

A Basic Guide to Canvassing



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WOMEN

FOR HARRIS | WALZ **2024**

What IS Canvassing?

Canvassing is another word for an organized effort to knock doors in a neighborhood to have conversations with community members. We use canvassing to talk to voters about issues that matter to them, spread our message and recruit new volunteers!

Will there be training?

Don't worry if this is your first time! A training will be provided before the event (either virtually ahead of time, on in-person the day of), and you will be given a script to operate from. People often report that canvassing initially seemed out of their comfort zone - **but they were glad they did it.**

Can you give me the basics?

While the script will differ depending on the event, all follow a basic structure:

1. Introduce yourself and the organization you're working with.
2. Provide basic info about the campaign, the candidate's background, and platform.
3. Ask about the voter's opinions and if you can count on their support.
4. Thank the voter for talking to you.
5. Record the information and move on to the next!

Q & A

What should I wear?

- Every canvasser should dress comfortably but maintain a tidy appearance.
- Wear shoes you can easily walk in.
- Consider layers, the local weather, and pockets or a bag to carry what you need.
- A name tag never hurts!

What should I bring?

- ☒ A FULLY CHARGED PHONE!
- ☒ Snacks
- ☒ Water
- ☒ If carpooling, consider cash to chip in for gas!

KEY TIPS & TRICKS

Save the cell phone number of the on-the-ground coordinator and/or other volunteers before you head out, in case you get delayed or lost.

Be yourself. Don't be afraid to use the script as a starting point, but make the ask your own. Your own words about why these issues matter to you will resonate with those you speak to.

Download the Minivan App on the [Google Play Store](#) or [Apple App Store](#) before you leave. MiniVAN is the go-to mobile canvassing application that allows campaigns to share scripts, gather data, and organize door-to-door canvassing using smartphones or tablets.

Listen as much as you talk. The voter is more likely to reply positively if they have a chance to talk about their feelings. Remember, this is really about having a conversation and relationship building – ask questions and engage!

Watch this 5-minute YouTube video explaining how to use MiniVAN. This will allow us to focus our time that day on getting through the lists!

Don't get discouraged! A lot of residents aren't home for one reason or another and, even among those who are home, a substantial percentage won't answer the door. Stay patient, positive and persistent and you'll see real results.



Thank You

Thank you for stepping up and getting out there to knock on doors for the Democratic Party and Kamala Harris. Your dedication is making a huge difference in this election, helping us connect with voters in key battleground states and counties to ensure every voice is heard.

Your hard work on the ground is essential in securing a victory and fighting for the values, policies, and rights that we all believe in.

We couldn't do this without you — thank you for **DOING SOMETHING!**

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