

Canvassing Tips from Members of Making Waves for Democracy Meeting 6/26/22

Some of the comments in the chat during the meeting suggested canvassing and messaging tips. Here is a summary:

Messaging Approaches

- Use the three Vs:
 - Start with values in common and what we are for.
 - Then, villains - what GOP are doing and why.
 - Then vision - Say what we are for.

What are our messages about the economy?

- We need to make it known that the Dems are fighting for and addressing economic issues:
 - Democrats have well thought out policies.
 - Dems brought record job growth and reduction of the Federal deficit.
 - Gas and inflation are still voters' two biggest issues. Show how Dems are fighting gas gouging and inflation. USA has a lower inflation rate than most of the world.
- Pivot to Republicans and talk about the GOP record:
 - GOP has no plans to fight inflation. GOP wants price gouging because they are the price gougers. GOP voted against the anti-price gouging gas/inflation bill.
 - They have no plans to reduce inflation or climate change.
 - Republicans just care about the rich, and are controlled by the wealthiest people who want deregulation so there are no limits to their wealth, even if it means the rest of us are poorer.
 - GOP broke our supply chains during the pandemic.
 - GOP voted against fixing the infant formula supply shortage.
 - GOP voted against Veterans benefits for veterans exposed to burn pits.
- What to say about the uncertainty about the economy?
 - Point out that inflation is global and that it is the same in conservative government countries like the UK; and that conservatives have no plan to fight inflation.

What to focus on in CA-27:

- We need a good short story on Christy Smith's background to share with voters:
 - For example, her mother died because she couldn't afford the insurance that would have allowed her to treat her diabetes.

- What issues should we focus on:
 - The Dems focus on increasing JOBS, and the Republicans want to cut the ACA, Medicare and social security, and other essential supports for working Americans.

- Maybe Garcia can be linked with all of the current problems, including the economy.
 - The opposite of progressive is not conservative; It's regressive. We could benefit from making the regressive label stick to Garcia.

How do we reach Latinx voters:

- Be aware that a major source of information for non-English speakers is social media.