Introduction to Deep Canvassing

GARY W. WASHINGTON PRECINCT COMMITTEEMAN

DEMOCRAT

WYANDOTTE COUNTY KANSAS KC 14-03

TOGETHER WE CAN MAKE A DIFFERENCE

VOTE ELECTION DAY

Why Get Involved In This Process?

As we move forward under the new Republican agenda, it will become increasingly clear that nothing will change unless *we the people* actively engage in the process. We must feel empowered to exercise our right to vote, be willing to challenge prospective candidates, and step out of our comfort zones to get involved. **Together, we can make a difference.**
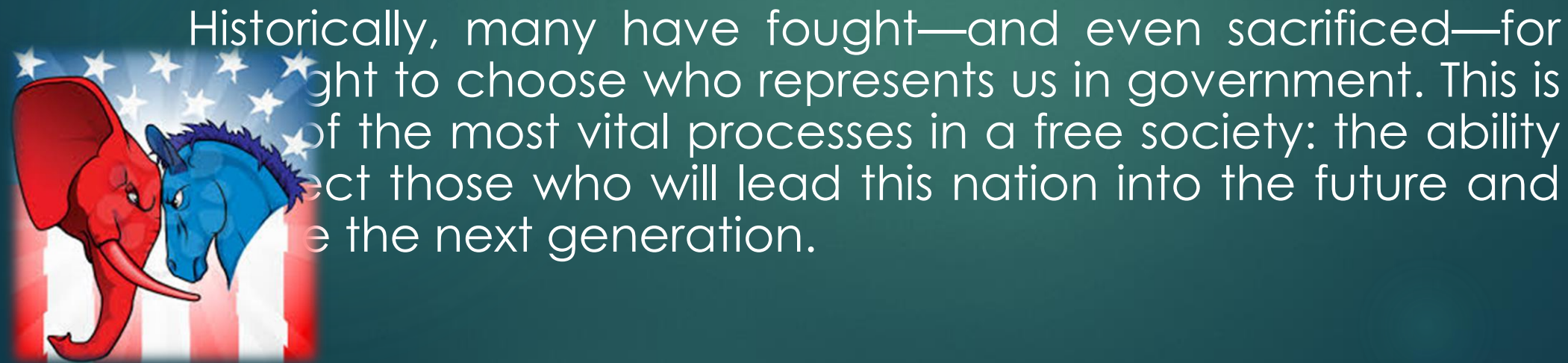
Historically, many have fought—and even sacrificed—for ght to choose who represents us in government. This is f the most vital processes in a free society: the ability ect those who will lead this nation into the future and e the next generation.

What is Deep Canvassing?

▶ Deep canvassing is a two-way empathic and non-judgmental conversation between canvassers and voters focused on structuring the voter's beliefs. Canvassers use this method to engage voters in a conversation and get them to a mutual understanding by providing alternative perspectives.

▶ The strategy involves:

▶ Sharing your experience and getting the conversation started

▶ Listening to voters, getting them thinking and sharing

▶ Highlighting common humanity

How Deep Canvassing Works

- Ask open-ended questions.
- Listen without judgment.
- Share vulnerable personal stories.
- Reflect back emotions.
- Invite self-reflection.

"The process moves in a cycle: Ask, listen, share, reflect, and invite."

"Every step is designed to create an emotional and empathetic exchange."

Deep Canvassing vs. Traditional Canvassing

*Traditional canvassing is brief and focused on issues; deep canvassing is longer and focused on emotions. It's about slowing down to make a real impact.

Traditional Canvassing

Quick persuasion

Talking points

1-3 minutes

Deep Canvassing

Emotional connection

Open dialogue

10-20 minutes

Why Deep Canvassing Works

Points:

- Human connection lowers defenses.
- Storytelling taps into shared humanity.
- Safe spaces allow belief exploration.

*When we feel understood, we're more open to rethinking our beliefs.

*Deep canvassing isn't about facts — it's about emotional experiences.

Key Techniques in Deep Canvassing

Points:

- ▶ Validate feelings.

- ▶ Avoid debating facts.

- ▶ Lead with curiosity.

- ▶ Share your story first.

* We validate feelings, even when we disagree.

* Leading with our own vulnerability models safety and trust.

Example of a Deep Canvassing Conversation

Example Dialogue:

▶ You: "Can you tell me about a time you felt excluded?"

▶ Them: [Shares story]

▶ You: "I felt something similar when..."

*Notice how the conversation is about their feelings, not about facts or data.

*Sharing a parallel story creates a bridge between your experience and theirs.

Challenges and How to Overcome Them

Points:

- ▶ Stay calm and curious.
- ▶ Use open-ended prompts.
- ▶ Focus on quality over quantity.

*Resistance is natural. Our job is not to argue but to stay genuinely curious.

*If the conversation feels stuck, gently invite them to share more.

Real-World Impacts

Points:

- ▶ Shifted opinions on LGBTQ+ rights.
- ▶ Changed attitudes on immigration.
- ▶ Used by major grassroots organizations.

*Research shows that deep canvassing has created measurable, lasting changes in public opinion."

*Many social movements are now adopting these techniques."

How to Practice Deep Canvassing

Points:

- ▶ Role-play with peers.
- ▶ Record and review conversations.
- ▶ Debrief after each conversation.
- ▶ Practice authentic storytelling.

*Like any skill, it takes practice.

*Role-playing and reviewing help us improve our listening and emotional connection skills.

Conclusion

Key Message:

- Deep Canvassing = Changing hearts through listening, not arguing.
- Build bridges, not walls.

*In a divided world, deep canvassing offers a way to bring people together.

*By listening, we make space for transformation.

Questions?

"I'd love to hear your thoughts, questions, or experiences with meaningful conversations."

"Let's discuss how we can bring deep canvassing into our own work and communities."