

## Canvass Party Agenda

### Sample Saturday/Sunday

- 10:30 a.m. Host makes sure she has all the materials prepped and ready to go!
- 12 p.m. Meet, Mingle, Walk through agenda
- 12:15 p.m. Campaign Story, Canvassing Basics, Send off
- 12:40 p.m. Canvass
- 2:40 p.m. Collect Walk Lists, Debrief
- 3 p.m. Potluck/or meet back at a coffee shop/restaurant
- 4 p.m. Data is handed off to appropriate person

### Detailed Agenda

- I. Meet and Mingle – 15 min
  - a. People arrive:
    - Millennials that noted interest in volunteering
    - AAUW members/coalition partners
    - Friends / Family
    - Email invitees
- II. Introductions- 2 min (Keep it short and sweet! Just names and a quick icebreaker, such as the issue that is most important to you in this election)
- III. Campaign Story - 5 min
- IV. Canvassing Basics, Practice, Send off – 20 min
- V. Canvass – 2 hours
  - a. Folks canvass in sets of two
- VI. Collect Walk Lists, Debrief and ask for more– 20 min
  - a. First ask: Will someone volunteer to host the next canvass party? Someone who hasn't hosted one before?
  - b. Second ask: Let's make some initial plans for the next canvass party as a group
- VII. Potluck – 30 min
- VIII. Get data to appropriate person right away, so it can be entered

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### III. Campaign Story

Welcome everybody! I want to thank everyone for coming today. We are going to get out and talk to voters in just a moment, but before that I want to tell you a little bit about this campaign:

Right now we're focused on making sure millennial (aged 18-31) women know:

- 1. What's at stake on issues that are critical to women and girls for this November's elections
- 2. Why their vote is important

We've got a great chance to do that but turnout is going to be the key to winning on women's issues. We have a simple and powerful plan to make that turnout happen. We'll be concentrating on reaching out to millennial women who just recently registered to vote or are sporadic voters (voted in 2008 but not 2010) around (city, state). We'll find out how likely each person is to vote, give them some background info on the issues, and remind them to turn out on Election Day, November 6, 2012 (\*early voting, absentee, vote by mail, etc.).

*\*Contact your county elections office to find out the different voting opportunities available before your canvass*

Today we will go out and connect with these potential voters. It is through our efforts today that we will make an impact on the election. We know from past elections that it is these one-to-one conversation between volunteers and voters that are most effective when it comes to encouraging voter turnout.

#### **IV. Canvassing Basics, Practice, Send off**

##### *Canvassing materials*

Hand out and go over:

1. Canvassing outline
2. Voter contact materials (including door hangers)
3. Issues fact sheets
4. AAUW fact sheet
5. Walklists and Directions
6. Clipboards
7. Pens
8. Water!

##### *Canvassing Basics*

- Prep your materials – remind them the things they’ll need – clipboard, walk list, factsheets, and literature
- Use the outline – it will help you, but don’t sweat every word
- Focus on turning out millennial women who are supporters of our issues
- Track every contact on your walking list
  - Fill out the information for every contact on your walking list – please write legibly.
  - For issue response and voting response, use the codes listed on the walk list.
- Be friendly and leave everyone you visit on a positive note.
- Move quickly. The more people we can talk to in those two hours, the better!
- Have fun!!! Passion and excitement are contagious – if you’re excited to talk to voters, they’ll be excited to hear what you have to say, and they’ll be more receptive to it.

##### *Practice the Outline.*

Do an example to give the volunteers a realistic idea of what to expect. Have them read the outline out loud to each other – get them to practice 2-3 times in role plays. Show them how to fill out the walk list.

##### *Expectations*

Give folks realistic expectations of what the day will look like. Ideally, we’re looking for folks to talk to about five voters an hour, but keep in mind that it is a weekend and not everyone will be home.

##### *Send Off*

Make sure to send everyone off in a good mood! You can do a cheer or a call-and-response to get people pumped up. Try having the host shout, “It’s My Vote!” and then the volunteers respond, “I will be heard!”

#### **VI. Collect Lists, Debrief Questions**

Be sure to collect everyone’s walk lists so you can enter the data later in the day.

This is a very quick section just to get people’s basic feedback and get them in the right frame of mind. Sample debrief questions include:

- How did it go out there for you all?
- Any good conversations that were had?
- Any tips for next time?
- Again, our goals for today's venture were \_\_\_#. Together, we've talked to \_\_\_# of voters within 2 hours.

*Ask for more: Get a volunteer to host the next canvass party, and work together as a group to plan it*  
 We are definitely looking to get a lot of AAUW members and volunteers in the community to continue to be active on this upcoming election. We only have XX days left until the election and there's a lot of work to do. Our plan is to turn out millennial women across the (city, state). From now until the election we are working to talk with millennial women who are new voters or are unlikely to vote without a reminder. To get these voters to the polls, we need your help.

That is why I want to ask you to get involved. I'm asking for us to work together to hold another canvass party! We need to contact our list of millennial women a total of 3 times between now and Election Day. Why 3 times? Because research shows that multiple contacts increases the likelihood that the person will vote! When we work together, we play a critical part in the success of the program. Can we help each other have an impact on this election by planning another canvass party? (Ask each person individually)

Great! (Group works together to determine date of next canvass party <should shoot for a date within the next two weeks>)

Delegate roles. Potential roles include:

- Recruitment coordinator: recruits and reminds people to attend next canvass party. Works with other volunteers to make sure they're recruiting and reminding folks to attend.
- Logistics coordinator: Prints/copies materials, brings clipboards, etc.
- Host: Tells campaign story and does a sample role-play to the group
- Fun coordinator: works with recruitment coordinator to come up with fun aspects of walk party (aka potluck, coffee shop meetup, etc.)

#### **VIII. Pass on data to appropriate person**

It is *very important* that data is given to the appropriate person to be entered into the VAN and that numbers are tallied and reported to AAUW.