

HOW TO DOOR KNOCK

A GUIDE TO CANVASSING



Before you knock...

► Have a plan

- Have a short pitch that tells people who you are, who you're with, and why you're knocking on their door. Practice your pitch!
- Your pitch must have an ask, such as attending a tenant meeting.
- Have some kind of literature to hand out and leave on doors.

► Be comfortable and safe

- Dress comfortably while presenting a relatively clean appearance.
- Stay safe: canvass in a pair, have a charged phone, dress for the weather, and don't go inside homes even if you're invited in.

At the door...

► Knock firm, but friendly

- Knocking in a rhythmic pattern is best, and piques people's curiosity. Expect roughly 1 in 10 doors to open.
- Introduce yourself and say who you're volunteering with. Give your pitch in a few sentences, then ask an open-ended question.

► Listening is 80% of canvassing

- You do have a goal - but approach each knock as a chance to genuinely connect with a person first and to share your passion.
- Ask questions that can surface relevant/shared problems; highlight potential solutions that link back to your cause.
- Get contact information! Movements are networks, and networks depend on the ability to communicate.
- End your conversation by asking them directly (but politely) to commit to taking a small but concrete action (e.g. sign a petition).



When the door closes...

► Record some notes

- Record any notes that may be useful, such as their contact information, types of issues they were having, and if you think they may want to get involved in the movement.
- If you're canvassing with an app, log any information it asks for.

► Get ready for the next door

- Gather yourself, take a drink of water, get another piece of literature ready, and then knock on the next door.
- Keep it up! This is how we change the world for the better.