

# CANVASSING 101

VOTE

THU NGUYEN

FOR WORCESTER CITY COUNCIL AT-LARGE  
LOVING WORCESTER ♥ LEADING WORCESTER

## WHY WE ARE CANVASSING

- ➔ To get on the ballot, Thu needs 300 signatures from Worcester residents who are registered to vote, but we are aiming for 500.
- ➔ We need to knock about **40K doors between now and November**, which may lead to about 10K conversations and 5K votes to get Thu elected!
- ➔ **Why we are canvassing during COVID:** There is NOTHING close to as effective as knocking on doors. In 2020, this made the difference between winning and losing, both nationally and in MA. As much as we can do with technology, nothing will ever be a replacement for **talking to our neighbors**. If you knock a door for Thu this year and other candidates don't, then Thu probably has that vote, so every time you knock a door it's potentially a game changer.
- ➔ **Door knocking during COVID:** Using all the necessary precautions (masks, sanitizer, distancing), contact rates have been up from the usual average of 18-22% to 30%+, and the positive ID rate was higher because people liked having someone come by. If people don't want to talk, they mostly just won't answer.

## WHAT TO EXPECT

- ➔ The "staging location" is where we meet up at the beginning and end of a shift.
- ➔ When you show up, you'll get a script that has Thu's campaign message & either a paper list of doors or a MiniVan code. If you

download **MiniVan (an app for canvassing)**, we can send the list to your phone & you'll have your list of contacts and map there.

- ➔ The campaign will provide pens, masks and sanitizer, as well as a quick refresher to make sure you're comfortable delivering the message and having the conversation.
- ➔ You will ideally be knocking doors by yourself, but there will be other volunteers nearby.

## CANVASSING TIPS

- ➔ For health and safety, stay **8 feet back** after you knock.
- ➔ **Bring your phone fully charged**, because MiniVan drains the battery.
- ➔ **Your energy impacts how the conversation goes** - make eye contact, say the person's name, introduce yourself, show your enthusiasm for Thu and engage the person with a question - e.g., Have you heard of Thu?
- ➔ When we **code responses**, 1 means strongest support and 5 means no support. A 2 is leaning toward Thu, 3 is undecided, and 4 is leaning away.
- ➔ When we get to the canvassing stage, make sure to **clearly ask if Thu can count on their vote in November**. Otherwise, we may ID the person incorrectly and think we have their support when in reality they were undecided.
- ➔ If you do not speak the same **language** as the person who comes to the door, there is an option to mark this down in MiniVan and we will follow up when we are able.

- ➔ If you don't know the answer to a question about Thu's position on an issue, don't make it up - **say we'll follow up!**
- ➔ Ask until you get a no - if the person says they'll definitely vote for Thu, there's a good chance they would be willing to put up a lawn sign, volunteer, and/or donate. **(\*\*If you're a city or state employee, you can't solicit donations).**

## TIPS FOR SIGNATURE GATHERING

- ➔ On the signature papers, there is one section where the person needs to sign their name (printing it is also ok), and one section to print their address. Signatures need to come from registered Worcester voters. You will know the ward and precinct from your list.
- ➔ Let them keep the pen! (If they don't want it, make sure to sanitize after).
- ➔ Try to keep the paper in good shape - they can get rejected for very technical reasons.
- ➔ Ideally, avoid signatures from people who are not on your list, because they might not be a registered voter.

## HOW TO PREPARE

- ➔ **Download Minivan:** <https://apps.apple.com/us/app/minivan-touch/id352087547> & create an Action ID.
- ➔ **Come with a fully charged phone.**
- ➔ **Dress warm!**
- ➔ **We will provide masks, hand sanitizer, pens, clipboards, papers, a script, donuts & coffee!**