5 TIPS FOR SUCCESSFUL DOOR KNOCKING

1. PREPARE
   - Ring doorbell or knock at a reasonable volume
   - Stand a few steps back from the door
   - Maintain a friendly and open posture
   - Be respectful of everyone’s space!

2. INTRODUCE
   - Start with a smile
   - State your name, organization (Charlottesville United for Public Education), and program (Community Engagers)

3. STATE GOALS
   - In 1-2 sentences, describe the purpose of Community Engagers
   - Ex: “We foster community, collaboration, dialogue, and feedback to influence positive changes in education”

4. LISTEN
   - Consider the 80/20 rule (listen 80% of the time, talk 20%)
   - Offer the infographic and job description
   - Welcome questions or personal experiences with the Charlottesville education system

5. FOLLOW-UP
   - If there is interest in CUPE, take their name, email, and/or phone number
   - Share that you or CUPE will reach out soon
   - Thank everyone for their time!

ADDITIONAL REMINDERS
- Wear your name tag
- Stick with your partner
- Be respectful of all community members, even if uninterested in CUPE
- If you do not have an answer - ask your partner or another CUPE member