



## Canvassing Tips and Tricks

What is Canvassing: Canvassing is the action that is going door to door to engage people with your cause. It's helpful to engage with people who do not attend community meetings, follow on social media, or have not yet heard or engaged with the cause.

How to Get Ready to Canvas:

- Step One: Make sure that you have enough flyers and handouts
  - Tip: Have Declaration sign on forms, clipboard, and pens on you
- Step Two: Have highlighted your call to actions (what are you asking people to do? Tip: best to have one with money, one with not money; or two no-money)
  - Example: Donate to the Loudoun Transmission Line Alliance to be able to hire more staff to support our mission; Sign onto the LTLA Declaration
  - If you are asking for money, make sure that you have a specific place that the money is going to go to (ex: field director and interns salary, legal fees, etc)
- Step Three: prepare your reasons, elevator speech about why this matters
  - EX: environmental, historic resources, local businesses.
  - Tip: use hints about the area about why this would matter to this person
- Step Four: Find a partner to go out to knock on doors with, never knock on doors alone
- Step Five: When getting ready to go out, make sure to have enough water, snacks, and a first aid kit in your car.
- Step Six: Define with the LTLA about where your geographic boundaries are so no houses are hit twice in the same effort
  - Get a copy of a map of the area that you are canvassing
- Step Seven: Check the weather before going out. Your safety is the most important thing, do not go out when

What to Do When in the Field:

- Make to park in a public, visible place
- Go door to door with your partner with your flyers and handouts, also helpful to have QR codes as well
  - Tip: make sure to wear comfortable shoes, and dress for the weather
- When approaching the door, look for the following:
  - Is it safe to get to the door
  - Is there a no trespassing sign, or a no soliciting sign. If so, do not engage
  - Does it look like people are home
- If there is a doorbell, make sure to ring the doorbell. If not, knock at a respectful volume on the door.
- Wait a set amount of time before leaving a flier/handout at the door
  - Tip: do not mess with the mailbox if you can avoid it.



- Tip: you can fold things around a door knob or put in the gap between the screen door handle/lock area and above
- If someone answers the door:
  - Make sure to introduce yourself and the Loudoun Transmission Line Alliance
  - Give your elevator speech (SHORT, 30 seconds at most) about what the transmission lines would mean to Rural Loudoun
  - Give the short call to action ask (donation, sign onto the declaration, visit the website)
  - Give materials if they are susceptible
  - Make sure to remain respectful and professional, when you are out you are representing the Loudoun Transmission Line Alliance
  - Be okay with hearing no or non-interest, do not push the issue
- Mark on a map what houses you knocked on, and if they were engaged, not engaged, or no contact
- For your safety and comfort, make sure that you are taking care of yourself in the field (dressed for the weather, drinking water, eating snacks if needed) and do not canvas for more than a couple of hours
  - Tip: If you are canvassing on a weekday, try to go in the evening. If you are canvassing on a weekend, try to go during the morning/mid afternoon.

#### What to Do After Canvassing:

- Turn in Declaration Sign in Forms to Communications Chair so declaration signers can be counted.
- Update the LTLA about what houses you knocked on

Thank you for going out, and remember to have fun!