

Deep Canvassing Training and Strategy

Tracy Zeluff explained the deep canvassing methodology being used by California Democratic Party across target districts.

Tracy explained that deep canvassing focuses on two core ideas: asking open, non-judgmental questions and sharing personal stories to build connection. This approach grew out of gay marriage advocacy, where organizers found that emotional engagement is more persuasive than facts alone. The goal is to move beyond political talking points and understand how issues personally affect individuals and their families.

She outlined a structured training program that includes intensive multi-day sessions and ongoing skill development. Early results have been strong, with high volunteer engagement and thousands of meaningful voter conversations in just a few months.

Tracy also highlighted that voters are most concerned about cost of living, fears related to Trump/MAGA, and immigration issues. The canvassing method begins with open-ended questions about how people are feeling, then connects those feelings to personal impacts before introducing candidate information.

Finally, she noted that this effort is a coordinated program led by the California Democratic Party in partnership with several grassroots organizations.