

HOUSTON CANVASS TRAINING OUTLINE

8:30–9:00

Before the training begins:

Set up during breakfast

Assign 1-2 people to do each of the following:

1. Greet everyone, have them sign in.
2. Get everyone paired up, experienced and less experienced, each team WITH A CAR.
3. Hand out clipboards to teams.
(Contents: map and voter list, literature, rap, Q&A sheet, canvass guidelines, voter registration forms, pen.)
Encourage everyone to read the clipboard ASAP.
4. Give each team driving directions.

9:00–9:30

1. WELCOME AND URGENCY

- Welcome/ Thanks/ This is the most important work we can be doing.
- Urgency: Have to do a key piece of work before we can win.
- Dialogue is the key.
- Facts are half the message.
- Your humanity is the other half. We replace stereotype with a human face AND even if they know someone gay, they probably don't talk.
- Every vote we earn today matters.
- Every canvass you do, take the time to teach urgency. Helps people remember why they're here.

2. GOALS THIS MORNING

Two solid hours door-knocking

As we get experience in a new neighborhood, each of us talks to 10/hr, so average of 20.

Today, 1st time, learning curve, getting lost, new to using list, probably 6/hr, total of 12 conversations each.

Describe the neighborhoods we're going to.

Explain why we're here.

We will each get 3-5 supporters, 3-5 undecideds, 3-5 opposed, 1 bozo

Don't be discouraged when you get your bozo... then you're done!

With ___ of us, as a team we'll cover (x times 12) contacts.

3. SCHEDULE

9:45	Out of here
by 10	In turf, since we'll be nearby
till 12	Canvass, should have right amount of turf
12:00	Travel back
12:15	Lunch and debrief when everyone back

4. RATING SYSTEM

1 through 5
Why we rate people
What each rating means
1 = Will do more than vote with us
2 = We have their vote
3 = Undecided
4 = Against us
5 = Really against us
Why you should be stingy with 1's and 2's.

5. CLIPBOARD

Your clipboard is your friend.
a. Walk list, show how to use it
b. Map (very quickly)
c. The rap – do it – _____ does role-play with _____ or _____
d. Common Q&A
e. Building access, tips handout (very quickly)

9:30–9:40

Everyone role-plays rap with their partner

9:40–9:45

The send-off

6. QUESTIONS?

Reality check: half open their door, very little negativity
Practice rap once more on the way to turf.
Be a good partner, check in after a few doors.
Let's go!