

What a Volunteer needs to know about going Door to Door

The trainer should advise the volunteers that before any actual door knocking action, there would be a gathering of volunteers at the party office immediately beforehand for a short training. All activities, even experienced ones should attend. The purpose of this meeting would be:

1. Make teams of two - try to team experienced volunteers with new recruits. Women should be teamed with men, young people with older people, etc.
2. Nightly canvass territory should be divided up between the volunteers and if possible volunteers should door knock in their own neighborhoods where they will know people.
3. At this meeting volunteers would receive their canvassers' kit. It should contain the following:
 - a map of the area;
 - written instructions and a suggested script;
 - a log to record: the doors called on; names; phone numbers and additional comments,
 - questionnaire;
 - volunteers and membership forms;
 - nametag to identify caller and party

Exercise: Large Group Exercise - Role Play.

Time: 30 minutes

☞ Ask for three volunteers. One is assigned to be the voter; the other two are party volunteers-one of which is the spokesperson at the door and the other is the record keeper at the door.

☞ Hand out the door knocking instructions to the participants.

☞ Dispense the "secret instructions" to the voter as to who they are and which if any party they support. To be illustrative for the first "set of volunteers" the voter is friendly,

for the next round the voter is hostile and the third the voter is undecided and so on. They should be encouraged to use real local examples of the kind of people your volunteers may expect to encounter at the doors.

☞ Allow enough time for everyone to have a chance to perform.

✓ **Purpose: To build confidence in the volunteers to go door to door.**

Points to remember when you are at the doors:

As a general rule, avoid being drawn into long conversations or being enticed into prolonged visits. Always be courteous and concise. Never argue with a voter, if the voter does, end the visit as quickly as possible. Take "NO" for an answer!!!

Remember always be polite even if the citizens are rude to you. If they do not want to talk with you or fill out the questionnaire, be polite and move on. If they're interested in your party, please remember to ask them if they will volunteer to help or would they like to join.

If no one is at home write "sorry I missed you" on the questionnaire and leave it for them under their door.

Record keeping

It is absolutely important that a record is kept of where each volunteer went. Addresses of all doors knocked on should be recorded, together with the names [hint: check for names on the doors] phone numbers if you can get it, and any other information about the voter's interest in issues or parties. See appendix for voter log.

What to say at doors?

See appendix 5 for door knocking instructions.

Sample Agenda

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|---|---|-----------|
| 🕒 | Introductions | [15 min.] |
| 🕒 | Volunteers
Exercise 1: <i>Who is a volunteer and why are volunteers important for your party?</i> | [10 min.] |
| 🕒 | Stepping out: Getting over your fear
Exercise 2: <i>Initial fears and concerns about door knocking</i> | [10 min.] |
| 🕒 | How to Motivate volunteers
Exercise 3: <i>7 ways to motivate volunteers</i> | [20 min.] |
| 🕒 | Report back from small groups | [15 min.] |
| 🕒 | Discussion: The Benefits of Conducting a Questionnaire | [15 min.] |
| 🕒 | Break | [15 min.] |
| 🕒 | Anatomy of Questionnaire: Elements of Questionnaire | [10 min.] |
| 🕒 | Exercise 4: <i>Who, What, Where, When, How long, How Much of a Questionnaire</i> | [20 min.] |
| 🕒 | Report back | [20 min.] |
| 🕒 | Pulling it all together
Exercise 5: <i>7 golden rules to make a volunteer Confident, Courageous and Committed</i> | [20 min.] |
| 🕒 | Report back from small groups | [20 min.] |
| 🕒 | Summary: Review of the day | [10 min.] |