

DOOR KNOCKING ETIQUETTE

- Knock on the door and stand a few steps back
- Ask for the individual on your street list by name. You will be more successful if you can say, "Hi. Are you ___?"
- Have a clipboard and pens to make it easier for the signer. Make sure to keep the pen warm if it's really cold
- It is unavoidable that you will interrupt something (dinner, nap time, etc). Be polite and apologize if necessary
- If you can tell there is a baby or a dog, do not ring to doorbell; knock instead
- Be nice and listen! But explain that you are there to get on the ballot as part of the democratic process
- Don't overstay your welcome

WHOSE DOORS SHOULD I KNOCK?

- Using your street list, knock only on the doors of voters in your division registered with your party

PREPARE WHAT YOU WANT TO SAY, BUT DON'T BE STUCK TO A SCRIPT

- Prepare a mini-stump speech: Introduce yourself, explain what a committee person does, tell the voter why you're running for the job, and explain why you'd be a good fit for the role
- Remind voters that knocking on doors is part of a committee person's job, so you're already demonstrating that you're engaged and prepared for the role
- Get your pitch down to about three sentences

WHAT IF I'M ASKED A QUESTION I DON'T KNOW HOW TO ANSWER?

- Bring the conversation back to the role of the committee person and the work of the local party
- If it's a really controversial issue that's unrelated to the job, say something to the effect of, "I have a lot to say about that, but I want you to know that as your committee person I will do ____"
- If you're asked about something you are uncomfortable discussing, ask for clarification, which may lead to a better and more productive discussion

HOW DO I DEAL WITH HOSTILE OR RUDE PEOPLE?

- If someone is hostile, walk away politely. They might be having a tough night, and you don't want them to complain to their neighbors about you

LEAVE MATERIALS, TAKE CONTACT INFO

- Provide voters with a business card or palm card with your name, the office you're running for, the date of the election, a picture, your contact information (at least an email address), and a "Paid for by NAME" disclosure
- While you're collecting signatures, collect voters' email addresses, especially voters who signed your petition

UPDATE YOUR STREET LISTS AS YOU GO

- After interacting with a voter, annotate your street list based on your sense of their willingness to vote for you by giving them a score of 1 (unlikely) to 5 (very likely)