

Tips from the Field: Effective Canvassing Strategies: Participant Input at May 7 MWD Meeting

- "I like to look friendly, clearly identified with e.g., a vote shirt or candidate shirt. I do not wear sunglasses. I want them to be able to see my eyes, face, that I'm part of the community."
- "I let them know I am an unpaid grassroots volunteer. So people don't think I'm paid. I'm here because I care about the issue, candidate, election etc."
- "I will tell them about myself, being an attorney, an activist, if they are willing to talk to me. That builds connection, credibility. I figure I know a little about them from PDI, so I want them to know about me."
- "Was just telling a friend the other day how important it is in canvassing not to burn bridges with voters you speak with, even if they seem like they're not going to vote your way. We always need to rep our candidate and party positively and leave a door open for the voter to reconsider."
- "Make it clear that it's a Democratic majority district, but many in CA 27 assume it's majority Republican because Republicans are very loud and visible. When voters express skepticism about electing a Dem in the district, I always remind them of this - and many people are surprised to learn it."
- "We need to draw a lot of distinction between Dems and the GOP candidate and define our candidate early. GOP blurred Christy Smith with Katie Hill (who resigned in a scandal.)"
- "I wonder can we define MAGA Mike as extreme, bumbling, stumbling, inept. We need to show he is dangerous and incompetent. I think we need to break his phony "positives" of dare devil fighter pilot."
- "If you don't know the answer, let them know it is a good issue, that you will check with the campaign, ask them can the campaign contact them. You make a note in the canvassing app (PDI) and the campaign will review and follow up. I'll often note them separately also so that I can convey them directly to a campaign rep when I return from the canvass."
- "You will find many people are very happy to hear from you. So many people don't even know about the election or candidates. CA 27 is a lot of commuters. People often aren't home to hear about the election."
- "If the voter isn't there, I still try to talk to whoever came to the door, assuming they do not clearly identify as a Republican or against the candidate I support. If they are a Republican or clearly disagree, I'm still very polite. Thank you, have a good weekend."

