

Tips on canvassing

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People have been asking me for tips for a successful and efficient canvass. These are what have worked for me over the years and you are welcome to it.

Never wait on a canvass crew to come to work. Pick up your canvass crew at central locations. If the assigned person is not there when the van arrives, have a back up on call that you call in.

1. All canvass crews should have a morning meeting with a reminder of what went right and wrong the previous days and told how many doors need to be knocked that day.

2. You should have a van for your canvas with a driver and a supervisor/navigator.

3. Supervisor/ Navigator should have driven the precinct being knocked the day in advance. They should know all of the cross streets and where they will let teams of two off before the shift starts.

4. The canvass is not meant for people to be dropped off by a van driver and called when they are ready. This is lazy and people need a break between streets to be most effective. That is why basketball players are subbed in and out every few minutes to get a break and tell the coach what they are seeing on the court.

5. The van driver will drive through the precinct dropping two people on cross streets in each direction and then proceed to the next cross street. Once everyone is off the van, the van driver will drive back to the top of each street and pick the 4 canvassers up and proceed down the cross street till everyone is back on the van. The supervisor will then highlight that section of the precinct to know that it has been completed.

5. The canvassers most get off the van from the front first and reloaded by the boarding canvassers going to the back seats. That is the only way that everyone gets a break and people do not pass on their turn to get off the van because they feel like being lazy. Women can not leave their pocket books on the van.

Make sure that all canvassers have flashlights. That way they can see the walklist in the dark and the van driver can find them in the dark. All supervisors should have each canvasser's cell number and should not be out of eye contact with each canvasser for more than 10 minutes.

6. Canvassers should be knocking at least 15 doors an hour. If they are not, the Navigator/ Supervisor should be getting off the van and knocking the doors with the canvasser to ensure success.

7. The supervisor must conduct a debrief at the end of the shift. The supervisor should advise the canvassers if it is going to rain or snow the next day and remind them to bring an umbrella or poncho. Let them know that election day does not change so we canvass and rain and snow.

Follow these steps and you will cover turf much faster and efficiently. I am so tired of driving through Charlotte and seeing canvasser's walking around aimlessly, tired and don't know where their van or supervisor is.

Hope this helps and I didn't make anyone mad but GOTV is a science not to be taken lightly.

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