ~50 doors in 3-4 hours and you can expect a contact rate of between 20 and 30%).
7. Collect volunteer cell phone numbers so you can check in mid-shift. Make sure they have your number too!
8. Remind volunteers to remove sunglasses at the door, smile, and put the script into their own words.
9. Remind volunteers that their personal story is the most powerful tool they have.
10. Sign out your packets so that you know who's walking where.
11. Organize your packets in clearly marked boxes for volunteers to grab and – "Un-walked," "Completed," and "Data Entered."
12. Reschedule volunteers for next shift before they leave (Pro tip: Have a calendar on the wall for folks to sign up on their way out and/or place a re-scheduling field on your tally sheets).
13. Have a data-entry event within 48 hours of your canvass event (Pro-tip: Coffee or pizza and a little music help) Recruit your tech-savvy volunteers to lend a hand!

Materials Checklist

- ☐ Clipboards
- ☐ Walk sheets
- ☐ Directions and Map to first address
- ☐ Canvass Script
- ☐ Pens
- ☐ Calendar of upcoming events (you never know when you'll find a volunteer prospect at the door!)
- ☐ Literature or Doorhanger (if applicable)
- ☐ Stickers and/or buttons (for volunteers to wear)
- ☐ Water

- ☐ Ponchos and large plastic bags (for inclement weather)