

RANK THE VOTE

Why we Canvass

We need people, money, and endorsements in order to succeed. If you want to see things change, you need to get involved. We can't do it alone – we need to make it as easy as possible, for as many people as possible, to also get involved.

Canvassing works.

1. **Finding people who care is essential to building our movement.** Maine set the model, with canvassing leading to a huge number of people joining together to pass electoral reform despite some very difficult political challenges. The first thing we must do is find people who understand the problem. We aren't canvassing to hit monthly goals; we are canvassing to build the movement.
2. Canvassing is a way to **ensure that we have a diverse movement.** People lead busy lives. Going outside our comfort zone allows us to interact and activate those who might feel they don't have enough time, money, or political influence to change the world themselves. As a canvasser, you are able to empower them to join the larger community of people who care about democracy.
3. **Person to person contact is the single most effective way to communicate and advocate.** People are inundated with information on their phones, TVs, and computers. We take the time to communicate our message in person which highlights its importance, allows supporters to ask questions, and activates their support.
4. **The money we raise has no strings attached** which allows us to allocate it effectively across the network. We can use it to accomplish a whole host of things, up to and including funding programs that will make electoral reform a reality in our state.
5. Canvassing is the **best way to mobilize a population and to win endorsements** of influential political representatives. Politicians care about potential votes. If we are able to demonstrate support for electoral reform, we

will be able to get endorsements. RCV itself offers a great way for candidates to receive more votes, too!

6. Canvassing allows us **to hold our supporters accountable**. Most people don't actively seek out what's wrong with their elections. We bring them this knowledge and give them the tools to get involved and do something about it.
7. **Canvassing is FUN!** Not many people get to take the time to talk to thousands of strangers about things that are important to them. Canvassing is a great way to find out more about yourself, and make connections with people you normally would not interact with.



There are many reasons why we canvass. Take a moment to think about what motivates you. *What would you add to this list?*

How to canvass

Be **CONFIDENT**

Be intentional in your body language. Make eye contact early and often. Use language actively to express your enthusiasm for RCV. Understand that your tone of voice impacts the conversations you have daily.

Be **CONVERSATIONAL**

Establish good rapport through active listening. Be polite. Find basic issue agreement and build upon that. This might require checking in with the person to see if they understand what you are saying before advancing the conversation.

Be **CONCISE**

Say only what you need to say. Keep your message as short and as simple as you can. People who don't understand will frequently ask questions or give common objections. That is when you impress them by succinctly answering their question or overcoming the objection. The ideas we communicate are much easier to understand when we know exactly what we plan to say. Practice your rap structure through role plays and peer-to-peer critique.

Be CLOSING

Prepare a specific and simple set of instructions telling people exactly what you need and how to do it. You could be closing for an endorsement, a major donation, volunteer time, a simple task, etc. Make sure you know exactly what you are asking for and why—because some people request that you close at any point quickly during your conversation.

Be CREATIVE

Flexibility is really important. Be adaptive and solutions-oriented in your outreach. If something is not working for you, try a new approach. Being open to different possibilities will improve your outreach exponentially.

What skill do you need to focus on?

RANK YOUR *Skills!*

	1 ST CHOICE	2 ND CHOICE	3 RD CHOICE	4 TH CHOICE	5 TH CHOICE
<i>CONFIDENT</i>	1	2	3	4	5
<i>CONVERSATIONAL</i>	1	2	3	4	5
<i>CONCISE</i>	1	2	3	4	5
<i>CLOSING</i>	1	2	3	4	5
<i>CREATIVE</i>	1	2	3	4	5

RANK EACH CANDIDATE IN ORDER OF CHOICE

Color in the (1) next to your 1st choice, the (2) next to your 2nd choice, and so on.

Fill one bubble per row, one bubble per column.

Don't rank a single candidate more than once.

Note: Ranking 2nd, 3rd, and Nth choices will not hurt your 1st choice.