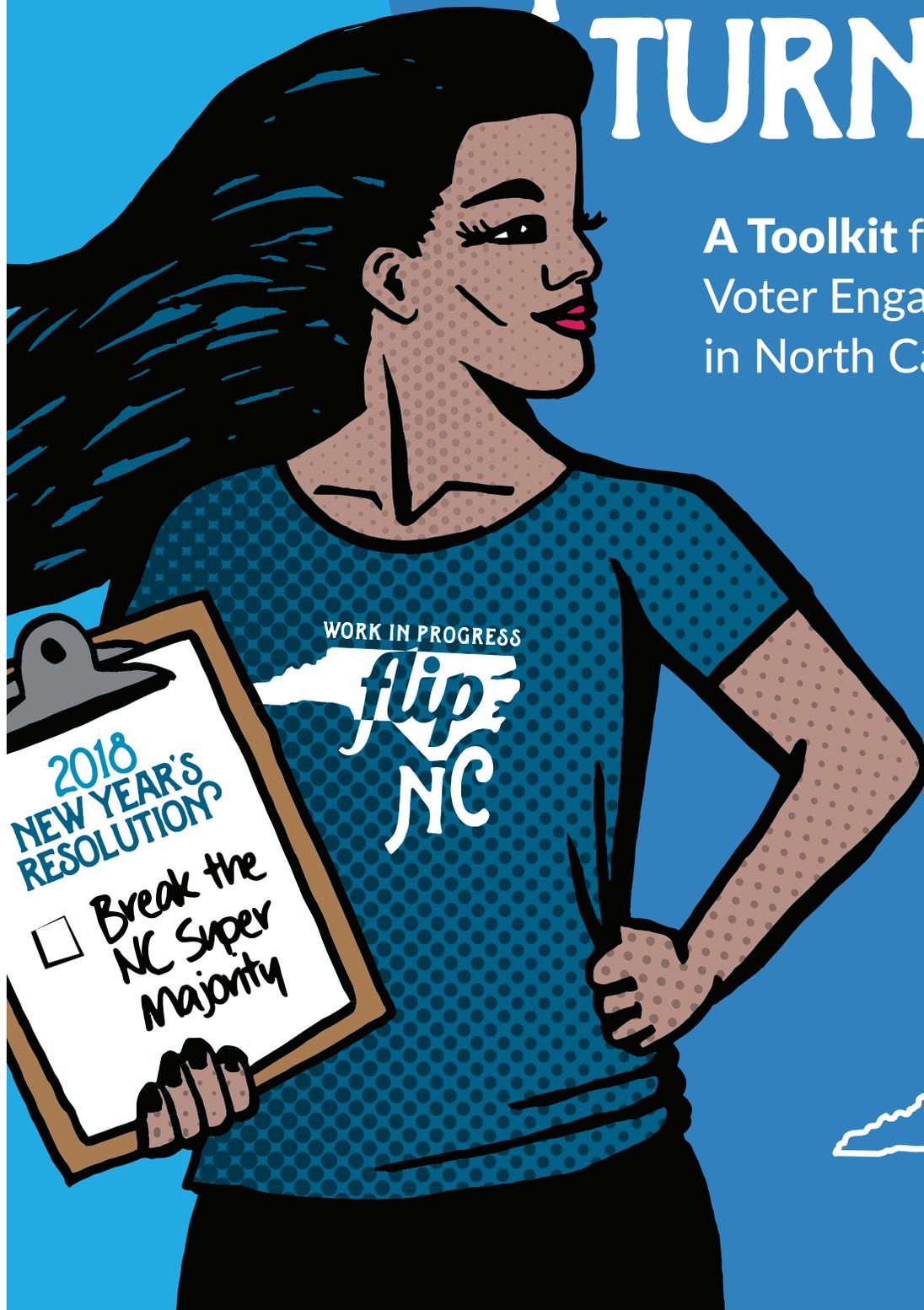


TURN UP. TURN OUT

A Toolkit for Strategic
Voter Engagement
in North Carolina



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Background

North Carolina is the canary in the coal mine.

The kinds of extreme and discriminatory policies and anti-democratic practices we are seeing at the national level have been happening in North Carolina for almost a decade. From partisan gerrymandering and voter suppression, to defunding our public schools, to the failure to accept the ACA's Medicaid expansion (and the huge federal subsidies that come with it), to ongoing attempts to take the power to appoint judges from voters and give it to the Republican-controlled legislature, North Carolina has shown just how bad it can get. Now we need to show the rest of the country the way out.

How did we get here?

In 2010, Republicans secured significant gains in state legislatures across the country as part of a national strategy called "Project Redmap." In North Carolina, Republicans took advantage of 2010 legislative gains to draw state legislative and congressional maps that heavily favored Republican candidates. As a result, while North Carolina is evenly divided politically — 47% of voters chose a Democrat for the US House of Representatives in 2016 — Republicans now hold a 10-3 advantage in the US Congress and supermajorities in the NC House (75-45) and NC Senate (35-15).

How can we break the GOP stranglehold on North Carolina?

It took years for North Carolina to get this far down the far-right road, and it will take years to get back. No matter how hard we work or how passionate we are, we aren't going to get our state (or our country) back overnight. We need to be strategic.

The NC House is the lowest-hanging fruit, and gaining seats there is the first step toward restoring balance to the NC General Assembly (NCGA). We need to flip only four of the 120 NC House seats (or six of the 50 NC Senate seats) in 2018 to break the GOP supermajority and restore Governor Cooper's veto. This would prevent the GOP from passing laws without any Democratic support — which they do now — and stop the worst of their extreme legislation from passing.

And we need to flip just 15 seats — [the same number of seats Democrats picked up in Virginia](#) — to end the GOP's majority in the NC House by 2020 and give Democrats the power to negotiate for fair maps when legislative and congressional maps are redrawn in 2021 (a process that takes place every 10 years following the census).

D.C. is a horror show.

Why focus on state-level politics?

Regaining power in the NCGA is an achievable near-term goal (with an enormous impact!). Many GOP-held seats in the NC House were won by small margins. It would take only a 7-point Democratic wave in the most closely held districts to [take back the NC House for Democrats](#). These state races

Additional Reading

What happens in NC will continue to have far-reaching repercussions from the state to the national level. For more, look for NC House Rep. Graig Meyer's online piece, ["The Road to National Democratic Revival Goes Through North Carolina."](#)

require far fewer resources to be competitive than congressional (US House) races. And there are flippable legislative districts across the state, which means there are strategic targets close to home where engaged volunteers can truly make a difference — no matter where they live.

In contrast, under the current maps, flipping even the most competitive congressional districts is an enormous uphill battle. The *closest* margins in the ten GOP-held seats in 2016 were 13.2 points (US 13 - Budd) and 13.4 points (US 2 - Holding). While these maps may change before the 2018 elections, our view of the long-term strategy for North Carolina is that flipping the NC House is a much more achievable target — with a much greater return at both the state and national levels. Here's why.

Taking back the NC House is the path to true democratic representation.

A strong showing in 2018 puts Democrats in a much better position going into the 2020 election, after which legislative and congressional maps will be re-drawn for another decade.

Regaining Democratic control of the NC House by 2020 would give Democrats the power to negotiate for fair maps when they are redrawn in 2021. It would also provide an incentive for Republicans to work with Democrats to finally pass independent redistricting legislation.

Fair maps would not only restore balance to the NCGA but would also mean that North Carolina's congressional delegation would likely be evenly divided at 7-7 instead of 11-3 (NC will gain one congressional seat following the 2020 census due to population growth) — a 4-seat gain in the US Congress!

The path to fair maps

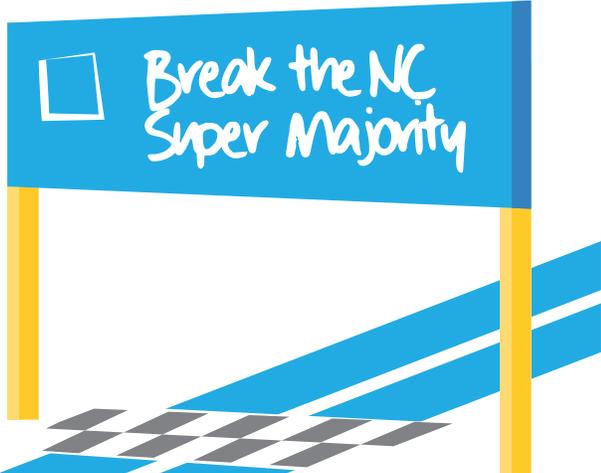
There are two main avenues to restoring fair maps in North Carolina: (i) a Supreme Court ruling that limits extreme partisan gerrymandering or (ii) breaking the GOP majority in at least one chamber of the NCGA. While we are hopeful that court intervention will ultimately lead to fairer districts in North Carolina (particularly given the recent ruling in the Rucho case), FLIP NC's strategy is focused on the second approach: restoring fair maps by flipping the NC House by 2020.

Still not convinced that your primary focus should be state-level races?

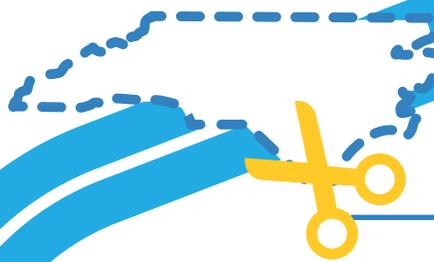
Keep in mind that there are currently flippable NC House and NC Senate districts in all 13 of the congressional districts across the state. And no matter what happens with North Carolina's congressional map in 2018, it's very likely that there will continue to be flippable legislative districts within every congressional district. So even if your primary focus is a specific congressional race, you can double and sometimes triple the impact of your voter outreach efforts by targeting precincts that also fall into competitive state-level races. Think of it as a nesting doll of voter outreach — we can start working now to educate and activate voters, focusing on precincts that we know will fall into competitive state-level districts. Once congressional districts are finalized, we'll already have grassroots operations on the ground in each district and can refine our strategy to focus on precincts that wind up being competitive at both the state and national levels.

A Roadmap to Restore Democracy

North Carolina is an **evenly divided state** politically, and yet Republicans hold almost 2/3 of the seats in the state legislature.



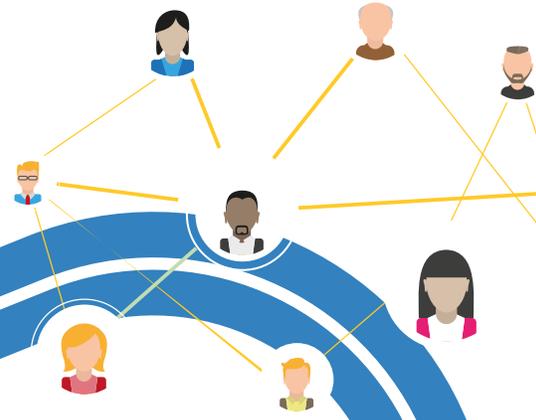
To restore a functioning democracy to our state, we need a legislature that represents the people.



To elect legislators that represent the people, we need **fair maps** that are not heavily slanted in favor of one party.

To get fair maps, we **need Democrats to retake the NC House** before new maps are drawn in 2021.

To elect enough Democrats to retake the House, we need **massive turnout by Dem voters** in flippable districts in 2018 and 2020.



To get Dem voters fired up to vote in these districts, we need **grassroots groups** out connecting with voters from now until election day.

To connect with enough voters, we need an **army of volunteers** ready to knock on doors, make phone calls, and register voters.



So to restore a functioning democracy to our state, we need you to **JOIN US NOW!**

Let's get to work!



How We Will Win in 2018

Democratic voter turnout is the key.

Turning out fired-up Democratic voters is the key to winning elections in NC in 2018. This is a “blue moon” election year in NC with no Presidential or US Senate races to bring people to the polls. This happens every 12 years, and turnout in past blue-moon elections has been incredibly low: just 37% in 2006 (vs. 69% in 2016).

This means that to win big in 2018, we don’t need to change anyone’s mind. We just need to get progressive voters to the polls.

How do we get Democratic voters to the polls? Voter engagement.

The research is clear: Direct voter contact, particularly canvassing, is the most effective way to get people to the polls. We’ve already seen this in action in 2017. Following massive voter turnout efforts in Virginia and Alabama, Democrats won big. In both states, GOP turnout was actually high, but it was totally swamped by a wave of Democratic voters who turned out in historic numbers. Democratic voters are fired up. Voter engagement keeps that energy high and turns it into votes.

Grassroots groups can lead the fight to take back our state.

Following the 2016 election, grassroots groups have emerged across North Carolina to resist the extreme policies and practices coming out of Washington and Raleigh. In 2018, we have a tremendous opportunity to harness the energy and organization of these groups to focus on key legislative elections from the mountains to the coast. By directing our collective efforts toward direct voter engagement in flippable districts, grassroots groups can be the boots on the ground we need to generate a blue wave across North Carolina and flip the NC House in 2018.

Defining “Democratic voter turnout”

We are referring not to registered Democrats but to folks who, if they vote, will vote for Democratic/progressive candidates.

FLIP NC targets both registered Democrats and likely left-leaning Independents in our voter outreach efforts.



We need to elect progressives everywhere. Why only focus on some districts?

It's essential that we target voter engagement efforts first and foremost in the districts we know we can flip this year. Democrats must field strong candidates — and we must support them — in legislative races statewide. But due to extreme gerrymandering, we know that many Republican-held seats simply aren't competitive yet. If we want fair, truly competitive districts across the state, we need fair maps, and to get fair maps we need to pick up enough seats in the NCGA to have real bargaining power. That means focusing on currently flippable districts is the best use of our resources in 2018.

Why canvass so far ahead of the election?

We're laying the groundwork for the critical pre-election push to get voters to the polls in November. Early canvassing allows us to:

1. Engage voters on the issues they care about and have substantive conversations about our shared values. Most folks are eager to talk about the issues that are important to them, and these early connections can form the basis for a more meaningful return visit or phone call closer to the election.
2. Connect with and recruit new volunteers to join the cause and help get voters to the polls.
3. Identify and learn more about sporadic voters who don't typically vote in non-Presidential election years. These voters will be prime targets for return visits closer to the election when it's time to get out the vote.

Why not just work directly with the Democratic party?

Working outside the Democratic party structure provides more flexibility in where and how we work. We can steer volunteers who live in non-competitive districts toward nearby flippable ones and start our voter outreach efforts early, before the primaries. This allows us to complement rather than duplicate the party's efforts. And although many newly activated volunteers across the state are committed to electing progressives, not all of them identify as Democrats. Working outside the party structure gives us credibility with the significant portion of North Carolinians who identify as Independent voters.

The bottom line:

By harnessing the tremendous energy within local grassroots groups, coordinating our efforts, and focusing on the most important target — flipping the NC House — we can restore true democratic representation to North Carolina, not just for 2018, but for the next decade.

VOLUNTEER



I want to work for the Democrat running for reelection

either because they could be vulnerable or because I want to strengthen democracy in my area.

Great! Call your local Democratic Party office or the Dem's campaign, and volunteer to knock doors/make phone calls.

I want to put my energy into a nearby or adopted flippable red district

in order to work towards our common goal of flipping at least 4 NC House seats.

Great! You can:

- ✓ *Contact the Democratic Party County-to-County program*
- ✓ *Visit indivisibleflipnc.org to find other groups working on elections in your area and join them*
- ✓ *Start your own group of like-minded friends and neighbors, pick a flippable district near you and get to work using our Toolkit.*

DONATE



I want to donate money to support early funding of candidates across the state.

These donations make it much easier to recruit strong candidates and allow primary winners to hit the ground running.

Great! Visit: ourshotnc.com nowornevernc.org

START HERE >>

I LIVE IN A...

BLUE DISTRICT ↑

RED DISTRICT ↓



IS YOUR DISTRICT FLIPPABLE?

Find out at bit.ly/2mnpDfk

YES

Volunteer for the local Democratic candidate for NC House or NC Senate.

Find other groups (Progressive Turnout Project, Aim Higher Now, Indivisible groups) working in your district and join them.

Start your own group to canvass on behalf of the candidate running against the GOP incumbent.

NO...

...but there is a Dem/progressive candidate running.

Reach out to the campaign/local Democratic party and work on behalf of the progressive candidate. Benefits: builds the Democratic base, lays the groundwork for a future Dem to win, and forces Republicans to spend money that they could otherwise spend on GOP candidates in competitive districts. Drawbacks: You'll likely have a much greater/more immediate impact by working in a competitive district.

...and there is no Dem candidate, or you decide to work in a "flippable" district.

Consult indivisibleflipnc.org to find a flippable district nearby. Join a group working to flip that district, or recruit your own group to work there. If there is not a flippable district close enough to canvass regularly, you can still adopt a flippable district anywhere in the state and set up phone banks, hold postcard parties, and raise money for Dem candidates via Our Shot NC or Now or Never NC.

FLIP NC's Guide to Canvassing



Running a Canvass

What follows is FLIP NC's complete guide to starting a successful canvassing operation. From identifying your target district, to running your first canvass, to following up to maximize your impact, we walk you through the process from beginning to end.

Need additional guidance? We can help. Whether it's choosing where to work or creating walk sheets and educational materials to leave with voters, we can provide the support you need to run your first canvass and keep the momentum going. You can reach us at info@indivisibleflipnc.org.



>>Identifying your target district.

The first step in beginning a voter outreach effort is identifying a target district. The good news is that there are flippable NC House districts from the mountains to the coast, so you can likely find a great place to work not too far from home.

Check out our interactive [NC House District Map](#) and our guide to [The 18 Most Flippable NC House Districts in 2018](#) to find a flippable district near you. We strongly encourage groups to work within a 30- to 45-minute drive whenever possible to ensure that canvassing efforts are sustainable for the long run.

If there isn't a flippable NC House district close by, consider adopting a flippable NC Senate district. Check out our guide to [The 10 Most Flippable NC Senate Districts in 2018](#) to find one near you.

Once you've determined where to focus your efforts, it's time to get to work!



Resources

Links to our NC House District Map and our guides to the most flippable NC House and NC Senate districts in 2018 are available on our website at indivisibleflipnc.org/identifying-your-target-district.

Pro tips

Canvassing attire

We recommend that canvassers wear comfortable shoes and avoid wearing overtly partisan t-shirts or buttons. Our canvassers wear everything from FLIP NC t-shirts (which we sell at cost at every canvass), to other grassroots groups' t-shirts, to business casual attire with a FLIP NC button.

Materials

We recommend using binder clips instead of staples so canvassers can easily rearrange materials and re-order walk sheets.

» Create a voter outreach plan.

Determine the logistics.

How often will you canvass? On what day and at what time? We find that holding regular canvasses increases participation by making canvassing a habit. Our volunteers know that we'll be canvassing once a month, every month. We hold our canvasses on Sunday afternoons when folks tend to be home. Your group might wish to do the same or might prefer a Saturday morning or a weekday evening.

Plan your schedule.

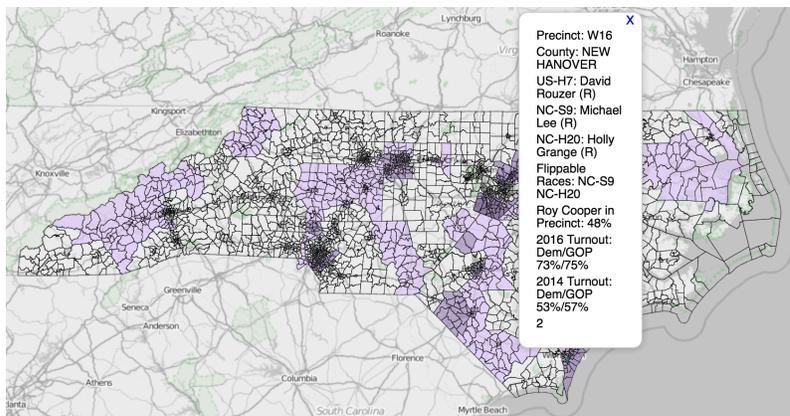
Include time to check in and assign turf, provide an overview of the objectives for the canvass, and walk through the canvassing materials (see page 15 for our complete guide to canvassing materials). Decide how long you'll canvass and what time you'll meet up to collect materials and debrief. We meet at 1 pm to assign turf, hand out materials, and provide a brief training. Then we canvass for 2 - 2½ hours and meet back up by 4:30 pm to collect completed walk sheets and debrief.

Make it social.

Including a social element with each canvass helps build camaraderie and gives folks something to look forward to. We hold our pre- and post-canvass meetings at a bar or restaurant so that canvassers can socialize and have a drink after a couple of hours spent knocking on doors. If you knock on someone's door and have a good conversation with them, invite them to the post-canvass meeting!

Choose a structure.

Decide whether your group will canvass individually or in pairs. Nearly all of our canvassers prefer to canvass in pairs. Unsurprisingly, less experienced canvassers feel more comfortable canvassing with a partner, but even more experienced canvassers typically prefer to go out in pairs. Some will knock every door together, while others may split up periodically and take opposite sides of the same street.



Note A typical NC House district contains about 80,000 people and is split into 20-25 local precincts, which determine a voter's polling place.

Our interactive precinct map provides information on district assignments, competitive races, prior election results, and voter turnout for each of the 2,704 precincts in North Carolina.

>>Plan your first canvass.

Step 1. Select a date and time for your canvass.

Consider holidays, and try to plan your canvass for a time when folks are more likely to be home, like a Saturday or Sunday afternoon.

Step 2. Choose a precinct within your target district.

Choose a precinct where Democratic turnout is low; that's where our efforts are most needed. Precincts with relatively high Democratic turnout are often already well organized by Democrats.

Start with a more compact precinct.

The more walkable the neighborhood, the more doors you can knock.

Still not sure where to start? We can help.

Email us at info@indivisibleflipnc.org

Step 3. Assemble your canvass coordination team.

You'll want at least 3-4 volunteers to help prepare for and run the canvass. Although many of the activities involved in running a canvass can be done by the same person, it's best to share these responsibilities among a group of regular volunteers to ensure that your canvasses run smoothly and that no one person takes on too much.

Prior to the canvass you'll need:

- 1-2 volunteers to print materials
- 1-2 volunteers to put together walk packets
- 1-2 volunteers to bring clipboards, pens, sunscreen, etc. (see checklist)

At the canvass you'll need:

- 1-2 volunteers to greet canvassers and have them sign in
- 1 volunteer to hand out turf and record canvassers' names and contact information on the turf sheet
- 1 volunteer to distribute additional materials

Step 4. Contact the Democratic precinct chair.

Introduce yourself and let the chair know you're interested in engaging and turning out voters in their precinct in 2018.

If your group does not have an official legal status and you're working alone or through the Democratic party, you can coordinate your voter outreach activities directly with the precinct chair and other members of the party. **If your group is a 501(c)(3) or a 501(c)(4) or you're receiving walk data or direct support through one of these entities**, you cannot coordinate directly with the party. What you can do is share publicly available information. For example, you can let the precinct chair know about your canvass and find out whether he or she is planning any upcoming meetings or events that you can let folks know about when you canvass — as long as this information will also be publicly available.

Step 5. Select a canvass meet-up location.

You'll need a place to meet before and after the canvass. This could be a bar or restaurant, a community center, or a home.

If you choose a business for your meeting location, check with management to make sure they can accommodate a large group.

Step 6. Spread the word.

Engage your group via social media, email, and text. Send personal invites to your circle. Folks are far more likely to turn out to canvass if you've reached out to them personally.

Set up a Facebook or Eventbrite event for folks to RSVP so you know how many canvassers to expect.

Step 7. Create a canvassing script and informational materials to leave with voters.

See “Creating a walk packet” on page 15.

We can also help you write your script and design your leave-behind materials or provide editing and feedback.

Step 8. Prep your turf.

If your group has **VoteBuilder access** and you’re cutting your own turf, see page 22 for our turf-cutting tips.

No VoteBuilder access? We can help. FLIP NC can cut turf and provide walk sheets for your canvass. Email us at info@indivisibleflipnc.org for more information.

Step 9. Prep your canvassers.

Send a reminder to your canvassers about a week before the canvass.

Include the canvassing script so volunteers can familiarize themselves with their talking points.

Provide any information they might need about your meeting location (e.g., where to park) as well as any additional guidelines you wish to provide (e.g., what they should wear).

Step 10. Print your materials. You may wish to use the weekend prior to the canvass to print materials and put together walk packets. For more information about canvassing materials, see page 15.

Materials to print:

- Sign-in sheets
 - Scripts
 - Canvassing tip sheets
 - Walk sheet keys
 - Walk sheets
 - Leave-behind materials
-

Step 11. Put together walk packets.

We recommend putting together walk packets prior to your canvass – allowing plenty of time for this task.

Each walk packet should include:

- 2 scripts (one if your volunteers are canvassing solo)
- 1 canvassing tips/guidelines
- 1 walk sheet key
- Walk sheets
- Materials to leave with voters (the number of copies will depend on whether you want to leave them for folks who aren’t home or only for folks you have good conversations with. See “Creating a walk packet” on page 15.)

If you prefer, you can bring the materials to the canvass and let canvassers know how many of each to take. If you go this route, allow extra time for canvassers to put together their own walk packets before they canvass and make sure they have clear guidance on what they need. Keep in mind that you will still need at least one volunteer to put together the walk sheets prior to the canvass.

Step 12. Determine a date and a time for your next canvass.

Keep the momentum going!

Get your next canvass on the books so you can let your canvassers know when to join you again.

>>Run your canvass.

1. **Greet canvassers as they arrive**, have them sign in, and ask whether they've come with a canvassing partner and whether they've canvassed before. If you have experienced canvassers, pair them with newbies. Then, send pairs to the turf assignment volunteer.

2. **Assign a turf to each pair**, record the canvassers' names on the turf assignment sheet, and give them a walk packet.

3. **Ask canvassers to write their names and phone numbers** on the first page of their walk sheets, in case there are any questions during the data entry process.

4. **Walk through the script and the walk packet.** Explain each element, its purpose, and how to use it. You might also want to walk through **FLIP's Tips for Canvassers**, on the next page.

5. **Make sure volunteers have a phone number where they can reach you** if they have any questions or issues while they're out in the field.

6. **If most of your group is new to canvassing**, have them role play the script, taking turns as the canvasser.

7. **Let folks know when (and where) you'll reconvene to collect walk sheets and debrief.** We always reconvene at a bar for a happy hour debrief. Do what works for you!

8. **When folks return from canvassing, collect their walk sheets and take a moment to debrief, either one-on-one or as a group.** The purpose is to get feedback and give volunteers a chance to share stories, learn from each other, and build relationships.

>>Wrap it up.

After your canvass:

Follow up with folks you canvassed. It's a good practice to immediately follow up with the folks your volunteers connected with during the canvass. We like to write postcards during our happy hour debriefs and mail them the following day. This reinforces the conversations we had and helps folks remember our canvassers and why they were there. If you collect email addresses or phone numbers, you can also follow up via email or text. You may also wish to hold an event where the folks you canvass can learn more about what you're doing and how they can get involved.



Follow up with your canvassers. Send an email to thank volunteers for canvassing, let them know how many doors the group knocked and how many conversations the group had, and remind them of your next canvass. Be positive and enthusiastic! You may also wish to include any photos taken during the canvass.

Enter the data. As soon as possible after the canvass (ideally within a week), enter the data you collected or return your completed walk sheets to the source that provided them (whether FLIP NC or another entity). You will likely also want to keep your own database with names and contact information for the folks you've canvassed so you can reach back out, invite them to future events, and connect again as elections near.

FLIP's Tips for Canvassers



Ring the doorbell and then step WAY back.

Step off the porch – or at least onto the stairs – if possible. Folks are more likely to come out to talk with you if you aren't right at their door.



The script should be a loose guide for your conversation.

You won't have a meaningful conversation if you're reading from it. Each component of a good canvassing script is designed to collect key data or provide key information to voters, but this is intended to feel conversational and authentic. Feel free to reorder and rephrase. Make it your own!



Feel free to create your own introduction.

One of our canvassers often adds, "We're not selling anything or asking for money – just out here talking with people about what issues are important to you as a voter in North Carolina."



Don't start by asking whether folks have time to talk.

Just launch right in!



Keep in mind that you might not get the person you're expecting.

Sometimes left-leaning young adults are registered at their right-leaning parents' homes. Sometimes we're looking for a progressive voter and his or her conservative spouse answers the door. Feel free to talk to whoever answers the door (these conversations can be fascinating!) – or to thank them for their time and move on at any point.



Likewise, if anything about a home makes you uncomfortable – a loose dog, a truck with a "Hillary for Prison" bumper sticker – just skip it and move on.

Don't worry, there are tens of thousands more doors to knock!

Suggested 2018 Voter Outreach Timeline

The best time to start contacting voters in your target district is now. Here's a useful timeline as you plan your electoral action for 2018.

February – May

Voter outreach and education – Let folks know how important this election year is and how crucial their votes are to restoring democracy to our state. Provide voter education around possible amendments on the primary ballot.

Volunteer recruitment – Now is the time to build power in these districts. We need boots on the ground. Get people thinking about state-level races and how important they are, and show them how to get involved. Your group is having fun and making a difference, so make sure they know how to join you!

GOTV for primaries – Crucial measures may be on the ballot on May 8. If we have to beat back a Voter ID amendment, we're going to need all hands on deck.

May – August

Voter education – Time to educate voters about the candidate, the incumbent, and the stakes for this election!

Volunteer recruitment – Keep recruiting those volunteers to phone bank and knock on doors in the fall. These elections could come down to single digits in individual districts – remember the Virginia House of Delegates race that came down to one vote? – so we'll need as many people out there as possible.

August – November

GOTV – It's crunch time! If you've knocked on every door in town, knock again. Call the folks you can't reach on foot. Make sure every registered Democrat and left-leaning independent – especially the sporadic voter – has heard from you at least three times.

Canvassing Materials

Having the right materials is one of the keys to a successful canvass. Canvassing materials can provide important information to prospective voters and valuable guidance to canvassers that will help them feel comfortable and knowledgeable when they're out knocking on doors. This, in turn, makes them more effective and successful — and a successful canvasser is a repeat canvasser!

FLIP NC can provide walk sheets and scripts and help develop educational materials about incumbents or issues relevant to your canvass if you need support. You'll just need to make copies for your canvassers and be ready to walk your volunteers through the materials prior to sending them out into the field.

Creating a walk packet

The walk packet includes everything you will send out with your canvassers, from the materials to share with voters to the walk sheets that tell canvassers which doors to knock and on which they'll record voter responses. Below is an overview of the key steps to creating an effective walk packet; details follow.

1. **Write your canvassing script.**
2. **Get your walk sheets** for the canvass.
3. **Create a walk sheet key** to tell canvassers how to record information on the walk sheet.
4. **Make an information sheet** for your group.
5. **Write a candidate/ incumbent information sheet** (optional).
6. **Put together your walk packets.**

Write a canvassing script.

The first step to building your walk packet is writing your canvassing script. A well-constructed script allows the speaker to collect and share important information in their own voice, which is more engaging for both the voter and the canvasser.

The specific content you include in your script will depend on the goals for your canvass. What information do you want to collect? What information do you want to share with voters? What is the desired outcome? What kinds of conversations do you hope to have? Think through these questions before you begin writing your script.

FLIP NC's early canvassing efforts are intended to build rapport, inform voters, and recruit volunteers ahead of the GOTV period. We use a conversational style to connect with voters as we collect and share information. The following is a guide for writing a script in this style. After you introduce yourself (Element 1), you can choose to include some or all of the following elements in your script.

Walk packet *checklist*

- Clipboards
- Pens
- Scripts
- Canvassing tips
- Walk sheets
- Walk sheet key
- One-page group info sheet
- Candidate/ incumbent info sheet

Sample Canvassing Script

SCRIPT ELEMENT	EXAMPLE
<p>1 Establish a connection.</p> <ul style="list-style-type: none"> • Greet them. • Introduce yourself and say you're a volunteer with [your group]. • Explain why you're there. 	<p>Hello! Are you _____?</p> <p>My name is _____ and I am a volunteer for FLIP NC.</p> <p>We're a group of volunteers who are committed to expanding democracy and increasing voter engagement in North Carolina, and we're out today talking with voters to find out what issues are most important to them.</p> <p><i>Make it a conversation. You want to get people talking.</i></p>
<p>2 Take the pulse.</p> <ul style="list-style-type: none"> • Ask what issue or issues at the state or local level are most important to them. • Ask how they feel about their current representative. 	<p>At the state level, what issue or issues facing North Carolina are most important to you?</p> <p><i>(Allow open-ended responses; mark most appropriate box; engage with voter on that issue/those issues as appropriate. Ask follow-up questions and practice deep listening.)</i></p> <p>We're also asking folks today their opinion about their state legislator. Are you familiar with your state House Representative, Republican Nelson Dollar?</p> <p><i>If NO, Mark "Neutral/Undecided." If YES:</i></p> <p>On a scale of 1 - 5 how well do you feel Nelson Dollar represents your values?</p> <ul style="list-style-type: none"> = 1 - Strongly Disapprove = 2 - Lean Disapprove = 3 - Neutral/Undecided = 4 - Lean Approve = 5 - Strongly Approve <p><i>(Record their answer.)</i></p>

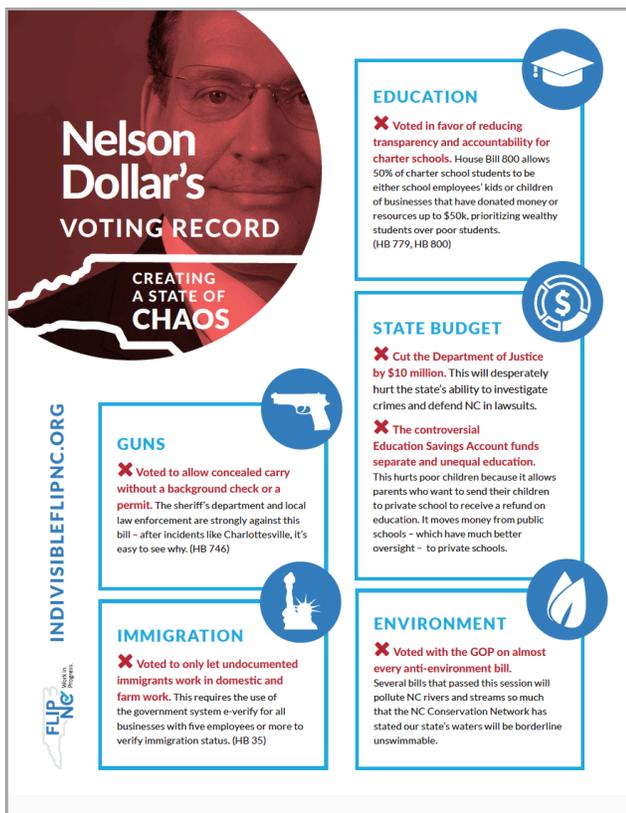
SCRIPT ELEMENT	EXAMPLE
<p>3 Inform.</p> <ul style="list-style-type: none"> · Provide information about their current representative. If you can, relate it back to the issues they said are important to them. · Let them know that they live in a flippable (and therefore strategically important) district. Their vote can make a huge difference in the state. 	<p>Your district, NC-36, has about equal numbers of registered Republicans, Democrats, and Independents, but Nelson Dollar, who won by fewer than 1,500 votes, votes with the far-right Republicans in the NCGA over 90% of the time. We need people like you to make your voices heard by electing someone who reflects your values regarding [insert their stated important issues here] in the next election.</p> <p>You are in a unique position because you live in three competitive districts – NC House, NC Senate, and US House. All of these seats are currently held by a Republican but are winnable for Democrats if enough people turn out to vote, so your vote is particularly important.</p>
<p>4 Plant a seed.</p> <ul style="list-style-type: none"> · Ask how likely they are to vote in 2018. · Make sure they know their polling location, and let them know where they can check their voter registration status. 	<p>You will have the opportunity to elect new representatives in 2018.</p> <p>On a scale of 1 - 10 where 1 is definitely won't and 10 is definitely will, how likely are you to vote in 2018?</p> <p><i>(Record their answer.)</i></p> <p>Do you know your polling location?</p> <p><i>Provide their polling location information if needed.</i></p> <p>You can check your voter registration status online at vt.ncsbe.gov/RegLkup/</p>

SCRIPT ELEMENT	EXAMPLE
<p>5 Call to action.</p> <ul style="list-style-type: none"> Let them know about an upcoming event or have them write/sign a postcard to their representatives. Tell them a bit more about your group. Ask if you can keep them informed of local progressive gatherings (get their email and/or phone number and find out if they prefer a text). 	<p>We're having an event in your district next month where you can meet and connect with other voters from your district who share your values. We would love to see you there!</p> <p><i>Leave information about the event.</i></p> <p>OR</p> <p>Your Democratic party chair is having an event next month where you can meet and connect with other voters from your precinct who share your values.</p> <p><i>Leave information about the event.</i></p> <p>OR</p> <p>Would you be willing to sign this postcard to let the General Assembly leadership know that you want fair maps that hold lawmakers accountable to their constituents?</p> <p><i>Read postcard and have voter sign and return it to you.</i></p> <p>AND</p> <p>Our democracy is so much stronger when we all participate. Would you be willing to volunteer some time between now and the 2018 election?</p> <p><i>Ask for a contact number and email address.</i></p>
<p>6 End with gratitude.</p> <ul style="list-style-type: none"> Let them know how much you appreciate their time. 	<p>Thank you for your time today and for supporting our democracy!</p>

Write a Candidate or Incumbent Issue Sheet

Having accurate, well-written, and attractively designed information about candidates, incumbents, and issues makes it easier to educate voters at the door and more likely that the folks you're talking with will remember the information. It's a good idea to anticipate questions that voters might have (such as a candidate's position on gun control or immigration reform) and make sure your volunteers have the correct information available to answer those questions. This will make canvassing easier, and your group will build a reputation as a thoughtful and reliable resource.

Many people who care about politics at the national level don't follow state politics closely, and even fewer know who their state representatives are. Our candidate issue sheet is designed to provide information on the extreme legislation the district's Republican incumbent has supported over the past few years. Many Republican politicians in swing districts present themselves as moderates and yet vote as a block with the GOP supermajority well over 90% of the time. Once the Democratic primary has been decided, we'll also provide information about the progressive positions of the Democratic challenger.



Nelson Dollar's VOTING RECORD
CREATING A STATE OF CHAOS

EDUCATION

- ✗ Voted in favor of reducing transparency and accountability for charter schools. House Bill 800 allows 50% of charter school students to be either school employees' kids or children of businesses that have donated money or resources up to \$50k, prioritizing wealthy students over poor students. (HB 779, HB 800)

STATE BUDGET

- ✗ Cut the Department of Justice by \$10 million. This will desperately hurt the state's ability to investigate crimes and defend NC in lawsuits.
- ✗ The controversial Education Savings Account funds separate and unequal education. This hurts poor children because it allows parents who want to send their children to private school to receive a refund on education. It moves money from public schools - which have much better oversight - to private schools.

GUNS

- ✗ Voted to allow concealed carry without a background check or a permit. The sheriff's department and local law enforcement are strongly against this bill - after incidents like Charlottesville, it's easy to see why. (HB 746)

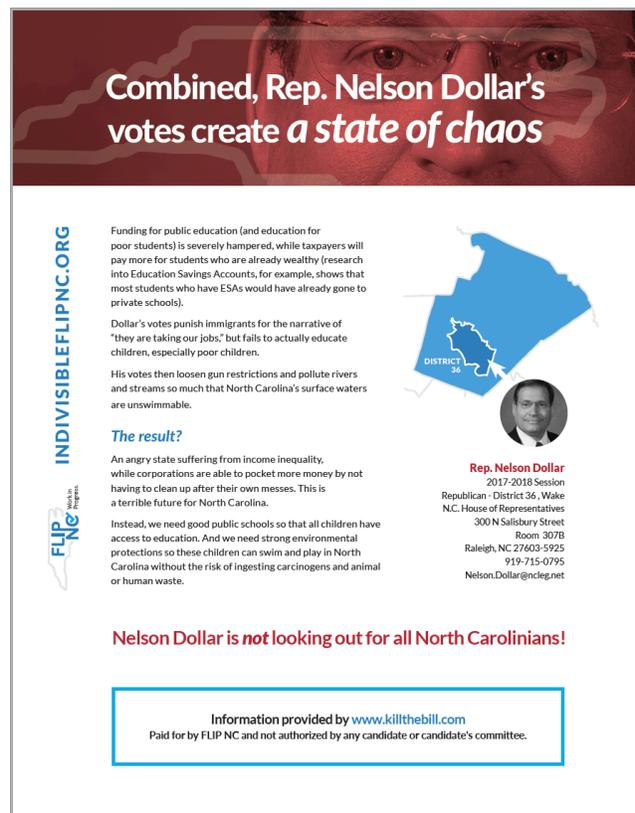
IMMIGRATION

- ✗ Voted to only let undocumented immigrants work in domestic and farm work. This requires the use of the government system e-verify for all businesses with five employees or more to verify immigration status. (HB 35)

ENVIRONMENT

- ✗ Voted with the GOP on almost every anti-environment bill. Several bills that passed this session will pollute NC rivers and streams so much that the NC Conservation Network has stated our state's waters will be borderline unswimmable.

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Combined, Rep. Nelson Dollar's votes create a state of chaos

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Funding for public education (and education for poor students) is severely hampered, while taxpayers will pay more for students who are already wealthy (research into Education Savings Accounts, for example, shows that most students who have ESAs would have already gone to private schools).

Dollar's votes punish immigrants for the narrative of "they are taking our jobs," but fails to actually educate children, especially poor children.

His votes then loosen gun restrictions and pollute rivers and streams so much that North Carolina's surface waters are unswimmable.

The result?

An angry state suffering from income inequality, while corporations are able to pocket more money by not having to clean up after their own messes. This is a terrible future for North Carolina.

Instead, we need good public schools so that all children have access to education. And we need strong environmental protections so these children can swim and play in North Carolina without the risk of ingesting carcinogens and animal or human waste.

Rep. Nelson Dollar
2017-2018 Session
Republican - District 36, Wake
N.C. House of Representatives
300 N Salisbury Street
Room 307B
Raleigh, NC 27603-5925
919-715-0795
Nelson.Dollar@ncleg.net

Nelson Dollar is not looking out for all North Carolinians!

Information provided by www.killthebill.com
Paid for by FLIP NC and not authorized by any candidate or candidate's committee.

Deep Canvassing Tips

We canvass for many reasons — to connect people to a political conversation happening around them, to listen deeply to the concerns of our neighbors, to practice and live out the promise of our democracy, to spur action toward change.

When talking with people, please keep these tips in mind:

LISTEN RESPECTFULLY.	We are on their turf asking for their time. We are there to listen first, and then connect.
CONNECT ON THEIR TERMS.	Use the language that they use.
ASK OPEN-ENDED QUESTIONS.	There is no right or wrong. While tempting, avoid suggesting an answer to your own question. People may defer to your answer rather than sharing something authentic to them.
BE CURIOUS.	Ask people to elaborate, e.g., “why is that?” “tell me more” so we can better understand not just the issues that matter, but why these issues matter. This knowledge helps us, and it helps people feel more understood and connected.
TELL YOUR STORY OF DISCOVERY.	When sharing why you’re there, tell them about what you learned that brought you to that moment. Avoid sharing a story as though you have always had all the answers. Instead, you might say, “I thought ... and then I learned ... so that’s why ...”
PROVIDE AN ACTION.	Give people a way to follow up, e.g., precinct meetings, opportunities to canvass, connecting on Facebook.
BE AUTHENTIC AND KIND.	Thank them for their time, be kind, smile, and wish them a nice day when you leave.

Cutting Your Turf

If you're new to running a canvass, don't stress about this part. FLIP NC can cut turf for your canvasses. If you already have access to VoteBuilder/VAN, or at some point down the line you decide you'd like to cut your own canvassing turf, these guidelines can help – and we'll still be available to answer questions along the way. Email us at info@indivisibleflipnc.org for more information.

If your group is cutting its own turf, consider these turf-cutting tips for a successful canvass:

Choose your target set of voters. We canvass Democrats and left-leaning Independents, because we're working to recruit volunteers and get Democratic voters to the polls; our goal isn't to change the minds of entrenched Republicans. This target group also makes for a more positive and engaging experience for our canvassers.



Cut your turf. Group houses together in a way that makes each turf as walkable as possible. Try to keep turf compact and neighborhood-based. Organize addresses on the walk sheets by street name. In compact neighborhoods, it also helps to divide them into even and odd numbers so canvassers can walk opposite sides of the street.

Determine your turf size. The number of doors folks can knock will depend on how walkable the turf is, how experienced the canvassers are, and how many good conversations they end up having along the way. We find that 30-40 houses is about the right size for a 2- to 3-hour canvass. You can assign a larger turf (60-70 houses) to experienced canvassers and a smaller turf (25-30 houses) to less experienced canvassers. Try to cut turf just a bit larger than what you expect folks can finish. You don't want them running out of doors to knock with time and energy to spare. If it turns out to be too much for them, of course they're not obligated to finish the whole turf.

Build your walk sheets. Make sure your walk sheets are set up to record the data you want to collect in a way that is easy to understand – for both canvassers and the folks entering the data. We recommend having easy prompts for the key questions you intend to ask as well as room for additional notes. Encourage canvassers to write down as much as information as possible about their conversations. This will help when you have return visits or phone calls closer to the election.

Wake Precinct 00 Home Dr - Odd					
Full Name	Walk Result?	Primary Issue?	Elected Official Support?	Signed Postcard?	Notes
1 Home Dr Apex, NC 27539 Age: 25 Sex: M Party: D VAN ID: 00000001	<input type="checkbox"/> NH <input type="checkbox"/> MV <input type="checkbox"/> RF <input type="checkbox"/> IA <input type="checkbox"/> DX	<input type="checkbox"/> Education <input type="checkbox"/> Women's Health <input type="checkbox"/> Voting Rights <input type="checkbox"/> Racial Justice <input type="checkbox"/> Economy <input type="checkbox"/> Immigration <input type="checkbox"/> LGBTQ <input type="checkbox"/> Health Care <input type="checkbox"/> Environment	Scale 1-5: 1=Strong Disapprove 5=Strong Approve Likely to Vote in 2018? Scale 1-10:	<input type="checkbox"/> Yes <input type="checkbox"/> No Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe Sent Postcard? <input type="checkbox"/> Yes <input type="checkbox"/> No	
3 Home Dr Apex, NC 27539 Age: 50 Sex: F Party: D VAN ID: 00000002	<input type="checkbox"/> NH <input type="checkbox"/> MV <input type="checkbox"/> RF <input type="checkbox"/> IA <input type="checkbox"/> DX	<input type="checkbox"/> Education <input type="checkbox"/> Women's Health <input type="checkbox"/> Voting Rights <input type="checkbox"/> Racial Justice <input type="checkbox"/> Economy <input type="checkbox"/> Immigration <input type="checkbox"/> LGBTQ <input type="checkbox"/> Health Care <input type="checkbox"/> Environment	Scale 1-5: 1=Strong Disapprove 5=Strong Approve Likely to Vote in 2018? Scale 1-10:	<input type="checkbox"/> Yes <input type="checkbox"/> No Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe Sent Postcard? <input type="checkbox"/> Yes <input type="checkbox"/> No	
5 Home Dr Apex, NC 27539 Age: 45 Sex: M Party: N VAN ID: 00000003	<input type="checkbox"/> NH <input type="checkbox"/> MV <input type="checkbox"/> RF <input type="checkbox"/> IA <input type="checkbox"/> DX	<input type="checkbox"/> Education <input type="checkbox"/> Women's Health <input type="checkbox"/> Voting Rights <input type="checkbox"/> Racial Justice <input type="checkbox"/> Economy <input type="checkbox"/> Immigration <input type="checkbox"/> LGBTQ <input type="checkbox"/> Health Care	Scale 1-5: 1=Strong Disapprove 5=Strong Approve Likely to Vote in 2018?	<input type="checkbox"/> Yes <input type="checkbox"/> No Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe Sent Postcard? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Phone Banking

While in-person voter contact is the most effective way to get voters to the polls, phone banking can be a valuable complement to canvassing. Some neighborhoods (particularly in rural areas) can be difficult to canvass on foot, some volunteers may be more comfortable on the phone than at the door, and phone banking can be done from a distance. It can also be an effective “second touch” for folks you’ve already connected with in person and a great way to remind voters about important primary and general elections in May and November.

Phone banks are also a great tool to have in your back pocket when a “rapid response” is needed. Having a solid group of trained phone bankers ready to activate is a great way to help constituents hold their representatives accountable for proposed legislation. You can ask voters to call their representatives about an issue on the spot; you may be surprised by how often people agree to do it!

Below are some tips for running a phone bank.

Logistics

Where will you host the phone bank?

A quiet location with multiple rooms is ideal. A private residence, clubhouse, or office all work well. If necessary, multiple people can share the same room, making calls facing the walls around the perimeter.

On what day and at what time?

We prefer to phone bank on weekday evenings when folks tend to be home and are most likely to answer their phones. You might find that another day or time works best for your volunteers and the voters you are trying to reach.

Who will you call?

Determine the target group you want to call, and put together call sheets for your volunteers. For your target group, you might choose to call only registered Democrats who did not vote in 2014 (GOTV), or folks who are likely to have school-age children (for a phone bank related to public education). If you have access to VoteBuilder/VAN, you can create your own call sheets. No VoteBuilder/VAN access? We can help. Email us at info@indivisibleflipnc.org for more information.

The Script

The key elements of a script: an introduction (who you are), the purpose of your call, a call to action, and a closing.

Begin by introducing yourself and identifying yourself as a volunteer.

People are more likely to continue talking if they know you aren’t selling anything or trying to raise money.

Explain the purpose of your call.

Know what you are trying to accomplish. You might be sharing information about a key issue, recruiting volunteers for an upcoming event, or building a stronger connection with a voter you’ve already canvassed. Whatever the purpose, make sure your script reflects your main goal.

Keep your script short and direct.

Reading full paragraphs of text doesn’t make for an engaging conversation, so keep your script short and sweet. You might include additional talking points for your volunteers to draw on as part of their conversations, but leave the bulk of it out of the main script.

Have a call to action and be sure your volunteers make the ask.

Including a call to action gets the voter more invested. You could be asking voters to call a local congressperson about an upcoming vote, RSVP for your next event, or just commit to voting in the upcoming election. Whatever it is, make sure your volunteers are comfortable making the ask clearly and confidently.

Practical Tips for Calling

Smile while you dial!

Relax and make the call conversational, friendly, and fun.

Keep in mind that the script is only a guide.

Your goal should be to have a great conversation. Feel free to reorder and rephrase. Build in your questions at natural points in the conversation.

Don't let hang ups or rude interactions bother you.

These are bound to happen from time to time when cold-calling people. Take it in stride and move on to the next call. There are plenty of numbers to dial, and it won't be long before you find someone who is happy to talk with you.

More Ways to Engage

Depending on your group's goals and bandwidth, you might think about engaging voters beyond canvassing and phone banking. **Some ideas:**

- Set up a booth at a local festival or event
- Host panel discussions
- Schedule a happy hour
- Invite people to a text-banking party

Any of these options can keep volunteers engaged, help you contact voters you might not meet going door to door, and give folks you've canvassed a second touch — and a way to encourage them to join your work.

Need Additional Support?

We can help. Whether it's choosing where to work or creating walk sheets and educational materials to leave with voters, we can provide the support you need to run your first canvass and keep the momentum going.

Email us at info@indivisibleflipnc.org for help with:

- Walk sheets and scripts
- Turf-cutting, VoteBuilder/VAN access
- Developing educational materials about incumbents or issues relevant to your canvass
- Writing, designing, editing, and feedback

WORK IN PROGRESS

flip

FLIP NC
Work in Progress



FLIP NC
Work in Progress

WHO WE ARE

FLIP NC is canvassing in Wake County once a month to talk with voters like you about your values and the issues you care about.

WE'RE HERE

When considering in North Carolina has led to policies that do not reflect the priorities of most North Carolinians. The first step toward returning some control to the legislature is for each of us to get involved with our neighbors, supporting candidates we care about — most importantly — voting in our elections.

Hello!
How do you feel about our democracy?



Your District:
NC House District 36

Your representative is Nelson Dollar (R) who won by only 1,420 VOTES and votes with fellow Republicans MORE THAN 90% OF THE TIME.

Join us! Information about our next canvass can be found on our website and Facebook page.
@invisibleflipnc.org f @invisibleflipnc



✉ info@indivisibleflipnc.org

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