

6. Always leave space on the back for people to add their comments and include an invitation for people to receive additional information on the party; to join; and to participate.
7. In addition, the questionnaire provides space for people to give their names, addresses and telephone numbers. This is crucial for the voters lists

The main messages of the questionnaire are:

- we are out there and we care
- we are listening to your views
- we want to invite you to join with us - together we can do it better

In any volunteer training you must always be able to answer the six following questions: **WHAT; WHO; WHERE; WHEN; HOW LONG; HOW MUCH?**

In the same way the volunteer will need to know the answers to these questions before they go out on the doorsteps because they have to understand the entire process.

Exercise 4: Small Group Exercise

Time: 20 minutes

☞ Have the group break into small groups

☞ Have each group answer the following questions:

1. What is a questionnaire?
2. Who creates a questionnaire?
3. Where do you take the questionnaire?
4. When do you do it?
5. How long does it take to complete the door to door canvass with the questionnaire?
6. How much does it cost to create a questionnaire? In terms of money, time and human effort?

Purpose:

To have the group think through the questionnaire process in order to:

- ✓ to develop an understanding of the process
- ✓ to have the confidence in their role to make it successful.

Reporting back from small groups

Time: 5 minutes per group

- ☞ Each group should report back to the larger group and place its list of answers to the six questions on the wall.
- ☞ As each successive group reports, they should only report on what is new or different from the previous group.

Discussion

Time: 15 minutes

Based on the reports from the groups, the trainer should lead a discussion with the large group on **benefits to the party** and the branch office of conducting a questionnaire. The answers should be recorded on the flipchart paper.

What follows is a summary of the kind of benefits for your party in general and your branch office:

- Change the style of politics;
- Raise the profile of the party;
- Raise the profile of individuals within the party;
- Create the image that your party is hard working and cares about the local community;
- Find new member, volunteers and voters;
- Find out which political party or parties people generally support;
- Test new policies;
- Identify strengths and weaknesses of the party;
- Give experience to volunteers before the next election.

Part 6: The Anatomy of a Questionnaire

To be an effective trainer you need to explain to your volunteers what you are asking them to do. Now when the benefits of conducting a questionnaire for the party and its organization have been discussed, you need to explain to your volunteers **"What is a questionnaire?"**.

Elements of a questionnaire

1. Party name must be clearly visible- so people will recognize the party.
2. Introduction - There should be a brief introduction which explains that the purpose of the questionnaire is to ask people for their opinions: "we need to hear from you..."; to show that the party cares about people.
3. The layout of the questionnaire should be simple and straightforward. People should be able to quickly understand what the questionnaire is and be able to easily fill it out in less than 5 minutes.
4. The questionnaire should deal with a limit of about 8 questions on both local (front page) and national (back page) issues;
5. On the back of the questionnaire there are important political questions to find out about party preferences. This is essential information for party to start the process of identifying its support and to develop voters' lists.

Reporting back from small groups

Time: 5 minutes per group

- ☞ *Each group should report back to the larger group and place its list of answers to the six questions on the wall.*
- ☞ *As each successive group reports, they should only report on what is new or different from the previous group.*

Here is a summary of answers to be looking for as the groups report back. As always these are meant to be a guide to provide you with a sense of the themes to be looking for in your discussion with the large group.

1. What is the questionnaire?

An opportunity to talk face to face with voters. It is also a method to gather information from field; a tool to find out what people think; to build voters' trust and confidence in your political party; to promote your party and to recruit new volunteers and members.

2. Who creates a questionnaire?

The questionnaire is designed by a small group of people familiar with the local area and its issues. The draft questionnaire is then presented to the larger group or Board for approval.

3. Where do you take the questionnaire?

Primarily door to door. Generally to places where people gather such as:

- schools/universities
- cafes;
- stadiums
- hospitals
- in my electoral district where I plan to run;
- at tram or bus stops

You may want to target certain groups such as:

- pensioners and their houses;
- workers in factories;
- in places where the young can be found.

4. When do you do it?

All year round between elections. Weekends and afternoons/evenings-when people are at home; optimum time of day will depend on your neighborhood-always thinking of when people are at home.

5. How long does it take to complete the door to door action with the questionnaire?

3 to 10 days, depends on the number of questionnaires and the number of volunteers.

Tip: Set Realistic goals. Before sending a volunteer off to do a task set a reasonable goal which they can expect to achieve. Make a reasonable estimate of how many doors can be knocked on in one hour and ask them to do that - say 10

houses. By setting a precise goal you are placing an expectation on a volunteer and they will have a sense of accomplishment if after one hour they have knocked on all 10 doors. It is always better to have volunteers returning to the office looking for more to do than to overwhelm them so they cannot complete the initial task.

6. How much does it cost to create a questionnaire? In terms of money, time and effort?

The cost of the questionnaire can be kept to a minimum by using a black and white layout which can be easily photocopied. There is no reason to use either expensive paper or color printing. Ideally a questionnaire can be created and distributed through the generous work of volunteers with photocopying being the only expense. In addition to saving the party money by utilizing the help of volunteers it is also a powerful message to your voters that you are a party that is financially responsible and well organized. The party can also offset costs by finding sponsors; either members of the party, business persons, supporters and/or party volunteers to cover the costs of photocopying.

This is the anatomy of a questionnaire. Each volunteer should understand this process because they will have to explain it to the community on behalf of your party.

Part 7: Pulling it all together

It should be now clear that questionnaires are an important tool to develop your local organization; to recruit new members and volunteers. They are also useful to learn what people are thinking and to position your party as one who cares about people and is interested in real issues.

But to achieve this, your party needs volunteers who are committed, courageous and confident and ready to go door to door to speak directly and individually to your voters.

This is the final step- How to have volunteers who are:

COMMITTED TO YOUR PARTY;

CONFIDENT IN THE PROCESS;

COURAGEOUS TO GO AND TALK DIRECTLY TO VOTERS.

HOW do you treat your volunteers so they have fun, enjoy the opportunity to participate in politics and come back with their family and friends?

Exercise 5: Small groups exercise

Time: 20 minutes

☞ *Have the group break into their small groups and make a list of 9 Golden rules to make volunteers "Confident, Courageous and Committed"*

☞ *Each group presents its list on flipchart paper to the large group.*

Purpose:

✓ **To have the volunteers develop a list of how they want to be treated as volunteers; how to make them feel included as an integral part of their political party.**

9 Golden Rules to make Volunteer Confident, Courageous and Committed

1. The work you do as a volunteer is very important for the party; and the community at large. It is not all about the money.
2. Train your volunteers: by sharing experiences and with role play;
3. Provide them with necessary materials, equipment, and resources.
4. Make sure your volunteers feel safe: Team up new volunteers with experienced activists-never have a volunteer do go out alone; Teams of men/women; young/old. People need to feel safe.
5. Make your volunteers successful; Send new volunteers into areas where you know the party has support so they will have a warm reception at the doors. Experienced volunteers can tackle the tougher areas!
6. Encourage your volunteers to be both persistent and polite. To communicate in a simple and straightforward manner.
7. Evaluate the action-Celebrate the success, no matter how small and learn from your mistakes.
8. Leadership support; the party leadership must acknowledge the work of the volunteers and the leadership should lead by doing, and help out;
9. Make it fun - parties need to thank volunteers and remember to say: Thank you! Take photos of your volunteers - post them in the office. In action and post them on the wall.

Part 8: Summary

Time: 10 minutes

It has been a long day of work. Take time at the end of the day to review what you covered during the training. One reason to make notes of each exercise is to enable the trainer to review and summarize from the pages on the wall.

And also take time at the end of the session to thank all the participants- they have worked hard and will hopefully continue to work hard for your party.

As a final exercise had out the list of training tips below. Review them with the group and ask if they have any to add. Now everyone is ready to train new volunteers!

HERE ARE SOME BASICS TO REMEMBER AS YOU PLAN YOUR TRAINING!

TIPS FOR TRAINERS

Dos	Don'ts
1. Do take enough time to become familiar with training materials and your presentation before the training session.	1. Do not arrive late. Be there 15-30 minutes before the first participant arrives.
2. Do dress to meet the needs of the situation/circumstances.	2. Do not rely on your notes/materials during the training session. Use your notes/materials only as an anchor to your presentation or to highlight a concept.
3. Do ask all participants to introduce themselves at the beginning of the training session.	3. Do not encourage general conversation about politics during the training session.
4. Do use the experiences of the participants to explain new ideas.	4. Do not keep eye contact only with one person in the room.
5. Do use examples from your experience to explain new ideas.	5. Do not keep eye contact only with men or only with women in the room.
6. Do use group exercise as appropriate.	6. Do not lecture or preach to the participants.
7. Do use humor in your presentation.	7. Do not talk to the flip chart.
8. Do develop relationships with the people you are training.	
9. Give participants an opportunity to ask questions.	
10. Do use the "KISS" principle. (Keep it simple.)	