

# DOOR-TO-DOOR CANVASSING



As effective as social media outreach and earning media coverage can be for your campaign, there is still no substitute for direct contact with potential supporters of your campaign in your community. That's where door-to-door canvassing comes in.

Consider how likely you are to remember a simple leaflet left in your mailbox compared to a conversation you had with a passionate advocate for a cause and you'll understand why! Interacting with people individually gives you the opportunity to understand members of your community better, make your case, and hopefully earn new supporters of your campaign.

## WHAT YOU'LL NEED:

- a prepared script to start the conversations
- answers to commonly asked questions
- campaign literature that provides a link to the petition
- comfortable shoes and water
- a canvassing partner (this activity is most effective and safe when done with a two-person team)

When walking up to the house, try to take notice of anything that you might have in common. If you have children, you could perhaps note a swingset in the front yard and incorporate that into your conversation.

We recommend you structure your opening statement in the following way:

- who you are
- what the purpose of your campaign is
- how things are (bad, or at least not good enough!)
- how things should be (good, or as good as possible!)
- how you propose to achieve this
- what the person can do to support you

Once you get through your opening script, just follow the natural flow of the conversation. Answer any questions they have, and pay attention to some non-verbal signals about how they may be feeling about the subject, such as gestures, facial expression, attitude, tone of voice, etc.

If the household member is willing to sign the petition, encourage them to do it either on a sign-up sheet you've brought with you, or on their phones right in front of you. It's best to ensure that folks sign right away, before they forget!

If they are busy, offer to come back at a later time to discuss. If they are not interested or not home, leave a leaflet for them to peruse later.

Hopefully, during the course of a few afternoons, you'll have had some great conversations, educated people in your community about your campaign, earned some supporters, and had some fun!

Our advocacy team is here to support your efforts the whole way through. If you have any questions or need help, reach out by emailing [advocate@balanced.org](mailto:advocate@balanced.org).

## SAMPLE SCRIPT

Hello there, I'm Mary and this is Sarah, and we're parents of two students at the Local Elementary School. We're here today to let you know about our campaign to get healthier meals served to our children every day. Do you have a minute to chat?

*(If they say yes, proceed to the next section)*

As you might know, the lunches our children eat at school are piled high with processed foods like chicken nuggets and pizza, and seriously lacking in healthy ingredients like fruits and vegetables that make our kids strong. We want a better, healthier future for our children, and that's why we are petitioning the local school's leadership to make a commitment to reduce and replace 20% of their unhealthy foods with healthy ingredients like whole grains, legumes, vegetables and fruits. Is this something you can support? Would you be willing to sign our petition?