

Persuasive Canvassing

Shifting politics one conversation at a time

WINNING IN A WAY THAT MATTERS

We don't just want to win elections, we want to win power for people.

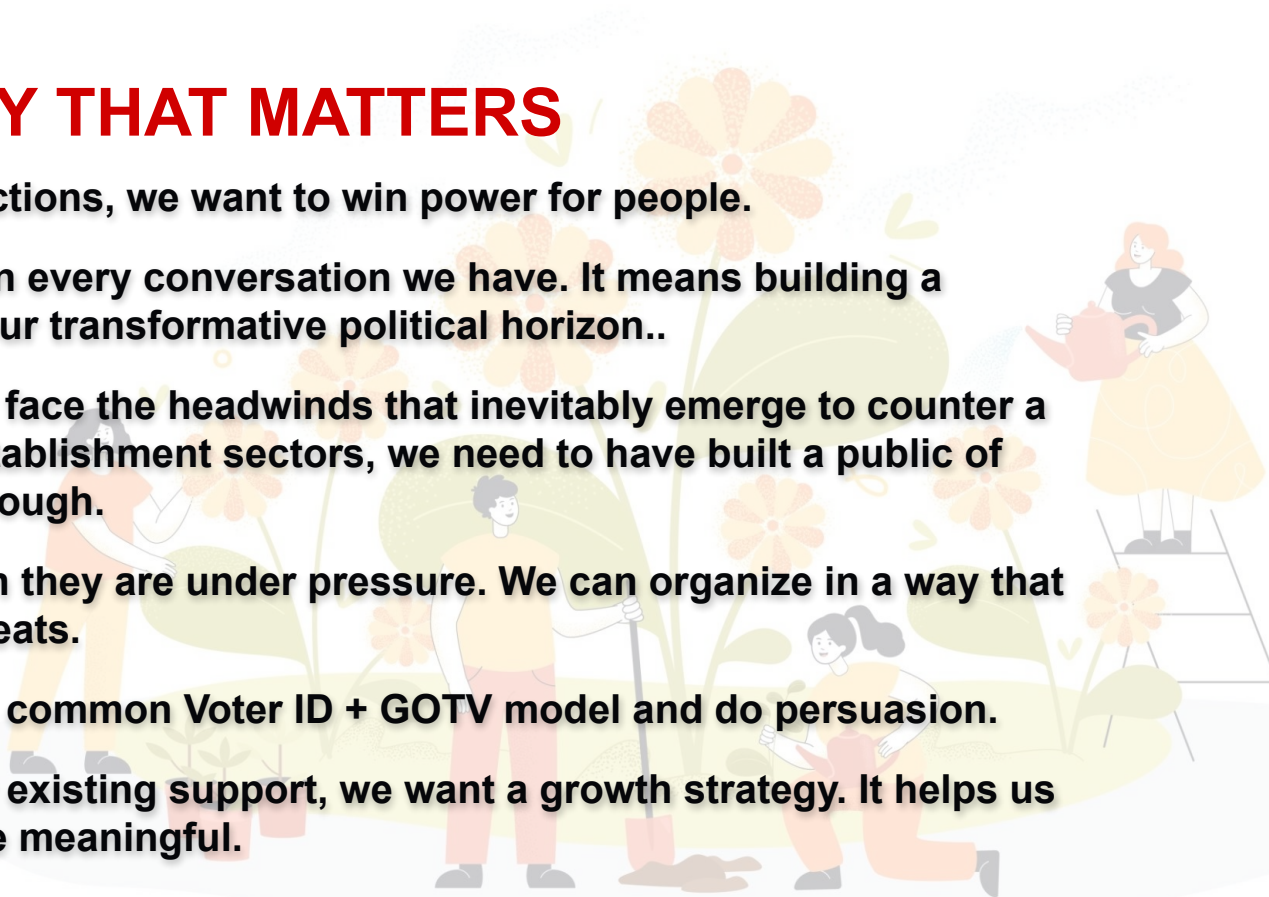
That means shifting politics in every conversation we have. It means building a popular base of support for our transformative political horizon..

When we win an election and face the headwinds that inevitably emerge to counter a Left political project, from establishment sectors, we need to have built a public of popular support to see us through.

Governments capitulate when they are under pressure. We can organize in a way that inoculates us from such threats.

That's why we go beyond the common Voter ID + GOTV model and do persuasion.

We don't just want to identify existing support, we want a growth strategy. It helps us win, and makes winning more meaningful.



SCRIPT REVIEW

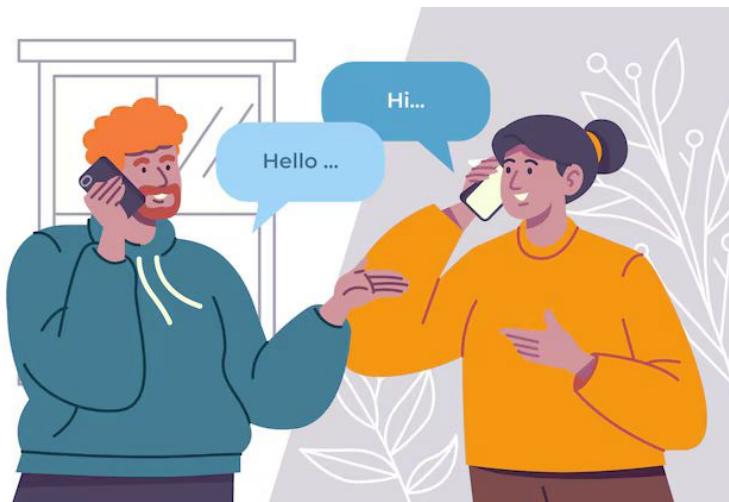
Shifting politics one conversation at a time

INTRODUCING YOURSELF

The Process:

We introduce ourselves, and the campaign we are with, before asking “how are you?”.

This is an effective way to punctuate the script before delivering our pitch.



Best Practices:

Avoid setting an apologetic tone (e.g., “sorry to bother you”) or asking things like: “do you have a minute/time to talk?”.

You have nothing to apologize for: you’re doing important work. Further, voters have agency and can exit the conversation without your help.



NOTE: If it’s a phone conversation, ensure you have asked for or have otherwise identified the voter you are speaking to.

POSITIVE ENERGY & CONFIDENT TONE

The success of our conversations is influenced by the energy we bring to them. Whether it's a happy, humorous, or passionate tone, or a combination thereof, the positive energy you put into a call will come back as effective persuasion, as well as successful supporter asks and data collection.

Avoid uncertainty in our asks, e.g., upward inflections. If you sound unsure about taking someone's personal or financial information, they will feel uncertain about giving it to you.



STRUCTURED CONVERSATION

The key to navigating a persuasive voter contact script is not the verbatim reading of the script (though there is nothing wrong with this): it's adhering to the structure of the conversation.



1. THE PITCH

We deliver a concise pitch (2-3 sentences max) about what our campaign is about



TIP: If you're struggling with the amount of text, reduce the pitch to one thought and ask them what they think.



2. ASK FOR INPUT

...and then we ask the voter what they think about it.



3. LOCK IN SUPPORT

When we find agreement or get a positive response, we move to lock in support

"Great. I'm glad we agree, We need your help to get this done. Can we count on you to vote for [candidate]?"

MARKING ACCURATELY (ASSESSMENTS)

We ask clearly “Can we *count* on you to vote for [candidate name]?” this keeps our marks accurate. Don’t use unnecessary qualifiers like “Do you *think maybe* you’d support [candidate name]?”



1: I am 100% voting for [candidate]



4: I am voting for someone else, not [candidate]



2: I’m probably going to vote for [candidate]



IV: Ineligible Voter



3: Undecided, but open to voting for [candidate]



WS: Won’t Say

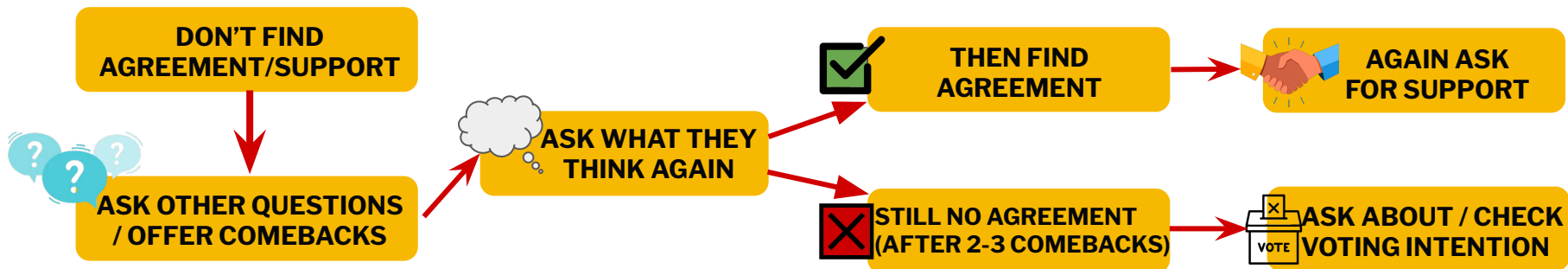


NV: Not Voting



**NO VIBE
MARKING!**

STRUCTURED CONVERSATION CONTINUED



EXAMPLES OF CHECKING VOTING INTENTION:
"It sounds like you're undecided at this time, is that correct?"
"Would it be accurate to say you're leaning towards [candidate] at this time?"

NOTE: Always ask 2s and 3s if they're considering or preferring another candidate.

When in Doubt:

“I’m supporting [candidate]
because...”

It’s always great if you can speak from the heart and let them know why *you’re* on this campaign.

STAY POSITIVE ABOUT OTHER CANDIDATES



Stay positive and keep away from attacking other candidates.



Focus on why you're supporting [candidate] and think they're the right person



Ask why they're supporting another candidate, and connect from there.

Example:

"I think there are multiple good people running, but I'm supporting [candidate] because I think they can accomplish x and y."

"I appreciate x about [other candidate], but I'm supporting [candidate] because I know I can count on them to accomplish y"

SUPPORTER ASKS



Err on the side of other people's agency, they can say no and that's OK.

Politics is too important not to ask. Political futures can be changed when we invite people to become more invested.

Thoughts like "I've already asked too much" should not prevent us from opening the door for future involvement.



TIP: Ask confidently and assumptively: No upward inflections and no unnecessary qualifiers (e.g., "might", "maybe").

People can exit the conversation without our help.



SUPPORTER ASKS CONTINUED

Help people to invest in this campaign in a way that works for them by addressing concerns and offering options.

If someone says they may not have the time to volunteer: ask if an hour or two a week works for them

If someone says they can't commit to volunteering right now or are unsure: ask if our volunteer team can follow up with them to discuss options

If someone says they don't think they can afford to contribute right now: ask them if a small amount might work (e.g., "Is there a small amount that might work? If everyone pitches in even a little bit we can have a fully funded campaign and we can win").

DATA COLLECTION

Equally important to persuasion and the collection of marks is the collection of contact information. We cannot win a movement for our political horizon with a single conversation.

Campaigns can expect 1 in 5 doors to open, and 1 in 10 phones to answer. Anytime you are talking to a live voter, use that opportunity—do not squander it. Collect a phone number and email so it is not the only time that person will hear from the campaign before election day.

We want to call 2s and 3s and try to upgrade their support later on during the campaign. Campaigns will also want to be able to call 1s and 2s and encourage them to vote, and to offer them rides. Campaigns may also need to call mark 1s for fundraising.

DATA COLLECTION CONTINUED

The smaller the phone and email list is for your supporters the harder it will be to raise the max, and to get out your vote. Without phone numbers, it becomes very difficult to circle back to mark 2s and 3s to upgrade their support.

A strong door canvasser should average at least one new piece of contact information for every mark they collect. A less experienced door canvasser should aim for at least one new piece of info for every two marks.

On the phones, expected data collection rates can be cut in half. Still ask what the best number is: we are calling some people on landlines, and those will not be around forever.

DATA COLLECTION CONTINUED

If collecting data at the door instead of on the phone: use open body language, show them your clipboard or phone and fill out the contact info portion together: “let me just see where I am on the voter’s list before I go *show them phone or clipboard* we’re at x address right? So are you [*voter on file*]? Great”

THEN ASK ASSUMPTIVELY & CONFIDENTLY

“What’s the *best* phone number to reach you at?”

“What’s the *best* email to reach you at?”

You could even just say: “phone number?” ... “email?”

If they already have a number or email on file, simply rephrase as “is this *still the best* email/phone for you?”



TIP: Never give anyone campaign literature until the very end of the conversation. It’s a social crutch you don’t need that encourages people to exit the conversation early (‘they have all the info they need’).

Giving someone campaign contact info before you’ve collected theirs is a great way to undermine data collection. Hide the literature on your person and only give/reveal it to them after data collection.

Keep it SIMPLE

If you're new, start by focusing on delivering the initial pitch, the voting intention ask, and (at least for dooors) collecting data.

If the conversation is going well, and you've built your confidence and familiarity with the script, then dig deeper into the comebacks and start asking more survey questions!

Thank You

Questions?