

GETTING READY TO CANVASS: A VOLUNTEER GUIDE

MICHELE GREGORY FOR SALISBURY CITY COUNCIL • WWW.MICHELEGREGORY.NET

SAFETY FIRST

Always canvass in teams. Never go inside anyone's house and be careful of dogs! If you have to enter a fenced area to reach the door, shake the fence first and see if any dogs are waiting for you. Bring doggie treats as a last resort and to earn brownie points with owners

DRESS THE PART

Check the weather before you leave. Dress appropriately and wear comfortable shoes! Look presentable but casual. Bring snacks and water.

IT'S NOT ONLY WHAT YOU SAY

90% of communication is non-verbal. Always be smiling when a voter answers the door and look them in the eyes. Take a step back from the door after you knock to allow them to open the door and talk. Try to hand them your campaign literature if they don't open the door at first.

SAY "I DON'T KNOW"

Never guess the candidates position on anything! If you can't answer a question, write it down along with their contact info and let them know that you will follow up later.

If you have any questions, please contact:
Nicole Bishop-Herr, Campaign Manager
nicole@michelegregory.net

NEVER DEBATE

Don't argue with the voter! Even if you can win the argument, you'll likely lose the vote. Spend most of your time listening, and try to pivot back to your message. Spend the most time with people who are open to your campaign instead of hard-core opponents.

LET THEM KNOW YOU WERE THERE

If the voter isn't home, write a short note on your literature saying "Sorry I missed you." Leave literature somewhere noticeable (think eye level). NEVER leave literature in the voter's mailbox (this is ILLEGAL).

KNOW YOUR ENVIRONMENT

Look for clues about the voter from their home (bumper stickers, kid's toys, type of car, etc). Find a way to relate to them! Show respect by using the sidewalk and not cutting through yards.

MOVE QUICKLY

The more doors you are able to knock on each hour increases the number of quality contacts you can make. Try to knock on at least 12 doors per hour with 5 contacts per hour. Avoid talking to a single voter for longer than 5 minutes.

TAKE GOOD NOTES

The information you collect through canvassing is pure gold to the campaign. Write down anything you think will be helpful (be sure to write legibly so others are able to read and enter the data). After you finish for the day, note each voter with whom you've had a conversation. Write up a quick postcard thanking them for talking with you and asking for their vote.