

The Five Basic Skills of Field Canvassing

Using basic skills enables canvassers to be effective at our job. They enable canvassers to reach many people so that they can politicize and involve the supporters they find. Basic skills are the tools canvassers use to make the job easy and fun.

The Five Basic Skills of Field Canvassing

- 1) Eye Contact
- 2) Clipboard Control
- 3) KISS -- keep it short and simple
- 4) Checks/Charges
- 5) Specific Amounts

Eye Contact

- Conveys trust, integrity, and confidence
- Holds attention
- Allows the canvasser to watch the person's response

Clipboard Control

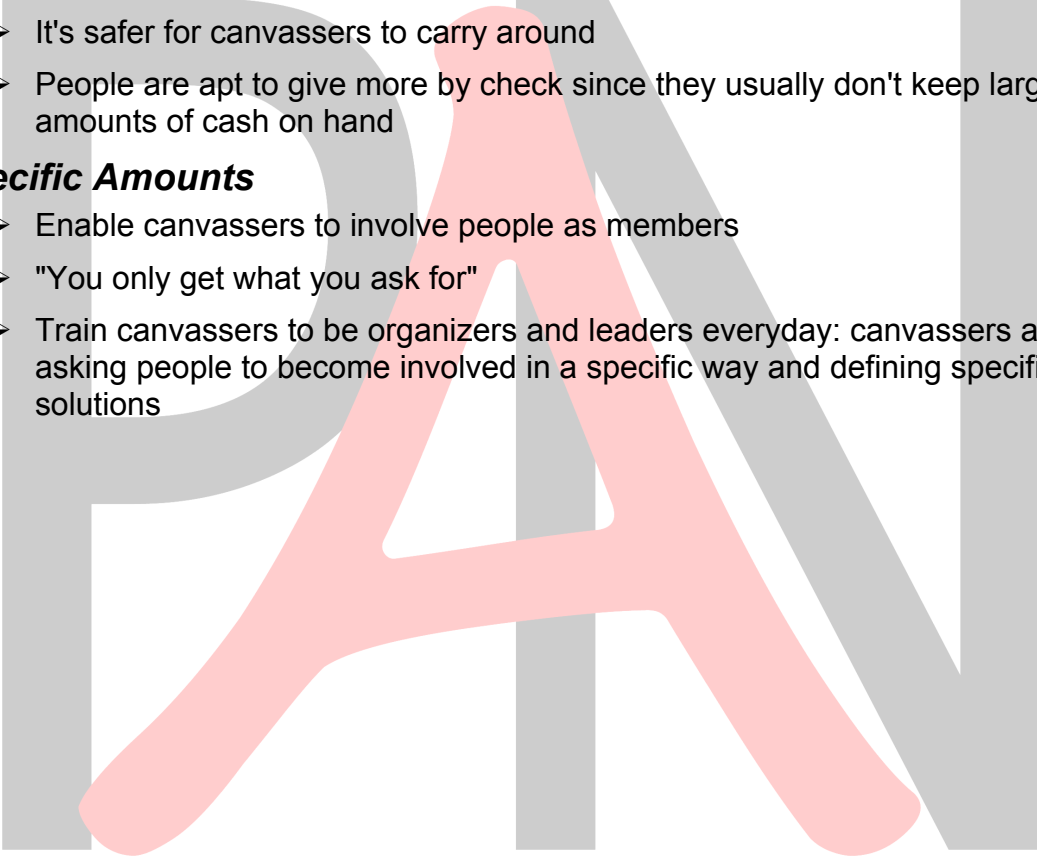
- Establishes a bond between the canvasser and the supporter
- Gives them something to read
- Reinforces what the canvasser is saying
- When the supporter takes the clipboard the first level of agreement is reached: the person is willing to listen

KISS – keep it short and simple

- Canvassers are often at the public's door during dinnertime, game time, and so on -- people are busy -- keeping it short is a courtesy
- The problem and the solution should be short and simple so people can understand it
- Many people feel alienated because they are fed the line that only "experts" can solve society's problems
- A primary reason for going door-to-door is to get people off the fence -- involve them -- "Yes, we can make a difference"; putting the issue in simple terms makes it easier for people to see it clearly and take a stand
- Enables canvassers to reach more people effectively.

Checks/Charges

- Increases the name recognition of the organization: they write the organization's name down

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- It's safer for canvassers to carry around
 - People are apt to give more by check since they usually don't keep large amounts of cash on hand

Specific Amounts

- Enable canvassers to involve people as members
- "You only get what you ask for"
- Train canvassers to be organizers and leaders everyday: canvassers are asking people to become involved in a specific way and defining specific solutions