

# THE GEPL PROJECT

Gender Equality Political Leadership Education

## How to: Canvassing Checklist

Canvassing is one of the most essential elements of your campaign. To maximise your canvass it is worth considering the following:

### Your team:

- Your team should have mix of gender and age
- Two to a door at all times
- Candidate should go to door with a canvasser who can take notes/details
- Canvassers are your ambassadors so make sure they are knowledgeable about you
- Depending on your numbers split teams into groups of six to cover more ground

### What needs to be in your canvassing toolbox:

#### Maps

- Canvassers should know where they are going and mark off streets/houses as they are canvassing
- Leafleting and canvassing should be marked off in different colours

#### Register

Agree a feedback mechanism - for example:

A = Strong supporter, family, party member, donor etc

B = likely supporter, has voted for you, your party/grouping/alliance in the past

C = unlikely, stated opposition to candidate, party/grouping/alliance

D = definite no, member/supporter of other party, non-voter

NA = no answer

#### Feedback forms

- Have forms to take name, address, email, telephone number and issue raised
- Establish if voter has contacted candidate before
- Check if voter is on the register

#### Cheat sheets

- Do up a few bullet points on your candidacy and your positions on varying issues to send out with each canvass so canvassers can be briefed