



THE SINGLE MOST IMPORTANT POLITICAL VOLUNTEER ACTIVITY: DOORKNOCKING/CANVASSING

What Candidates Need the Most.

Direct voter contact – doorknocking/canvassing.

Who Likes To Do It?

Almost no one, until they try it.

Why It's Important:

1. It is the most **effective** way of persuading voters and of finding out what's important to people. **Volunteer contact increases candidate support by 18% and candidate contact increases support by 42%.**
2. **Costs per vote:** \$40 per voter through direct mail. \$8 per voter with paid canvassers. **\$0 with volunteers.**
3. Each 10-point advantage in contact rate translates into a 3-point gain in the popular vote.
4. Personal contact through canvassing **raises the probability of voter turnout by 8.7 percentage points.**

The Three Kinds of Doorknocking:

1. **Survey/Identification** – Best done before the active campaign season /early in campaign season. This is to collect essential, accurate data on party affiliation, issue priorities and identities of residents. This data is helpful in crafting the message in the persuasion phase.
2. **Persuasion** – During a campaign, the best way to get people to support a candidate or issue is by visiting neighbors and persuading them to do so. It is made easier if we already know who we are talking to, what they care about, and where they are on the party spectrum.
3. **Get Out The Vote (GOTV)** – Starts just a few weeks before the election. The most effective way of turning out the vote, especially in states like ours where people can vote early.

Why It's Fun:

- We live in a beautiful community, and it's great to explore our beautiful neighborhoods.
- It's nice to meet neighbors and people are interesting and nicer than you expect.
- People have cute pets, cute kids, and beautiful gardens.
- You get lots of exercise.
- During Identification (ID), you don't need to talk people into anything.
- When you are knocking with a candidate, you should knock on doors where nobody seems home, so the candidate can talk to the people that are. The candidate does most of the persuasion!
- It's the most important, most valued, most effective campaign activity. You are helping to win!

Tips for Doorknocking:

- Wear very comfortable shoes, and take water and a snack.
- Smile! It's the best ice breaker!
- You can learn a lot about who lives there just by what they have outside the door. Be observant.
- Use the script as a basis but speak in your own voice. This is about connecting. Tell your story and ask about theirs.
- Keep an open mind – we are trying to get people to get on board, and are looking for common ground.
- Record accurate information. Candidates rely on this information to run efficient campaigns.