



CANVASSING

WHY WE DO IT AND HOW TO DO IT

LIBERAL DEMOCRAT NEWSWIRE CAMPAIGN GUIDE #1



WHY CANVASS?

TO SPEAK TO VOTERS, IDENTIFY ISSUES FOR CAMPAIGNS, PICK UP CASEWORK AND GATHER DATA - especially who they support and their email.

DOES IT WORK?

YES! For example, research in 2015 found canvassing people made them **11 PERCENTAGE POINTS MORE LIKELY TO SAY LATER THEY'D SUPPORT THAT PARTY.**

Source: markpack.org.uk/134388/does-canvassing-work

GET THE APP

Our canvassing app is called MiniVAN (and is the same app Barack Obama used!). It'll give you the names and addresses to call on and also the questions to ask.

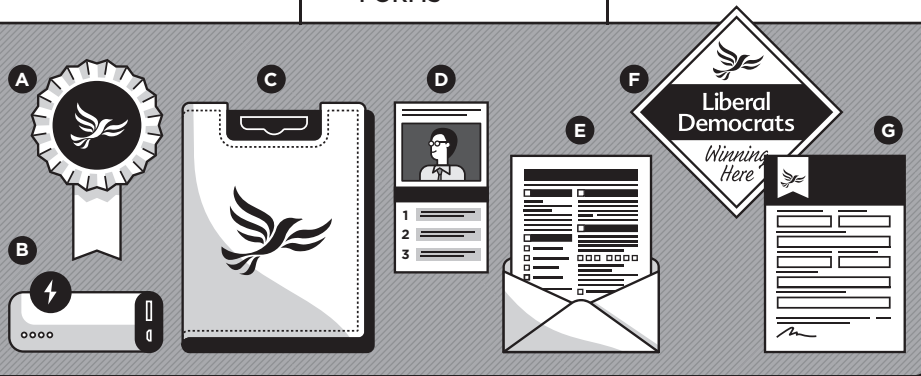
IT WORKS OFFLINE.

So don't worry if you'll be canvassing in areas out of mobile signal/WiFi range. Your local party can set you up with a login and a list of people to canvass.



WHAT ELSE YOU NEED

- A. BADGE or ROSETTE
- B. MOBILE CHARGING BLOCK - useful if canvassing with the app for a long time
- C. CLIPBOARD
- D. CALLING LEAFLETS to leave behind
- E. POSTAL VOTE FORMS
- F. WINDOW POSTERS
- G. MEMBERSHIP FORMS



WHAT TO ASK

The script in MiniVAN will show you the questions to ask. They should include:

- CHECK THEIR NAME**
So you don't record information against the wrong person!
- HOW WILL THEY VOTE?**
This helps us target messages and literature
- ARE THEY REMAIN/LEAVE?**
- EMAIL ADDRESS**
To keep in touch with them
- Are they willing to put up a **POSTER/JOIN/HELP?**

And remember to smile! 😊

QUESTIONS AND SAFETY

Usually people are polite and canvassing is safe. Make sure though you don't enter people's homes and that someone knows where you're canvassing. If you can, have more than one person canvassing the same area.

If someone has a detailed policy question or an issue they need help with, make a note of their contact details and **GET THE LOCAL PARTY TO FOLLOW UP.**

LEAVE A LEAFLET

Always offer someone a leaflet and always leave one if there is no response.

It means the time you've spent at that door brings more benefits, and offering a leaflet to everyone we speak to is part of how we keep within data protection law.



FIND OUT MORE

PARTY BELIEFS

Take a look at: markpack.org.uk/libdem-beliefs

CAMPAIGNING

Read Ed Maxfield and Mark Pack's **101 Ways To Win An Election**



AND REMEMBER...

Don't walk across the grass and always close the gate/door behind you (unless it was propped open to start with!).

