



Tips for How to High Traffic Canvass

Follow the below steps to have a successful high traffic canvass:

Come prepared. Bring a computer, smartphone or tablet to register voters with (if you'll be in an area without WiFi, consider bringing a portable WiFi connection). You'll also want a clipboard with a sign-up sheet for folks who are interested in joining your group. You should definitely bring water and snacks because you'll be outside for a few hours. If you can bring a little card table to set up some flyers on (with a paperweight), great. But don't sit behind it, stand in front of it; you'll talk to way more people!

Put on a smile. It may sound silly, but having the right mindset and positive energy will make a big difference in your conversations and will make passersby more likely to stop to talk with you.

Ask everyone. You should attempt to engage with every person that walks by, and assume that they're going to stop (even though you know lots of people won't). If you're in a really busy area, you may want to have a partner so that you don't miss anyone. Try to make eye contact and start with a friendly wave and a greeting from 10-15 feet away.

Practice your hook. Chances are most of the folks you want to talk to are on their way somewhere, so you're going to need to give them a reason to stop. Get right to the point: "Hey! Are you registered to vote?" or "Hi! Are you registered to vote at your current address?" is a good places to start!

It's OK to get a lot of no's. If you're getting a lot of no's, that means you're doing the right thing! You're going to be talking to a lot of people, so you'll find some who you'll have a great conversation with, but plenty who don't want to stop. Don't be discouraged! Keep your smile and keep talking to people.

Approach groups and stragglers. If the foot traffic dies down, you should approach folks who are lingering in the area. Folks who are in line are great for this, they're just standing around. Though it may be slightly intimidating to go up to a group for the first time, these

may be some of your best conversations because you're hitting multiple people at once and they're not on the way anywhere so they'll have more time to talk.

Debrief. Debrief with your group. What went well? What was difficult? How was the location?

Follow up. Call and email the folks who signed up to come to the next meeting as quickly as possible, within the next couple days. Follow-up within 48 hours greatly increases the chances that that person will remember the interaction and come to your meeting!

Do & Don'ts

Do

Have fun!

Ask everyone who walks by

Be persistent and assume passersby want to register to vote

Try out different hooks and share best practices with your group

Don't

Assume people don't want to talk to you

Wait for passersby to approach you

Keep talking to people who only want to argue

Neglect to approach large groups

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