

# Canvassing Training Part of the Organizing Academy in Port Orchard 2/3/2018

## **Messages of hope have more impact than messages of fear**

Try to find something you and voter have in common, maybe it's a pet or the garden, or their job.  
Have identifying information on you so prospective voter can see who you are  
Introduce yourself as a volunteer

## **Body Language**

Eye contact: maintain regular eye contact, but remember to glance away every so often.  
Open posture: shoulders back, arms uncrossed, relaxed  
Lean in: nod, and lean slightly toward the person as they are talking to indicate interest.

## **Curiosity and Enthusiasm**

Greet people the way you'd greet a small child (there was a lot of push back on this from the trainees, but the idea is to sound positive, happy, relaxed, etc.)  
Focus on what they're saying - not what you're going to say next. Pretend you're they're telling you the plot to a cliff-hanger movie  
Hone your sense of curiosity. Pretend you're a detective trying to figure out what makes the other person "tick."

## **Ask open-ended questions and Dig Deeper**

Some examples:

- If you could change anything about our community or country, what would you change?
- What's the biggest challenge you or your family is facing right now?
- If you could have our elected officials focus on one thing, what would it be?
- How do you feel about the direction the country is going in?
- What do you care deeply about?

## **Ask follow-up open-ended questions**

- Could you tell me more about that?
- Could you tell me why that's important to you?
- Wow- what was that like?
- So when that happened, what did you do next?
- What would that look like?
- How has \_\_\_\_\_ impacted you?
- How is [elected official's name] addressing this issue?

## **Validate that you heard what the prospective voter said**

- Repeat back some of what the person told you.  
It sounds like you're saying \_\_\_\_\_.
- I just want to make sure I understand you. It sounds like \_\_\_\_\_ (paraphrase what they said).
- I want to make sure I get this straight. You're saying that \_\_\_\_\_?
- Wow, I can definitely understand why you feel that way given your experience with \_\_\_\_\_.
- You know, you're not alone. I feel that way sometimes, too. What do you do when you're feeling \_\_\_\_\_?

As a veteran, I can understand why you feel that way. (Works if you're a veteran.)  
I hear that you're a Republican, but I'm here to listen to what voters have to say.

**Miscellaneous**

If you run across a Bernie die-hard, say something like "I see the need to keep going for the greater good. When we seek perfection, we elect people like Trump."

When you find supporters, ask if there's anyone in their household who needs to register to vote.