



Hell Hath No Fury™

A how-to series to empower YOU to create OUR BIG BLUE WAVE!

How to Walk & Talk with Neighbors 😊

Yup, it works. Person to person contact, talking with and listening to voters is the most effective way to increase support, votes, and turnout for our Democratic candidates.

Person-to-person contact – as in in-person-to-in-person contact is **THE MOST EFFECTIVE TOOL** in any election campaign. The candidates go door-to-door as much as they can for this very reason. Since there are only so many hours in a day and there are way more doors than time allows for them to do it all by themselves, wonderful volunteers like you and me are the next best thing. 🙌

To take the mystery out of this important task, let me tell you how it works.

Just like phone banking, the campaign will do the following.

a. train you

Someone from the campaign will conduct the training. The trainer will tell you the purpose of the door knocking that day. It could be one of several reasons.

- gather information by listening to voters about election issues
- persuade undecided voters to support the Democratic candidate
- identify voters who support the Democratic candidate
- get out the vote – known by the letters GOTV, which fails to refer to a local television station. 🙌

b. provide a list of specific voters with whom you'll be talking and their addresses

c. a script to use at the door

d. a clipboard & a pen

e. paperwork to fill out to document the results of what happened at the door

Walk Sheets

The paperwork is called a walk sheet and are organized in a way that makes it easy and efficient. Often, it is split between odd and even numbered homes. That way you can stay on one side of the street.

In Episode 3 – Cell Phone Activism, I talked about how to do phone banking, I said that volunteers call specific people rather than any random phone number. The same is true for neighborhood canvassing. You'll be going to specific homes on the list because those are the ones that the campaign has identified. You'll skip the other houses.



Hell Hath No Fury™

A how-to series to empower YOU to create OUR BIG BLUE WAVE!

Date, Time, Place

- f. The campaign sets a date and for these neighborhood conversations.
- g. The campaign will determine where everyone will meet for training and handing out the materials (walk sheets, pens, clip boards)/
- h. You'll go to the campaign meet up – could be the office or a parking lot near the neighborhood or a business. Maybe it could be a supportive coffee shop. [The last time I went that was the deal. We met at a supportive donut shop.]

There, you'll meet volunteers like yourself who want to help to create the BIG BLUE WAVE this November – REOVEMBER!

Keeping up your strength

- i. Often the campaign will have snacks to keep up your strength and something to drink – often bottled water – because you need to keep hydrated.

What to wear

- j. Comfortable shoes! You'll be walking - a LOT. Be sure to wear shoes that will be comfy.
- k. Wear a campaign t-shirt. That way as you and your partner walking down the street promote your candidate. Also, when the voter comes to the door, it will be obvious who you are and why you are standing there on the other side of the door. If you don't already have a t-shirt, the campaign trainer will likely have a few on hand.

Walk in Pairs

- k. You'll pair up with another volunteer. Always walk in pairs. Whether the two of you walk together to the doors or you take one side of the street and your partner takes the other, that's up to the two of you.

The script

- l. The trainer will tell you what script to use and tell you what time to return to the meeting place for the final round up.

NOTE: Generally, the campaign will train you to speak ONLY with the voters on your list. There is absolutely no use wasting your time or the campaign's precious time on anyone else.

REMEMBER: TIME is the one asset in a campaign that continually decreases and can never be increased. The deadline is the election day, the final day of the election. And that's it! So, please just follow the instructions that the campaign provides.



Alright, let's head out!

Getting to the Starting Place

- m. Sometimes volunteers will pile into a vehicle and get dropped off at the various starting places. Other times, you and your partner will drive yourselves to the starting place. If so, park somewhere nearby, and remember where you parked.

Examples of what can happen at the doors

Door #1

- n. You go to the first door and knock or ring the bell. Stand back a few feet to be courteous. Let's say that no one answers the door. You'll note that on your walk sheet. Walk to the next door.

Door #2

- o. The next door on your list, the voter answers the door. A polite conversation happens. You thank the voter, walk away, and note the conversation on your paperwork.

Door #3

- p. Your third name, maybe someone answers the door, but neither of the voters you want to talk with are home. OK. Tell whoever answered the door to have a good day and walk toward your next house. Be sure to note the info on your walk sheet so that someone from the campaign can return to that home.

Door #4

- q. If by some chance you go to a home with someone less than pleasant at the door, well, first of all, who knows what is going on in the person's life. Maybe the person just got some really bad news and you've just shown up at an inopportune time or maybe the person is a genuine horse's patoot.

The campaign trainer will have already provided you with instructions on how to handle the situation.

Blow it off. Put the information on your paperwork and just walk to the home on the list.

You and your partner will continue going to the homes on your walk sheets until the time arrives to return to the meeting place for the final round up.



Hell Hath No Fury™

A how-to series to empower YOU to create OUR BIG BLUE WAVE!

The Final Round Up

- r. This is where you will turn in your paperwork, talk about what you learned at the doors, and trade stories with other volunteers.

Pat yourself on the back. You've done a great job helping to elect or re-elect another Democrat. THANK YOU!

Next Steps

- s. Did you have a good time? Great. Please sign up to do it again!
- t. Hopefully, you've made a few new friends. Trade phone numbers with the other volunteers. Expand your circle of friends. Maybe make plans to get together.
- u. Be sure to take pictures of you and your friends doing these things, because it would be great for you to post on your social media. It encourages others to do the same. Be sure to tag the campaign!



This “out-of-the-limelight” task is another important campaign task that helps to create our **BIG BLUE WAVE of VICTORIES** this November/Roevenember!

Thank you for making it happen!

On to Roevenember!

Ana Maria
Sassy Political Coach™