

## The Structure of the Field Rap

A successful canvasser must be familiar with the basic rap structure. Along with knowing the five basic skills, it is a fundamental tool of canvassing. A good rap should summarize the important information necessary for the person at the door to understand the issue. It should provide a ladder of levels of agreement on an issue. It should motivate the person to take action on an issue, including contributing funds for the organization's work.

The rap is divided into three sections:

- ❖ Introduction
- ❖ Body
  - Problem
  - Solution
- ❖ Conclusion

### ***Introduction***

The introduction should include four key pieces of information:

- ❖ who you are
- ❖ who is the organization you represent
- ❖ what you are there for
- ❖ what you want

For example:

(Hello, my name is \_\_\_\_\_. I'm with \_\_\_\_\_. We are fighting to raise the state's minimum wage. We are fundraising to win this campaign in November.)

This section should end with you passing the clipboard over to the person while saying something like "take a look."

### ***Body***

There are two parts to the body of the rap: problem and solution.

#### **Problem**

This is a one or two sentence summary of the problem that we are organizing people around. In this section you should confirm the person's support. (For example, "The minimum wage is only \$4.90 an hour. I'm sure you would agree that isn't nearly enough for an adult to survive on.")

#### **Solution**

Following your statement of the problem, you educate the person as to what your organization is doing about it. Again, this should be only one or two sentences

long. ("Great, I'm glad you agree. We are fighting to bring that wage up to \$6.50 an hour.")

When the person is informed about the issue and what your organization is doing about it, you need to motivate them to take action and contribute to the campaign. End this section by saying something like "the only way that we are winning this campaign is with strong community support."

### **Conclusion**

Getting a contribution is straight-forward after you have:

- ❖ Introduced yourself
- ❖ Given a statement of the problem
- ❖ Confirmed support
- ❖ Given a statement of the solution
- ❖ Motivated the person

Always ask for a specific amount in the form of a check or charge. (For example, "The only way we are winning this campaign is with strong community support. That's why folks like you and your neighbors are signing down and backing that signature with a check donation for our side. Strong supporters are doing \$75.00.")