



A Guide to Door to Door Canvassing

Canvassing is a great opportunity to spread the word about Zephyr. Through meaningful and personal conversations, you can help us persuade voters to support our campaign.

What do you need?

- ❖ You will need a list of names and addresses of registered voters and a stack of campaign literature. Submit [this](#) form to receive these materials.
- ❖ Optional but helpful: a clipboard, pens, a signup sheet to take down contact information from potential volunteers, and a Zephyr Teachout sticker or pin!

What will you do?

- ❖ You'll listen to voters' concerns and use a script provided to you by the campaign to provide information to voters about Zephyr. You'll record how supportive they are based on a 1-5 scale. The conversation should flow naturally, while ensuring that the key points about Zephyr are mentioned and critical information is collected.
- ❖ You will knock on the door of each person listed on the walking list. When the person answers the door, introduce yourself as a volunteer from the Zephyr Teachout for Attorney General campaign and confirm that you're at the correct house speaking to the correct person. You should begin to build rapport with small talk, and gather information on the person to tailor the script to their interests.
- ❖ If the person is not home, leave literature on their doorstep. If someone other than the name listed answers the door, introduce yourself on behalf of Zephyr's campaign and ask if the person on the list is available.
- ❖ End the conversation with a sincere thank you and give them campaign literature.
- ❖ While canvassing, be sure to track which people were home, which homes were empty, which homes were inaccessible to ensure that the same house does not get visited twice.
- ❖ You should follow-up each visit with a thank you email with more information on how the person can help out.

Thank you for volunteering your time to support to Zephyr's campaign. If you have questions, feel free to contact our Field Director Aly Johnson-Kurts at ajohnsonkurts@zephyrforny.com or (802) 595-9593. Your work is vital to getting Zephyr's name out to more people.

Post-Contact Follow Up Email Template:

Hi _____,

This is _____ from the Zephyr Teachout for Attorney General campaign. I really enjoyed our conversation today and wanted to follow-up on potential ways to help out the campaign.

We are always looking for more volunteers, and your support would be a great help in spreading the word about Zephyr. Zephyr's volunteer page on her website offers thorough instructions on how to host a house party, canvass door to door, write a letter to a newspaper editor, and more. Sharing news about Zephyr's campaign on social media, phone banking, and text banking are also great and easy ways to get involved.

You can visit Zephyr's volunteer webpage for more information: zephyrforny.com/volunteer

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Best,

_____ from Team Teachout