



Lexington County
Democratic Party

Dems on Doors
Canvassing Training
Sept. 2024

Agenda:

1. Why Canvass?
2. Canvassing Do's and Don'ts
3. How to Canvass
4. General Canvassing information
5. How to use Mini-VAN app
6. How to canvass with paper
7. Questions?

1. Why Canvass?



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Canvassing 101:

Why Canvass?

- Face-to-face conversation is the most effective way to sway someone to your opinion
- We win elections by persuading more people to vote for our candidates, not by yelling at people on social media



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2. Canvassing Do's and Don'ts



DO'S



DON'TS

Canvassing 101:

Do:

- Always work with a partner (for safety)
- Wear comfortable shoes
- Dress for the weather
- Stay hydrated
- Bring bug spray
- Be familiar with your candidate or issue



Don't:

- Pass a locked gate
- Pass a No Trespassing sign
- Leave literature in the mailbox (newspaper box is OK)
- Enter a person's house



3. How to canvass



Canvassing 101:

How to knock -

- Look for a doorbell, if none exists try knocking, stand back so you can be seen if someone is coming to the door or stand where you can be easily seen through a peep hole in the door. Always wait with a smile.

Get an open door –

- Introduce yourself (recommend to only use first name). State that you're with a campaign or organization and what your policy or issue is about

Sample script:

Good afternoon, my name is _____ and I'm with _____.

We are out here today to let you know about _____.

Did you know that _____?

- If you don't get an answer - leave materials (put into the door frame, under the mat, etc.)

4. General Canvassing Information



Click link for Video

<https://youtu.be/QAfGzymkyfU?si=31cYfoySy9YvoP70>

Canvassing 101:

Stay on script – Keep to the message!

- Try and find out early on if there is a topic or issue that is important to the person you're talking to.
- If so - highlight how that issue/policy fits with what you're doing.
- If not - give a short overview of the over-all message.

Control the conversation and keep time limited

- Try to limit your time at a door or in-person contact to 3-5 minutes. They are likely busy and you have more ground to cover.

Always have an ASK and wait for a response

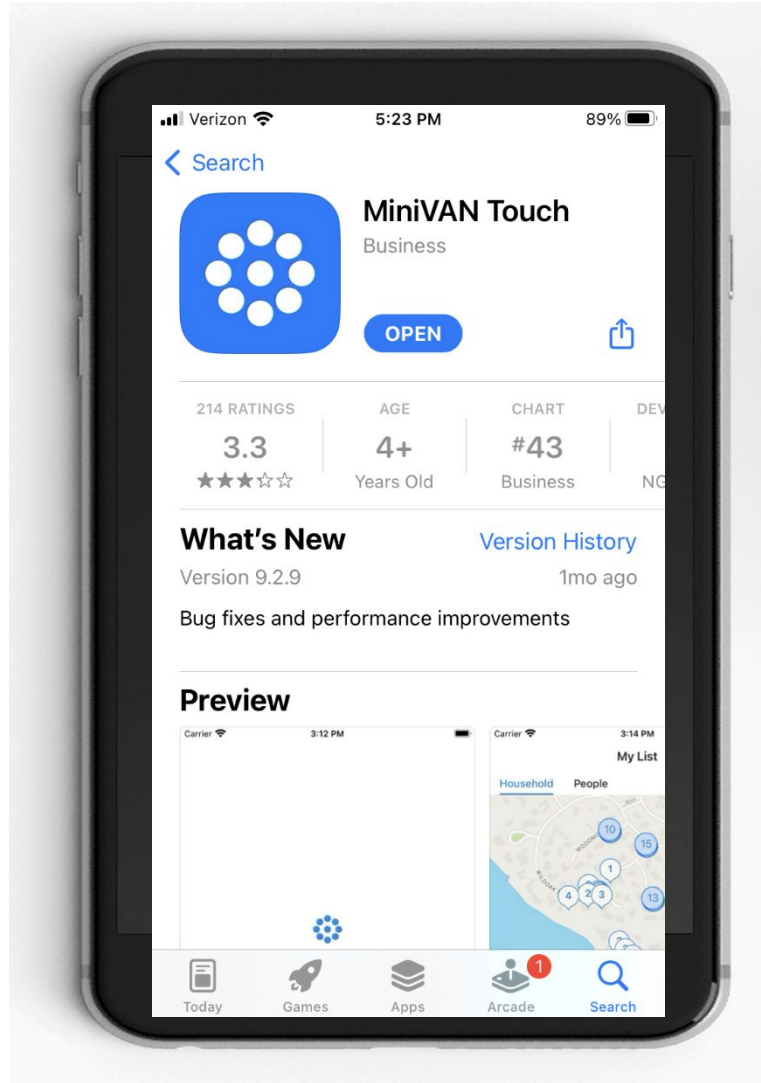
- Close with a positive reinforcement of your issue, candidate, organization or policy.
- Thank them for their time.

5. Canvassing using the Mini VAN app



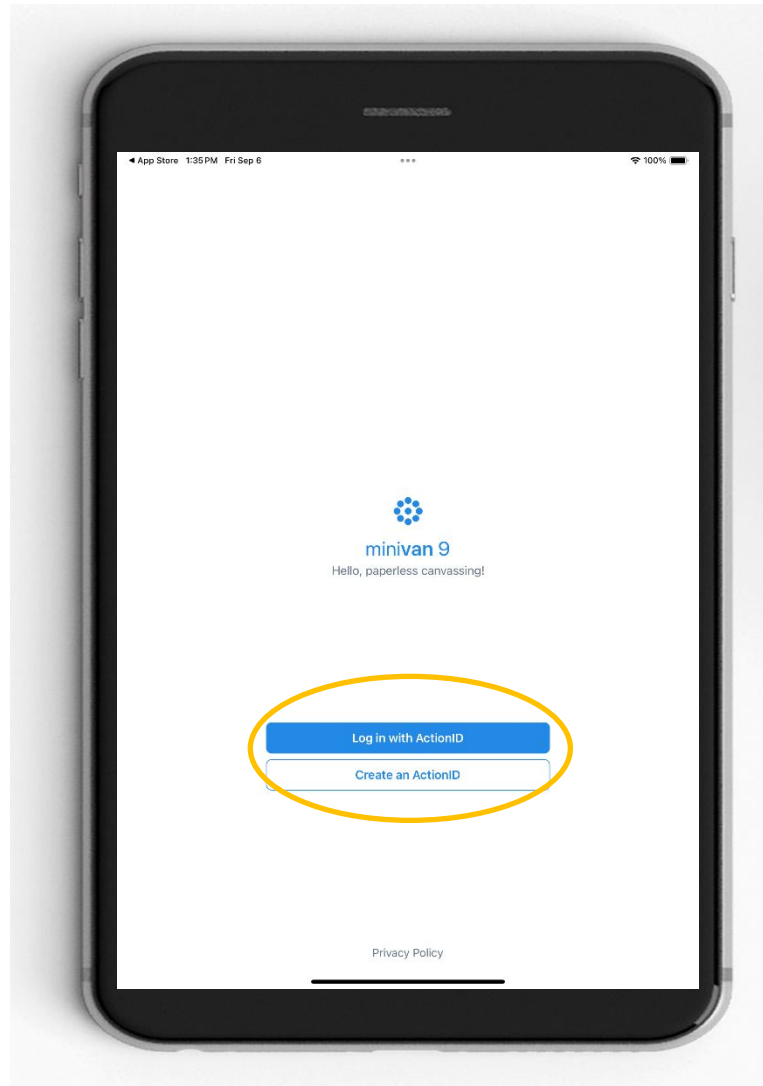
How to Use the Mini-VAN app

- Download the MiniVAN app from wherever you get apps



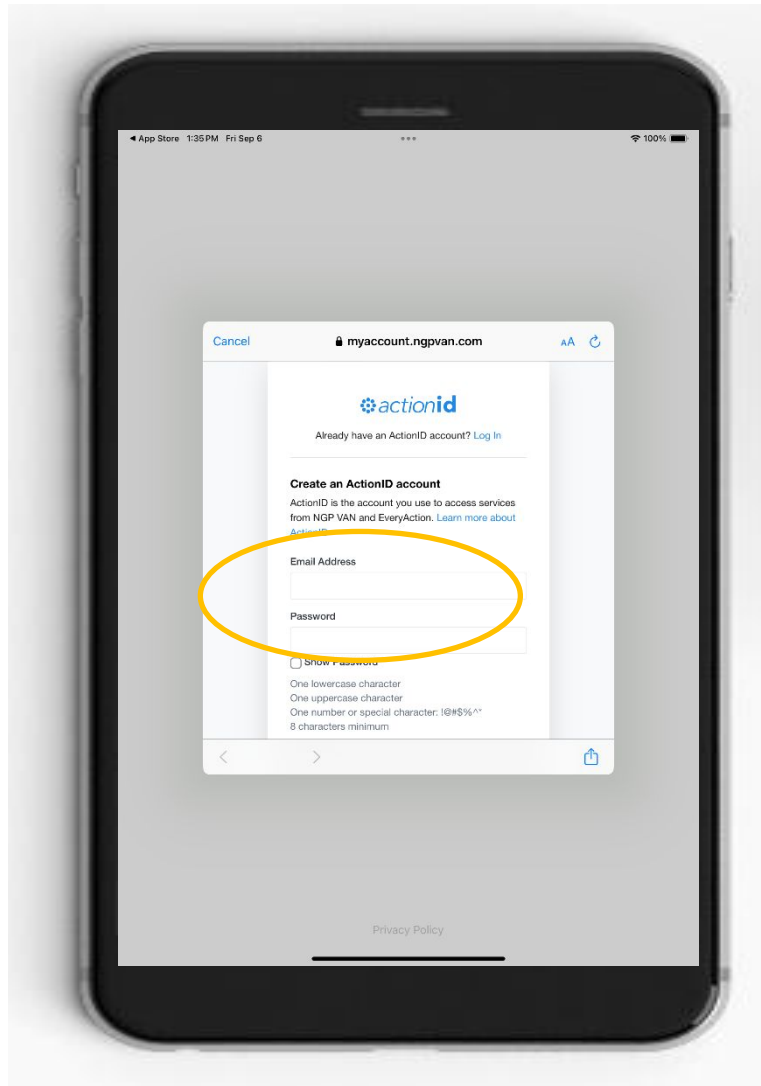
How to Use the Mini-VAN app

- Open MiniVAN
- If you already have an Action ID, Select “Log In with ActionID”
- If you don’t have an Action ID, Select “Create and ActionID”



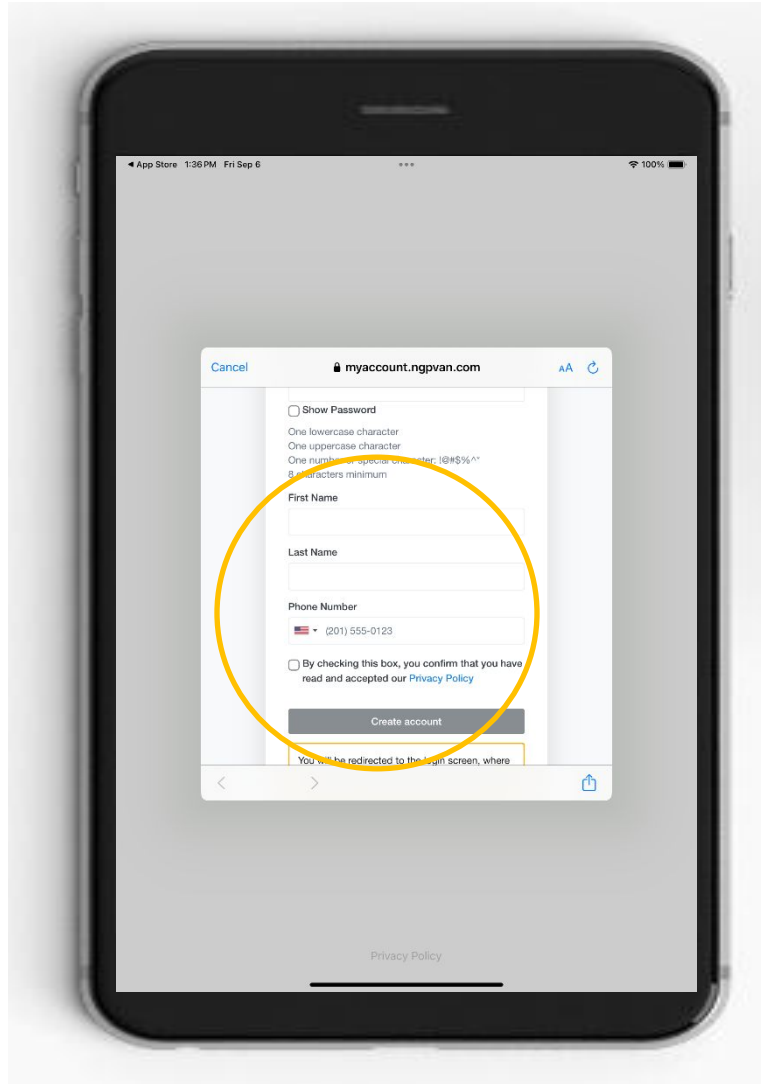
Create an Action ID

- To create an Action ID, enter an email address and create a password



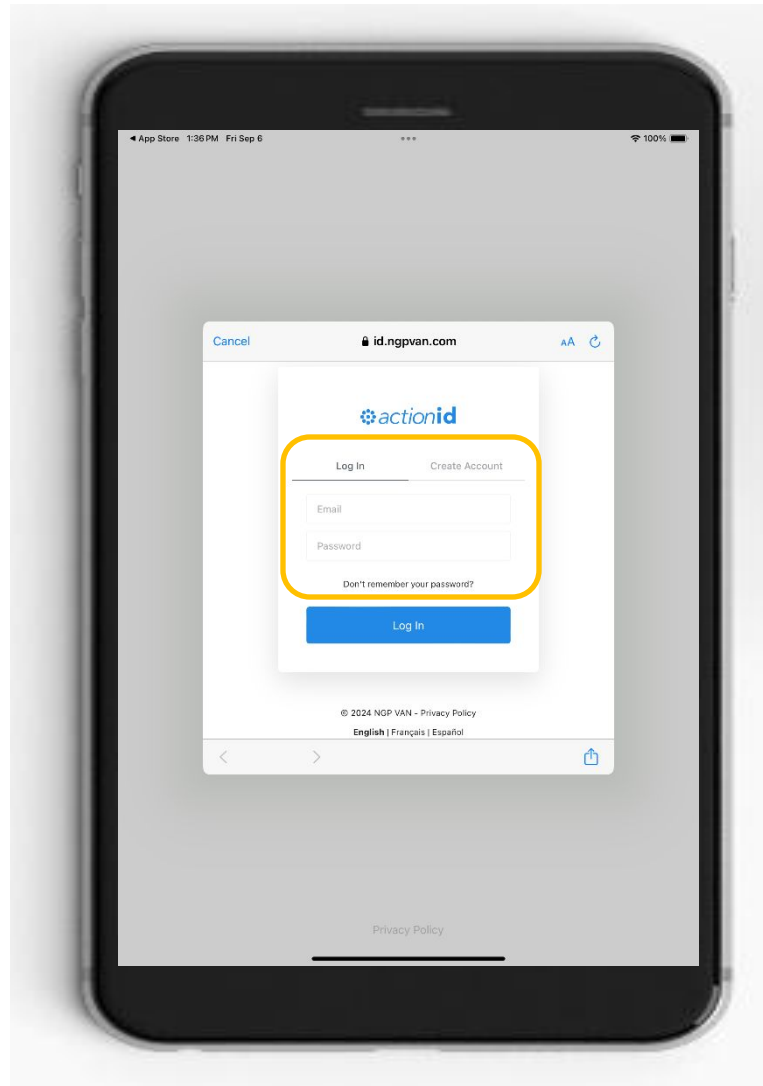
Create an Action ID (cont.)

- Enter your first and last name and phone number and click on “Create Account”
- You may have to open your email to confirm your ID



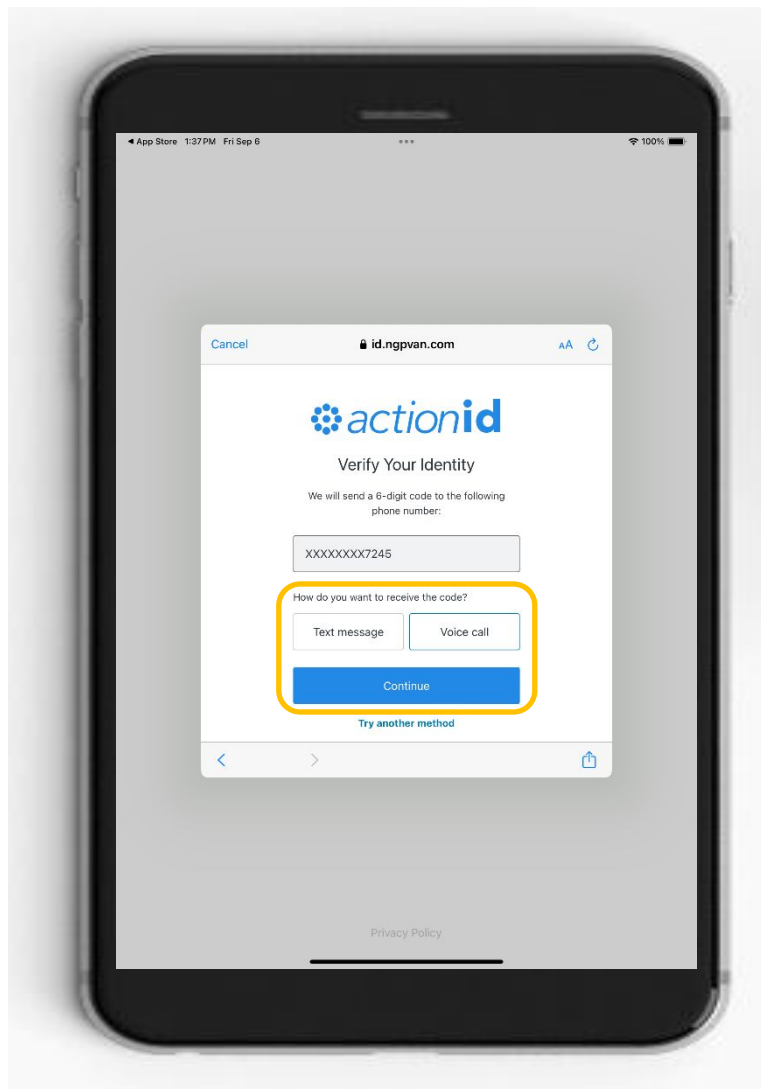
Login with your Action ID

- Enter your email and password
- Select “Log In”



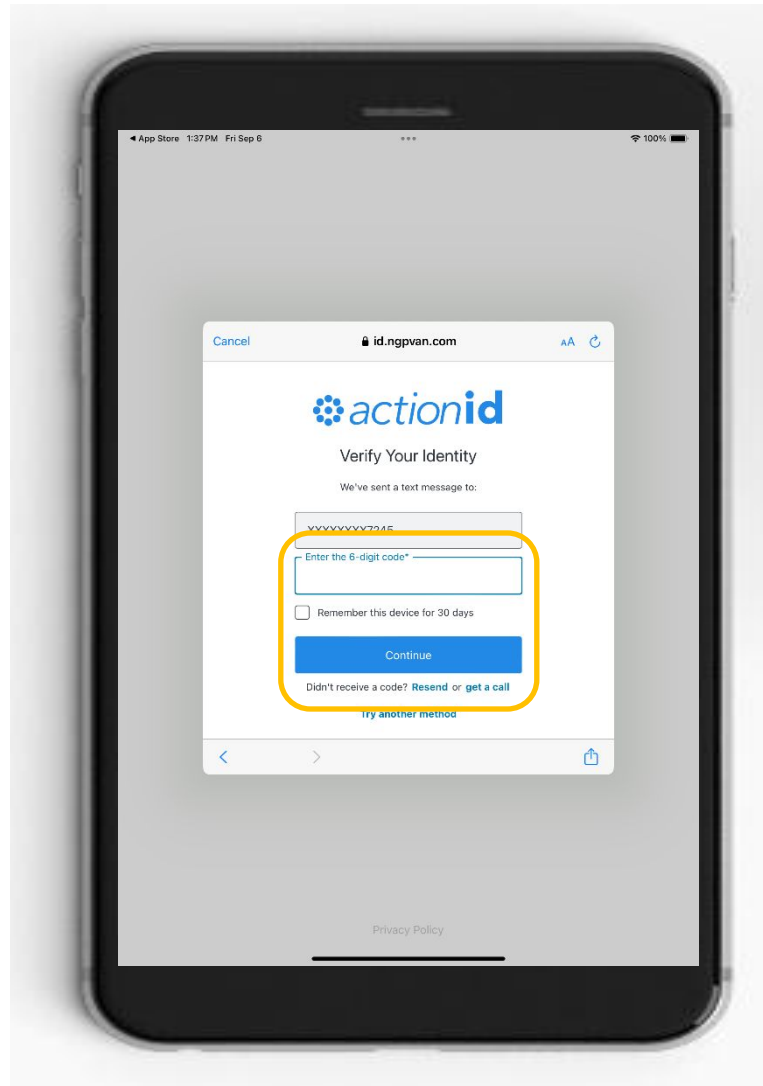
Login with your Action ID (cont.)

- You will need to enter information for a 2-Step verification
- Select “Text Message” or “Voice Call” and then select “Continue”



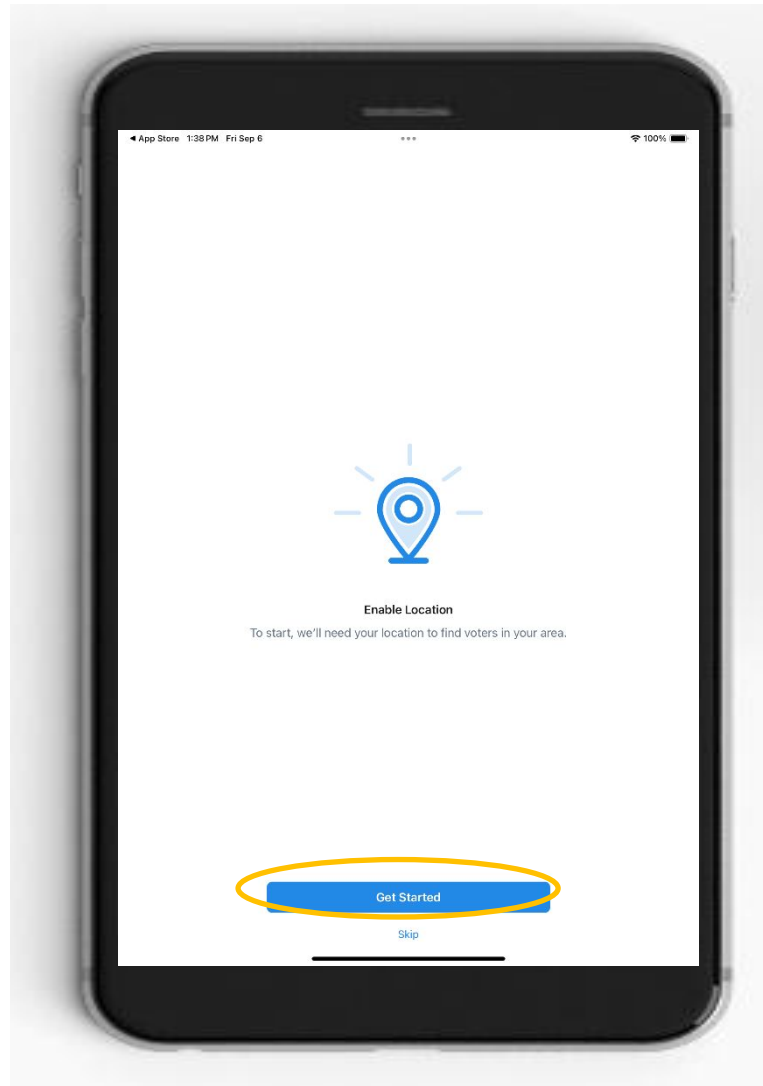
Login with your Action ID (cont.)

- Once you receive your code, enter it and select “Continue”
- You can check the box to “Remember this device for 30 days” if you want so you don’t have to log in each time



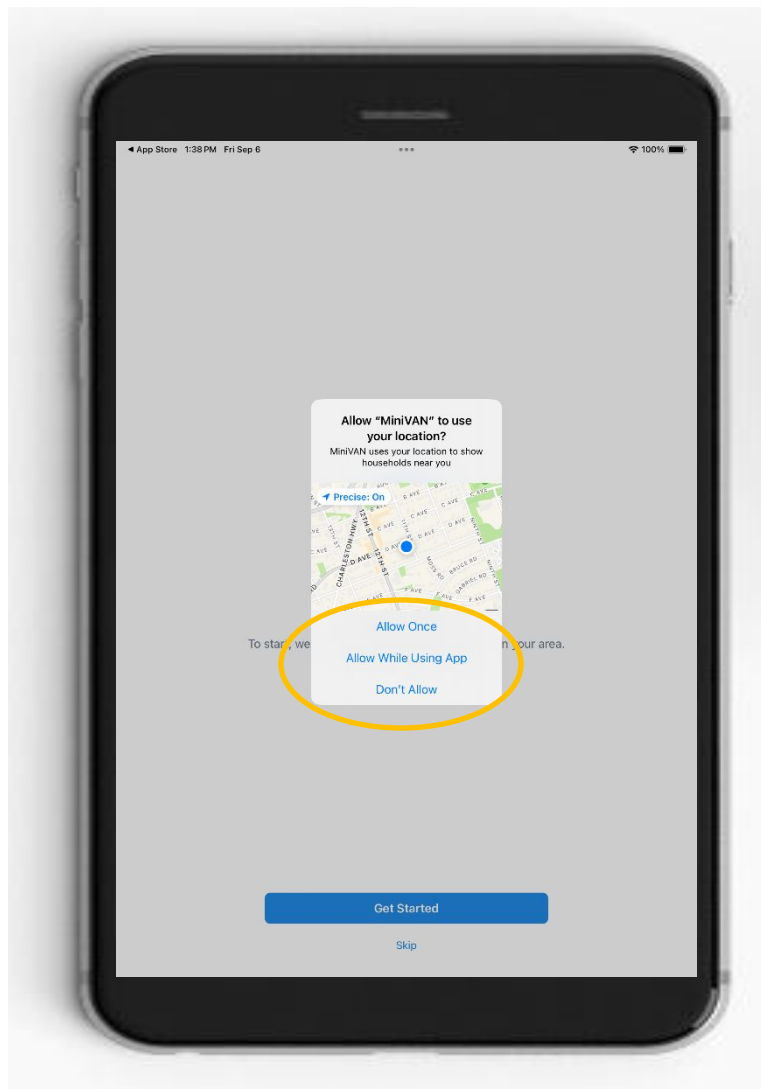
Login with your Action ID (cont.)

- On the “Enable Location” screen, Select “Get Started”



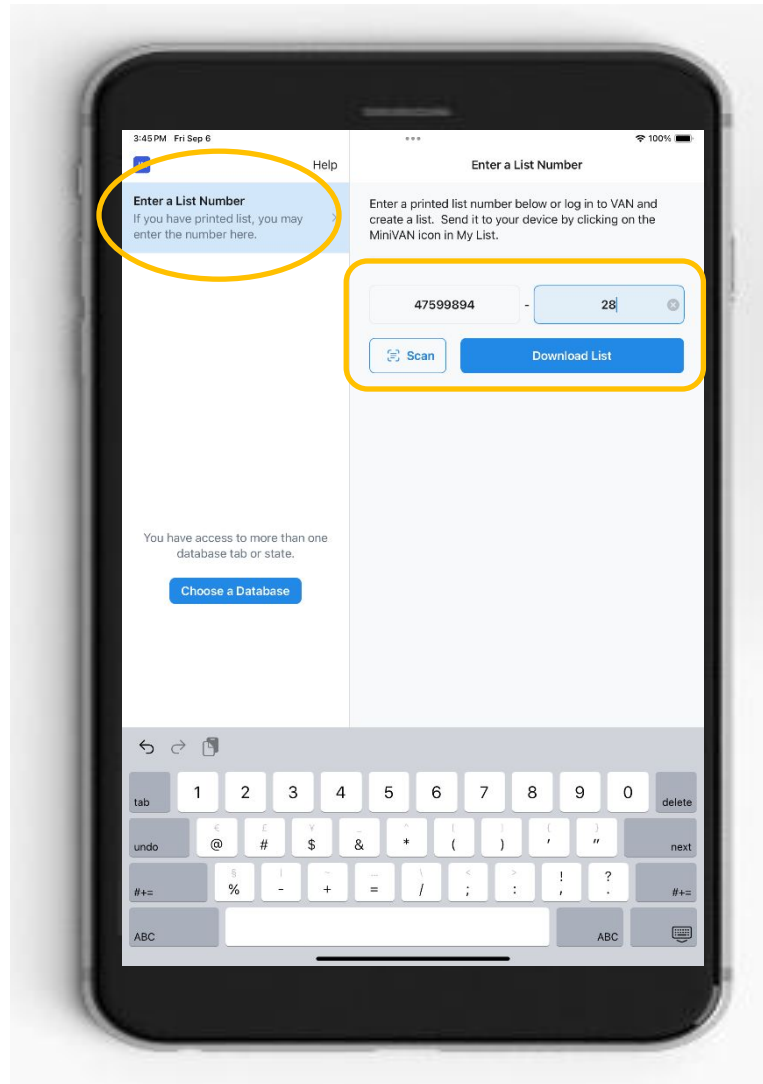
Login with your Action ID (cont.)

- On the Pop Up window to “Allow MiniVAN to use your location?”, Select “Allow Once” or “Allow while using the app”, depending on your privacy preferences



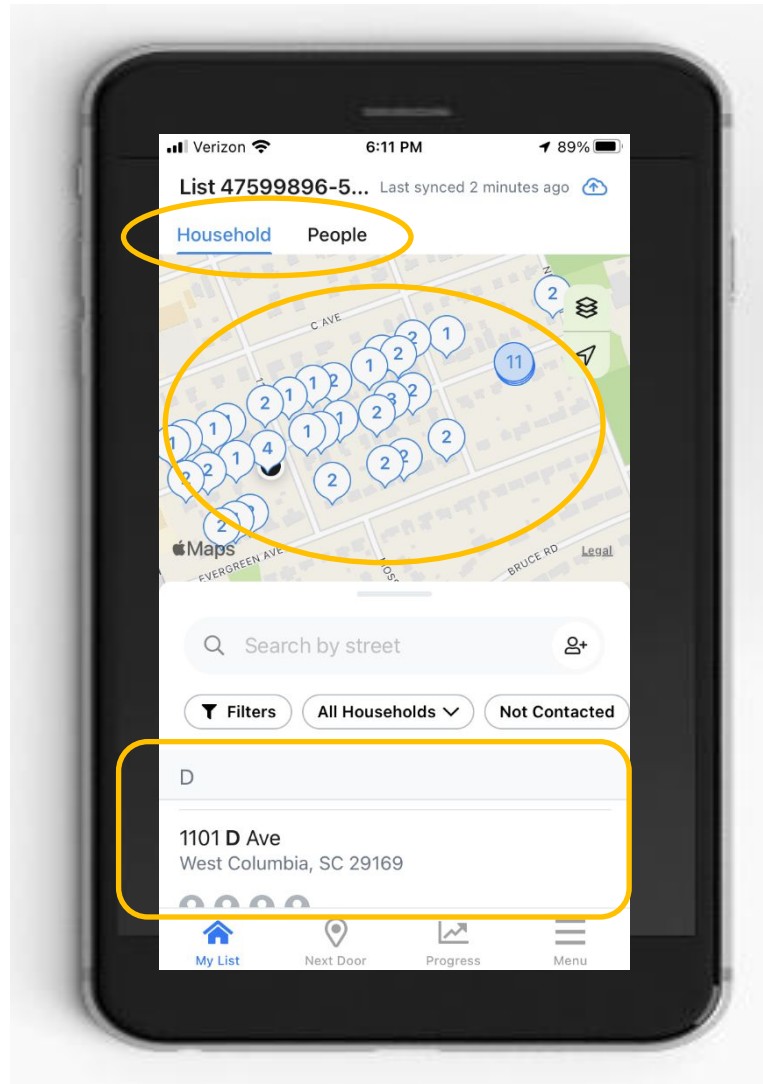
Enter your List Number

- In the MiniVAN app, select “Enter a List Number”
- Enter the List Number provided to you by the Canvass Organizer
- The list number is separated by a dash and the numbers must be entered separately before and after the dash



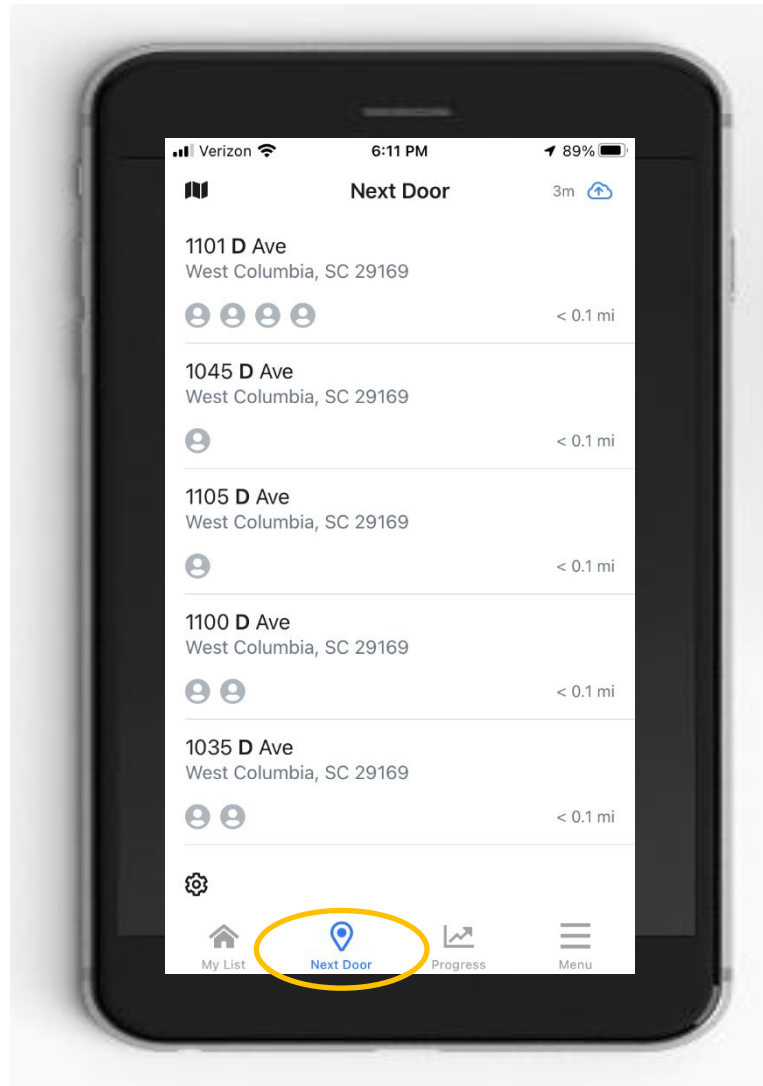
Start your Canvass

- You will see a list of addresses and a map of your target houses
- You can plan your route by looking at the map or you can select “Next Door” and you will be directed to the next closest house
- You can also select “People” in the upper left to see your list of people in alphabetical order



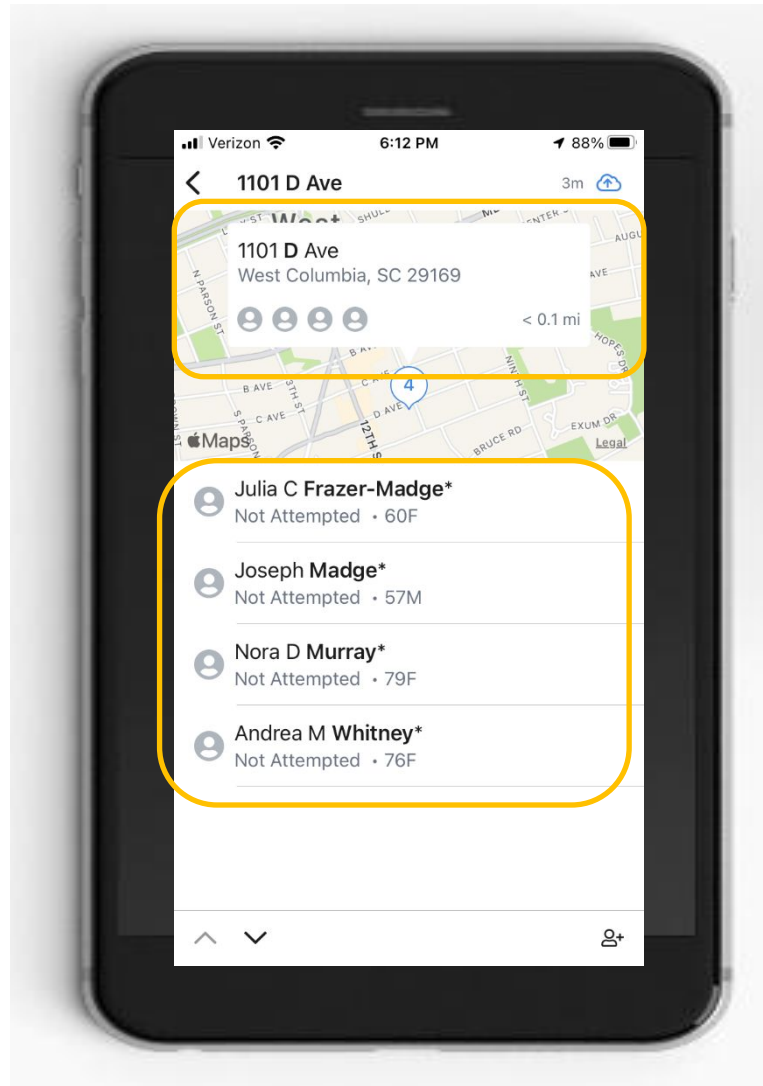
Start your Canvass (cont.)

- Select “Next Door” to be shown the next closest house to be canvassed



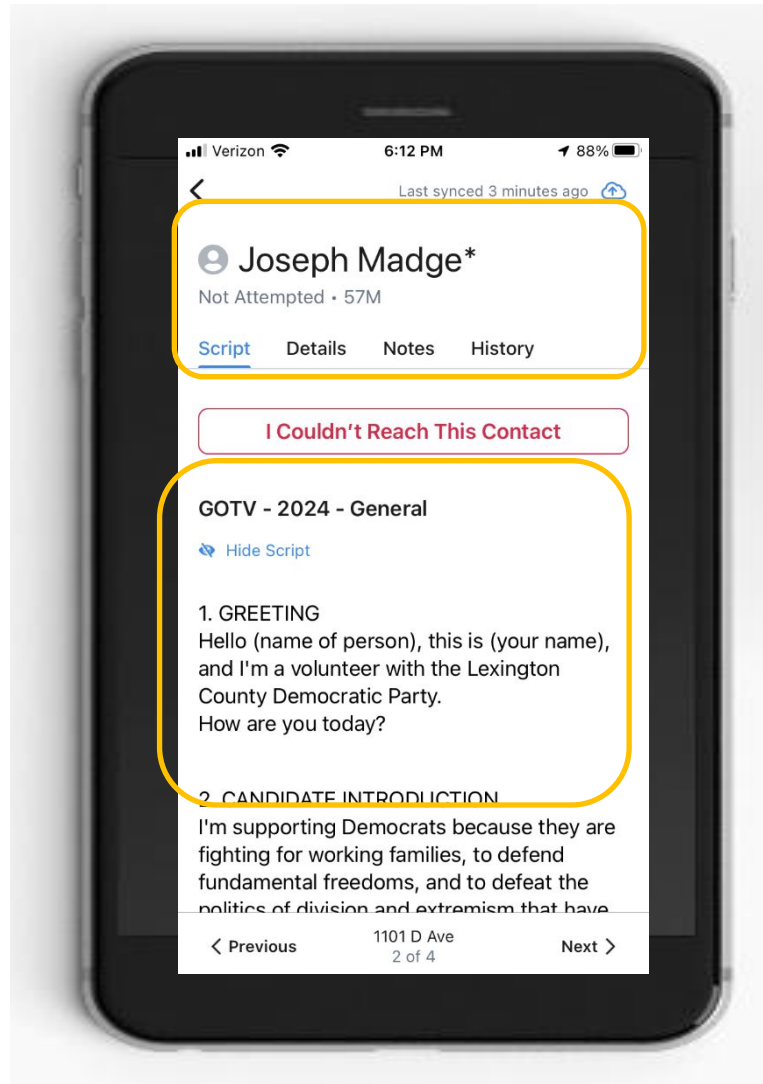
Start your Canvass (cont.)

- Select the address you are going to
- You will see a list of people at the address



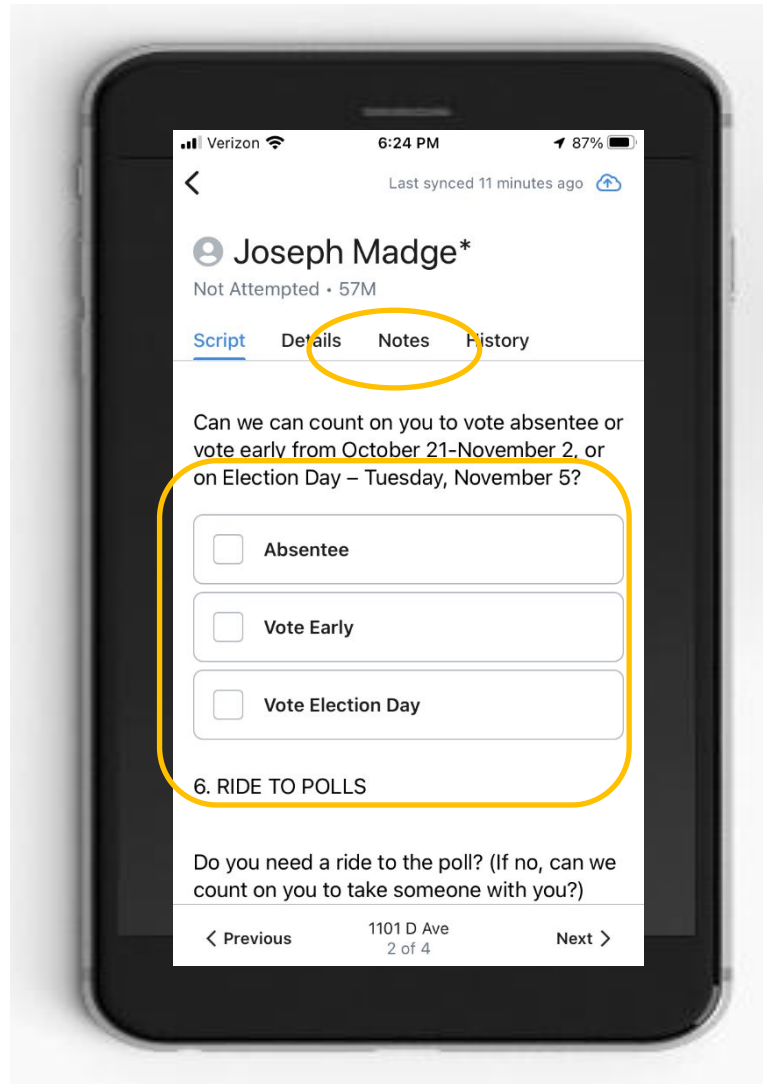
Start your Canvass (cont.)

- Select the name of the person at the address and you will see your script
- When talking to the person at the door, follow your script and ask any questions



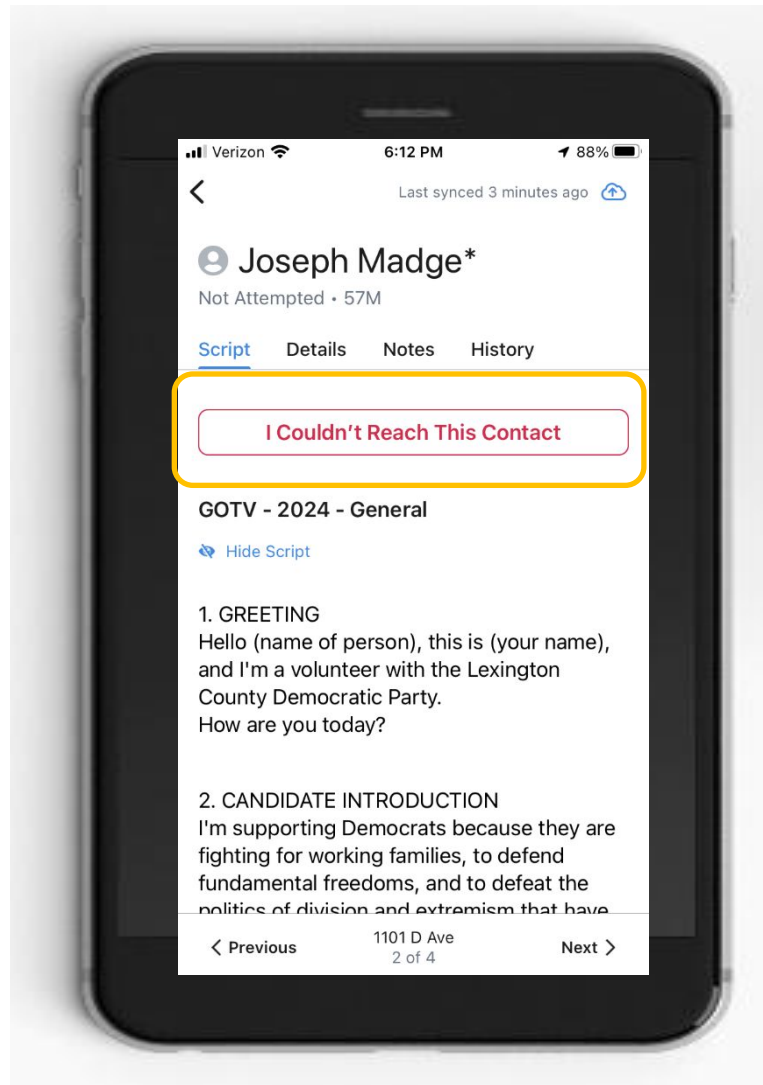
Start your Canvass (cont.)

- Select the answer for any questions on your script
- You can also select “Notes” to add any important information like “wants a yard sign” or “mean dog in yard”



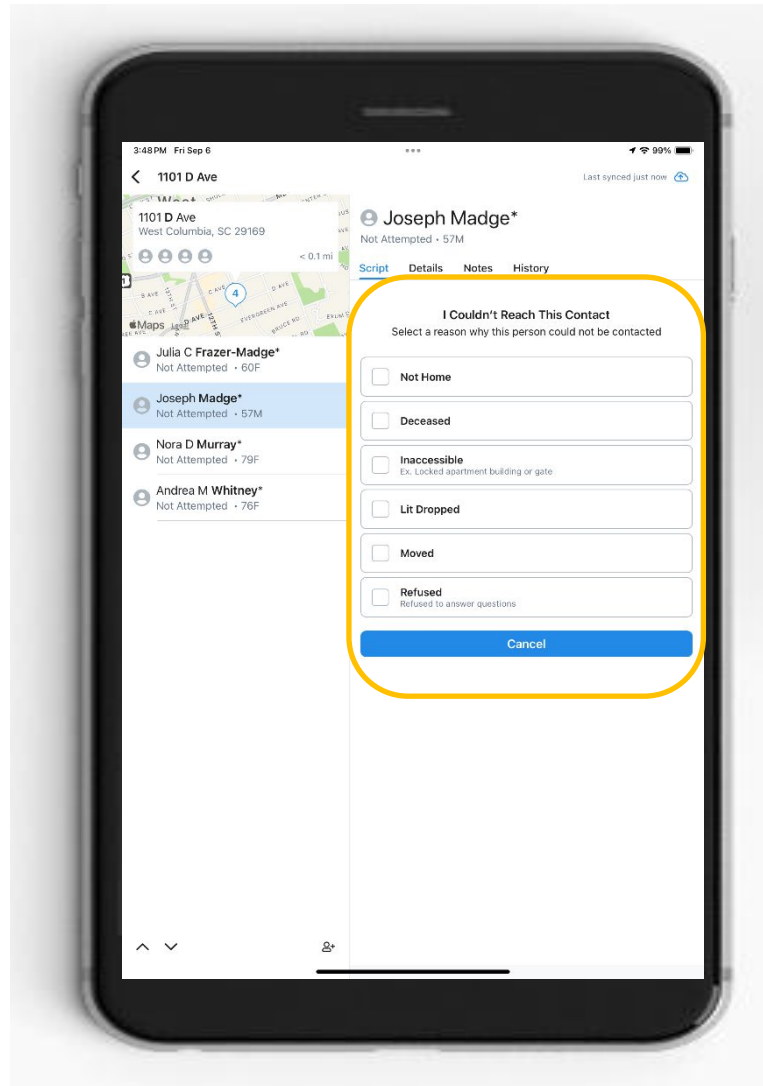
Start your Canvass (cont.)

- If the person you are trying to reach is not home, click on “I couldn’t reach this contact”



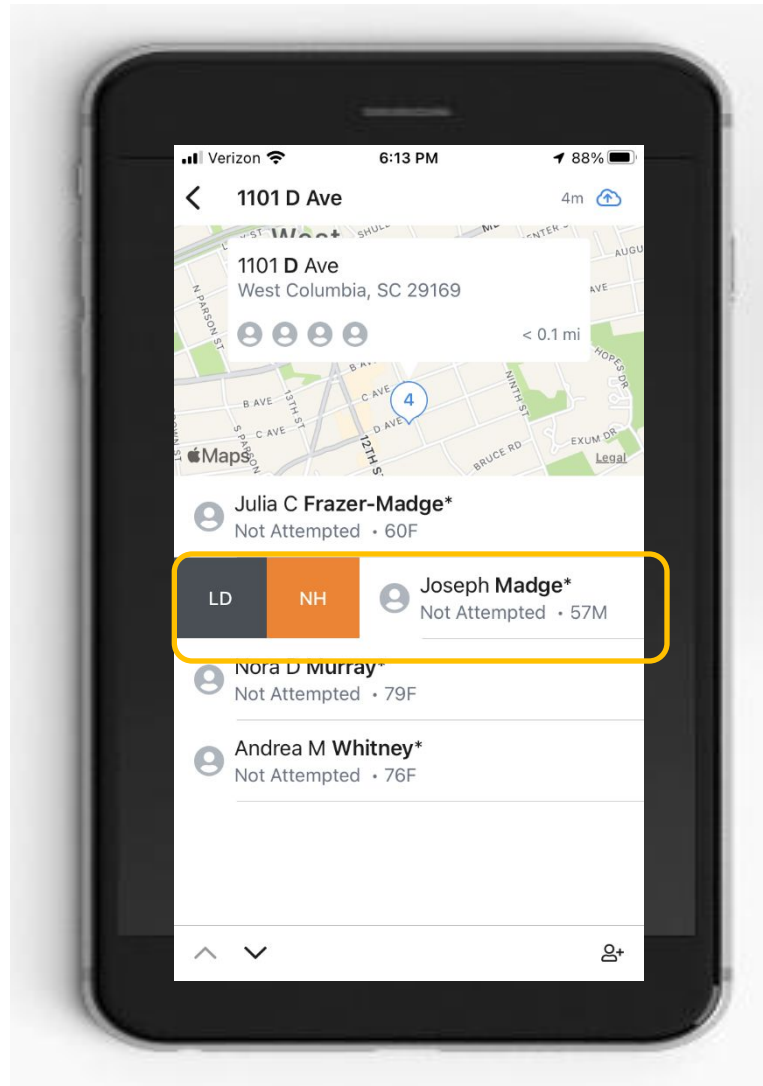
Start your Canvass (cont.)

- Select the reason why you could not reach the person from the list



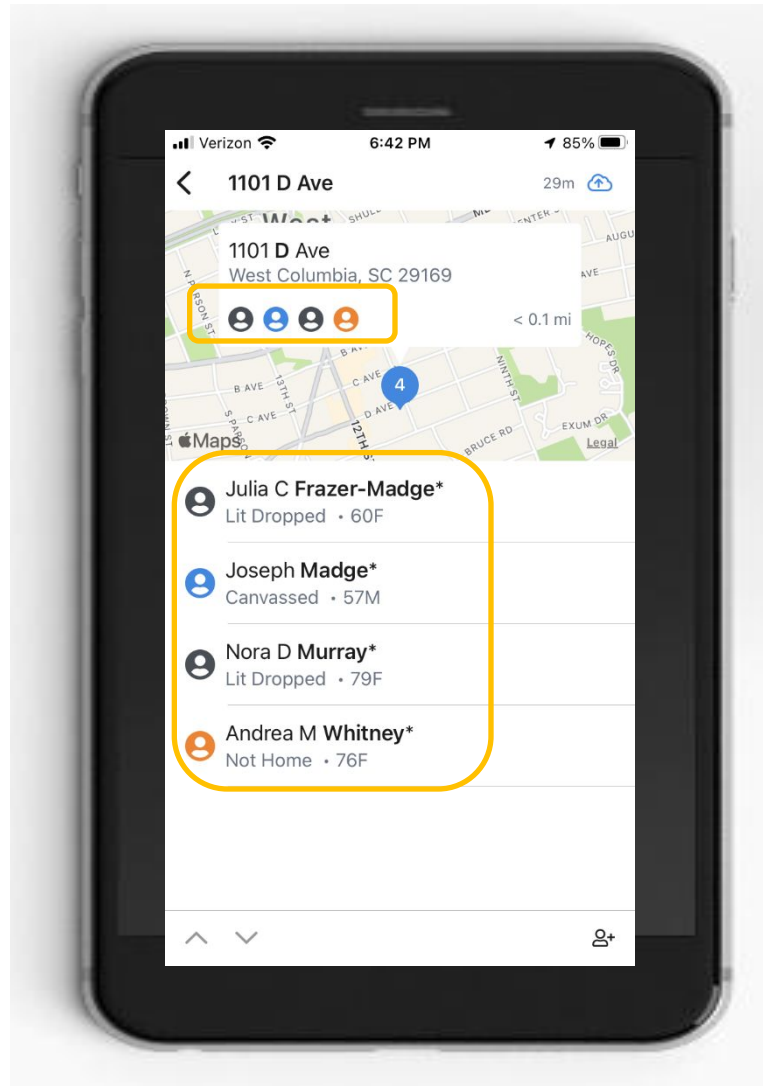
Start your Canvass (cont.)

- You can also swipe to the right to quickly mark someone as Not Home (NH) and Literature Drop (LD) on Apple devices
- Tap and hold the name on Android devices to use the shortcut



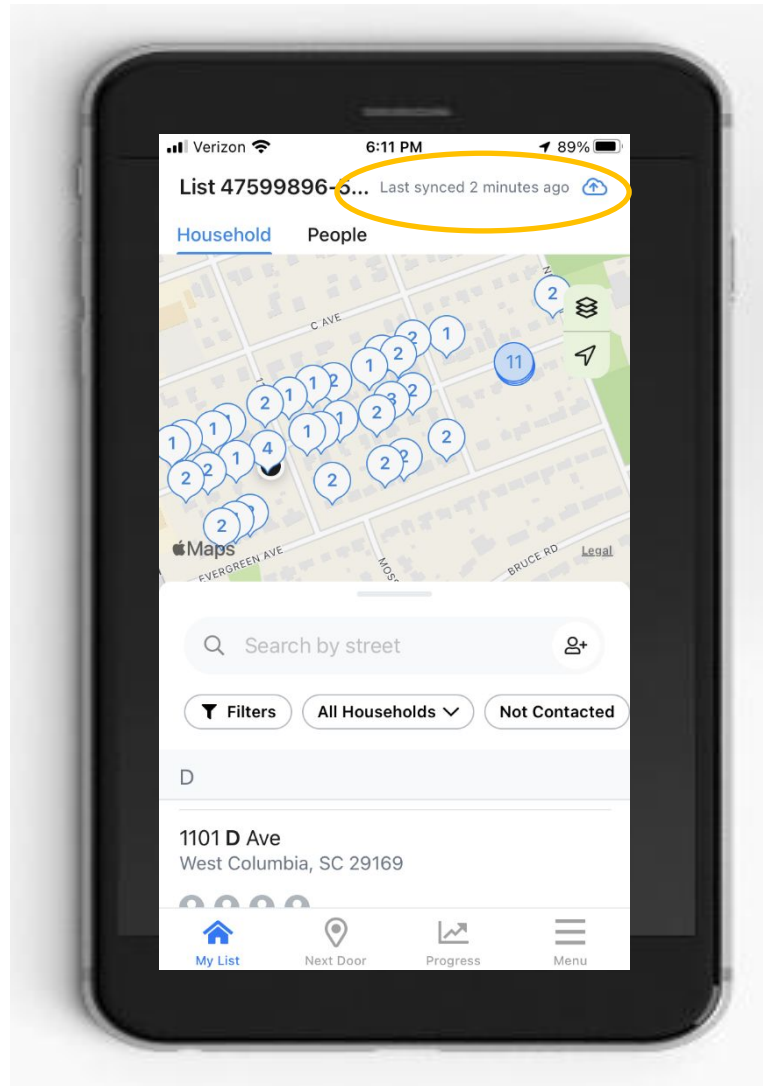
Start your Canvass (cont.)

- You will color codes for your status:
- Blue – canvassed
- Orange – Not Home
- Dark Grey – Lit Drop



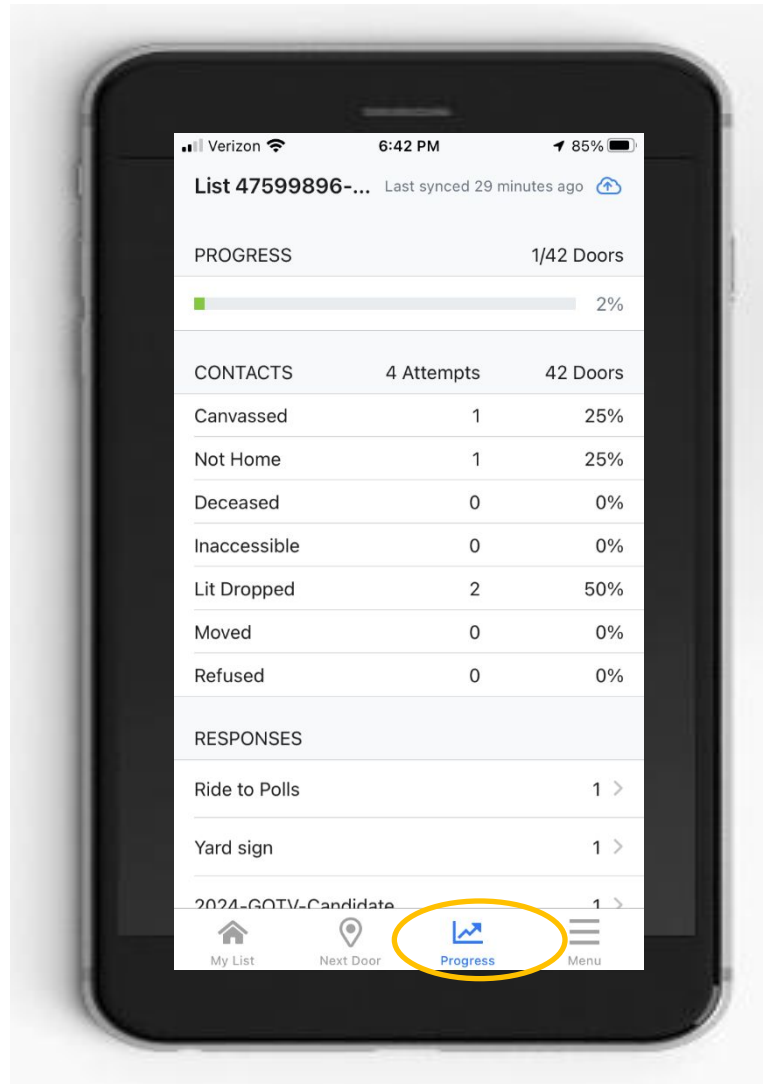
Start your Canvass (cont.)

- You will see a message about when the list was last synced at the top of your screen
- It will sync automatically, but we recommend to press the cloud button to sync after every house if you are working with a team so you can see everyone's progress



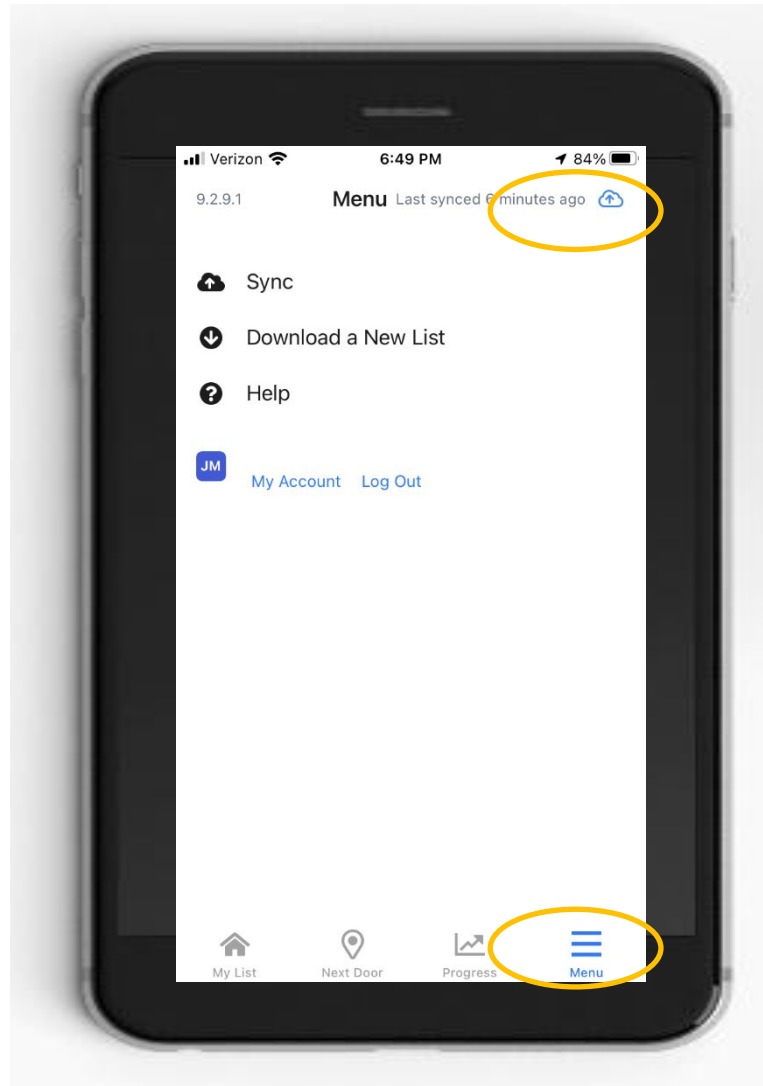
Start your Canvass (cont.)

- Select “Progress” to see your progress



Start your Canvass (cont.)

- When finished, select the cloud icon in the upper right to sync your list
- Or select the “Menu” button and Sync and/or download a new list
- You can also access the help functions from the Menu screen



Click link for Video

<https://www.youtube.com/watch?v=tv9-HHb1VQA&t=27s>

6. How to canvass with paper



Sample voter list

LCDP202-BuildParkRd1

Script: LCDP Precinct Organization - Canvass

Generated 3/3/19 10:56 AM

People: 27

Doors: 19

Canvass Results Key		
Not Home = NH	Inaccessible = IN	Moved = MV
Refused = RF	Deceased = DC	

Hello! My name is _____. I am volunteering with the Lexington County Democratic Party.

We are talking to neighbors in your area bout the Lexington County Democratic Party. We are letting people know we are here and inviting people to our meetings and events.

Our next meeting is _____. We meet at the Lizard's Thicket on Augusta Highway at 6:00pm. At our next meeting we will be _____ (tell about event or speaker).

Our next event is _____. It will take place on (date) _____ at (time) _____ at (place) _____. This event will be _____ (tell about event)

We also want to let voters know that there are several democrat running in 2018 that are in Lexington County. Do you know about these candidates?

Candidate: Did you know we have several candidates running in 2018 races that touch Lexington County?

If Yes - Great do you plan to vote?

if No - You can get more info at lexcodems.org

y = yes

n = no

Our list of registgered voters has this address/phone number listed at the _____ residence. Is that correct?

If yes - thanks!

If no - please update info on page.

Can we also confirm/update your phone and email information?

Volunteer-LexDems: Would you be interested in volunteering with the Lexington County Democrats?

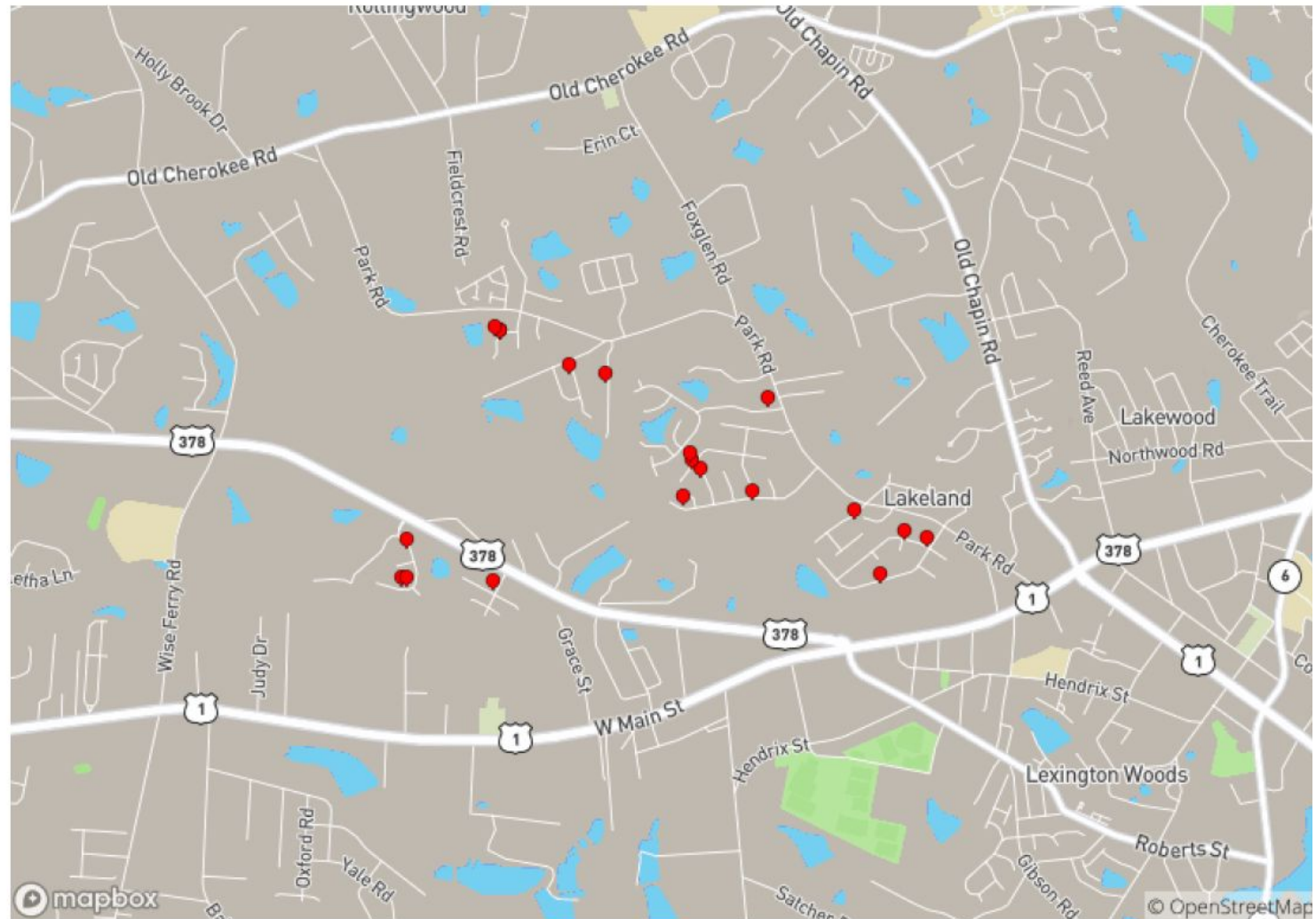
☐ **Volunteer:** Volunteer-LexDems

Thank you for your time. We hope to see you at _____ and thank you for your support.

Sample voter list

LCDP202-BuildParkRd1

List 29274795-10357



Sample voter list

Precinct Code: 6571 2000 Polling Location: St Albans Episcopal Ch, 403 Park Road

Lexington - Park Road #1 - Aberdour Ct - Odd

	Name-Addy-Phone Frazer-Madge, Julia C 105 Aberdour Ct Lexington SC 29072 Cell (803) 760-2492 Phone (803) 957-9567	Notes	Next Mtg. ☐ No ☐ Maybe ☐ Vol - LCDP Yes ☐ No ☐	Next Train. Yes ☐ No ☐ Maybe ☐ Vol - Prcint No ☐	Results Answered ☐ Not Home ☐ Inaccessible ☐ Hung-Up ☐ DISC ☐
	Name-Addy-Phone Madge, Joseph 105 Aberdour Ct Lexington SC 29072 Cell (803) 315-7245 Phone (803) 957-9567	Notes	Next Mtg. ☐ No ☐ Maybe ☐ Vol - LCDP Yes ☐ No ☐	Next Train. Yes ☐ No ☐ Maybe ☐ Vol - Prcint No ☐	Results Answered ☐ Not Home ☐ Inaccessible ☐ Hung-Up ☐ DISC ☐
	Name-Addy-Phone Frazer-Madge, Jolie C 105 Aberdour Ct Lexington SC 29072 Cell Phone (803) 957-9567	Notes	Next Mtg. ☐ No ☐ Maybe ☐ Vol - LCDP Yes ☐ No ☐	Next Train. Yes ☐ No ☐ Maybe ☐ Vol - Prcint No ☐	Results Answered ☐ Not Home ☐ Inaccessible ☐ Hung-Up ☐ DISC ☐

Any Questions?



Thank you for your time!

Let's turn Lexington Blue!

A 3D rendered graphic of the words "Thank you!" in a vibrant blue color. The text is styled in a thick, cursive script that gives it a sense of depth and movement. The letters are interconnected, and the exclamation mark is large and bold, matching the overall style. The lighting creates soft shadows, making the text appear to float above the surface.