

CANVASSING TOOLKIT

Introduction

Canvassing door-to-door is one of the most effective ways to get out the vote and for having meaningful conversations with voters.

Seek to get people excited about the coming election. Engage them and listen to them. Ask, “What gets you excited to vote?” “What do you think about the direction of the country?” “What issues are of greatest concern to you?”

Do not argue with anyone. It is not productive.

Sometimes you will want to wear tees, hats or buttons that have a Democratic logo. However, at other times you will not want to wear such items. (e.g. If you have NPAs on your list, you should not do that as it limits your ability to engage.)

Carry Voter Registration and Vote by Mail forms with you as well as any other handouts you are using. Always be courteous and listen well. Smile!

Preparation and Study

- Florida Canvassing Guidelines – Is Canvassing Legal? [DOWNLOAD HERE](#)
- How to Knock on Doors When Seeking to Persuade [LINK to video](#)
- How to Knock on Doors For a Commitment (to sign a petition, sign up for Vote by Mail, or vote in the next election) [LINK to video](#)

Sample Scripts When Canvassing

- Get Out the Vote Before Elections [DOWNLOAD HERE](#)
- Vote by Mail (VBM) and/or Register to Vote [DOWNLOAD HERE](#)
- Vote by Mail Chase - Voters with VBM ballots not returned [DOWNLOAD HERE](#)
- Non-voting (Cold) Democrats in 2018 [DOWNLOAD HERE](#)
- Left Leaning No Party Affiliation Voters (NPAs) [DOWNLOAD HERE](#)

Handouts Available

- Door Hangers at SCDP Headquarters Photo at end of Document
- What We Stand For – Blue card at SCDP HQ Photo at end of Document
- Voting Record of Democrats & Republicans [DOWNLOAD HERE](#)
- Voter Registration Applications: English [DOWNLOAD HERE](#)
Spanish [DOWNLOAD HERE](#)
- [DOWNLOAD HERE](#)
- Vote by Mail Request Forms [DOWNLOAD HERE](#)
- Sample Ballots at SCDP Headquarters and Supervisor of Elections web site
- Candidate Literature at SCDP Headquarters

Steps in Canvassing

1. Who should you canvass?

Decide on the category of voters who will be canvassed. Examples are:

- a. Get Out the Vote campaign - All Democrats before an Election
- b. Vote by Mail and/or Voter Registration sign up
- c. Vote by Mail Chase (Reminding Voters with VBM ballots to send them in asap)

- d. Motivating Cold Dems - Non-voting Dems in 2018
 - e. Encouraging Left Leaning No Party Affiliation Voters to change to Democrats
2. **Contact Jo Bloom at Jo.Bloom@verizon.net**, the Voter Registration/Canvass Coordinator for the SCDP, who will provide your list(s). She will need to know your precinct, who you want to canvass, when the dates of the canvass will be and, if you are having a big day of canvass, where volunteers can go to get their canvass list. She can put a canvass on the SCDP calendar that might attract other volunteers to help with the canvass.
 3. **Recruit volunteers**
Precinct Captains should recruit volunteers to canvass their precinct.
 4. **Provide Handouts**
Decide on handouts to be used, if any, and secure a supply based on the size of the list(s).
 5. **Scheduling Decisions**
Decide on whether canvassers will go out on their own schedule or if you will have a big day of canvassing in your precinct **or** use both approaches. The best times to canvass may be Saturdays from 10 a.m. – 5 p.m. and Sundays from 1 p.m. – 5 p.m. In certain areas it is very helpful for canvassers to have drivers to drive them to save time and provide air conditioning on warm days.
 6. **Identify Canvass Areas (turfs)**
Assign turfs to your canvassers. It is suggested that people go out in teams of two. People new to canvassing may want to have a buddy with them and after a while a street can be divided up with one person taking odd numbers and the other taking even numbers.
 7. **Train volunteers on Mini-Van**
Each volunteer should be trained in using the Mini-Van app available from an App store for smart phones. Scripts can be inserted in Mini-Van and canvassers can record their voters' responses. The training can be done one-on-one or in a group. [DOWNLOAD HERE](#)
 8. **Thank Volunteers**
Thank all volunteers for their time canvassing and ask them to report back to you on how it went. Words of encouragement are appreciated!
 9. **Celebrate** completion of canvassing.



4 ½ x 11" glossy door hanger



3 ½ x 8 ½ glossy handout