



# 2022 Voter Conversations: Door-Knocking Toolkit

Minnesota Interfaith Power & Light | [mnipl.org](http://mnipl.org)

For the first time in 20 years, the Minnesota Governor's seat and all state Senate and Representative seats are up for election in November. The stakes are high, and we need Minnesotans voting in record numbers. But just 50% of eligible voters in Minnesota voted in the 2014 midterms. **That's why we need your help!**

As people of faith and conscience, we can put our values into action by talking to people in our communities and increasing voter turnout. MNIPL's [Voter Conversation Campaign](#) provides three powerful, non-partisan opportunities to do that this year!

## **Door-knocking is one of these three actions.**

This is a great way to connect with people in your faith or spiritual community's neighborhood. Find out what issues matter most to your neighbors and help them be ready to vote. Door-knocking is easy, fun, and a powerful way to increase voter turnout! Because 2022 is a redistricting year, some peoples' districts and voting locations have changed - and we want to make sure they have all the information they need to vote.

**Your community is invited to host a door-knock event this summer or fall.** MNIPL staff will attend the door-knock to lead the training for your volunteers. You'll just need to recruit the volunteers, pick the time and location, and get the materials ready. This toolkit has everything you need to set up a door-knocking event. Let's get started!

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## MNIPL is Here to Help!

Please [complete this form](#) if you're interested in hosting a door-knock event. This will help us better support you and make sure a staff member is present at your event and can provide training!

**Have questions?** Drop by our weekly virtual office hours! We're on [Zoom](#) every Thursday from 12-1pm CST. You can also email us anytime at [outreach@mnipl.org](mailto:outreach@mnipl.org).

## Door-Knocking FAQ

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### What is door-knocking?

Door-knocking is getting into the community to talk to your neighbors at their doors! Even if a voter isn't home, you'll be able to leave behind a helpful, non-partisan handout that reminds them to vote this year.

Instead of door-knocking for a specific candidate or political party, MNIPL's door-knocking action is non-partisan and focused on **three goals**:

- Talk about what issues and values matter most to them, and how they connect with voting
- Make sure they have a plan to vote
- Build connections with your community!

### How do we door-knock?

It starts with training led by MNIPL staff. You will then break into pairs to walk around the surrounding neighborhood. Everyone will be assigned a different street or area. We'll then regroup for a debrief at the end!

## How long should a door-knock last?

Door-knock shifts are ideally 3-4 hours long. This includes a 30-minute training, several hours of door-knocking, and a 20-minute debrief.

When picking when to door-knock, keep in mind: **There's NEVER a perfect time or day of the week to door-knock.** Weekends and weekday evenings are a good bet, but keep in mind many people may be traveling or busy. Weekdays during the day can even be a good option, with some people working from home.

You should choose a time that makes sense for your faith/spiritual community—perhaps before or after a worship service or community gathering, since people will already be there! But whenever you choose, never knock on someone's door after 9pm—it's too late!

## How many volunteers should door-knock?

The more, the merrier! Around 6-10 volunteers is a great amount. A minimum of 3 volunteers is needed for MNIPL staff to attend your event. As a rule of thumb, you should recruit twice the number of people you'd like to volunteer.

## When should I organize a door-knock event?

You can door-knock any time before Election Day (November 8). However, early voter registration ends on October 18, so it's best to choose a date before then. (Remember - voters can still register on Election Day in Minnesota!)

National Voter Registration Day is on September 20. This could be a great option, since you'll be taking action alongside thousands of people across the country!

# Steps For Hosting a Door-Knock with MNIPL

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Hosting a door-knock with your community is easy, fun, and impactful! By reaching people where they live, and by knocking on everyone's doors, you are reaching neighbors who might be falling through the cracks from most partisan voting campaigns. A [Pew research poll](#) found that **61% of eligible voters have never been asked to register to vote.**

If you're part of a green team or other group, talk through these few steps and do the prep work together. By getting more people involved early, you'll have more fun and success!

## KEY FIRST STEPS (4-6 weeks out)

- ☐ **Decide on a date, time, and location** to host a door-knock. Planning several weeks out gives you enough time to invite volunteers and get materials ready.
  - *Tip: If you choose a location where English is not the primary language, make sure you print and bring voter registration forms in relevant languages (find them [here](#)).*
- ☐ **Email [outreach@mnipl.org](mailto:outreach@mnipl.org) to confirm event date/time** and ensure that an MNIPL staffer can attend your event.
- ☐ **Start recruiting volunteers** from your faith/spiritual or other community (see tips below)—don't wait until the last minute! Let us know if you want help with recruitment.

## PREPARING FOR DOOR-KNOCK (1-3 weeks out)

- ☐ **Get door-knock materials** (see details below)
- ☐ **Remind volunteers** 1 week before and again 2 days before the door-knock

## DAY OF DOOR-KNOCK


- ☐ **Send final reminder email to volunteers** the morning of
- ☐ **Show up 30 minutes before the door-knock start time** to set up materials and greet MNIPL staff
- ☐ **Participate in the door-knock training** led by MNIPL
- ☐ **Take a group photo before you start door-knocking.** This is a great way to share your story later.
- ☐ **Have a great time** door-knocking and talking to voters!
- ☐ **Collect materials from volunteers** at the debrief, and thank everyone for coming!

## AFTER DOOR-KNOCK

- ☐ **Turn in any completed voter registration forms as soon as possible.** If you don't know where to turn them in, visit [mnvotes.org](http://mnvotes.org) or email [outreach@mnipl.org](mailto:outreach@mnipl.org)
- ☐ **Thank your volunteers.** If volunteers feel valued, they are more likely to participate in another action. You could schedule another door-knock with the same volunteers one month later, and encourage them to bring a friend!
- ☐ **Tell us how it went!** After the event, we'll send you a [feedback form](#).

- ☐ **Share your story.** Celebrate your action by sharing photos and stories from the day with your faith community, MNIPL, your local paper - wherever!

## Door-Knocking Materials

Supplies:	Printable Materials:
<p>One per volunteer:</p> <ul style="list-style-type: none"> <li>- Pen</li> <li>- Clipboard</li> <li>- Name tag</li> </ul> <p><i>Optional, but appreciated:</i></p> <ul style="list-style-type: none"> <li>- Printed Google Maps view of neighborhood (or use your phone)</li> <li>- Water bottles</li> <li>- Snacks</li> <li>- Sunblock</li> <li>- "I Will Vote" stickers (order for free <a href="#">here</a>)</li> </ul> 	<p>For training:</p> <ul style="list-style-type: none"> <li>- <a href="#">Volunteer sign-in sheet</a></li> </ul> <p>For each volunteer's clipboard:</p> <ul style="list-style-type: none"> <li>- <a href="#">Script</a></li> <li>- <a href="#">Report-back form</a></li> <li>- 50+ <a href="#">voter handouts</a> - <b>*We recommend you print this on thicker card stock!*</b></li> <li>- 3-5 <a href="#">voter registration forms</a></li> <li>- 3-5 <a href="#">absentee ballot request forms</a></li> </ul>

Consider bringing extra supplies and printed materials, in case additional volunteers show up. Being over-prepared is better than not having enough for everyone! Make sure you have lots of copies of voter handouts, since each volunteer should have 50+ each!

MNIPL has created all the printable materials you need to host a successful door-knock. These are designed to be printed yourself. **However, we don't want costs to be a barrier.** You can:

- **Request MNIPL staff bring materials to the door-knock** (if you've confirmed with MNIPL that they can attend). We will bring clipboards, pens, and all of the printed materials; we cannot provide the optional materials.
- **Pick up printed materials at our office** (4407 E Lake St, Minneapolis). The office is normally open Monday-Friday from 9am-4pm. However, please call (651) 301-8195 to confirm.
- **Request a gift card.** We have a few \$10 OfficeMax gift cards to help cover printing costs. Email [outreach@mnipl.org](mailto:outreach@mnipl.org).

- **Request printed materials be mailed to you.** Requests must be made no less than 3 weeks before your door-knock. Email [outreach@mnipl.org](mailto:outreach@mnipl.org) to let us know how many copies you need.

Note: You are responsible for providing supplies (pens, clipboards, name tags, etc.)! Let us know if costs are a barrier and we can provide you with a \$10 OfficeMax gift card to help. Email [outreach@mnipl.org](mailto:outreach@mnipl.org) to learn more.

## Invite Your Community to Door-Knock

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### Personal Invitations

The most effective invitations are personal! Make sure you call, text, email, or make an in-person ask to key individuals.

Invite members of your climate, social justice, or other team in your faith/spiritual community. Your clergy people or other community leaders might also have good ideas on who to invite. Invite people who you know care about voting, climate change, or related issues.

### Talking Points

- **Provide the event details:** what, where, when (and how long?)
- Share why voting and this election is important to you personally.
- Make it clear that this is a non-partisan activity, and that people don't have to have any experience in door-knocking. Training and all the printable materials will be provided.
- Make it sound fun and exciting—because it will be! Encourage people to bring a friend!

### Sample verbal announcement:

*Hi, my name is Charissa, and I'm excited to invite you to a fun, powerful, non-partisan way we can live out our faith, connect with our neighbors, and talk to them about the importance of voting this fall. We will be door knocking in our congregation's neighborhood on Sunday, September 18, from 12pm to 4pm. We'll meet in the front entrance right after Sunday School, where a staff member from Minnesota Interfaith Power & Light will lead a training. Snacks will be provided. I hope you'll join us! You can sign up on the link in our newsletter!*

## Sample written announcement (print, email or online):

Use and adapt this text for your community's bulletin or newsletter. [You can also print out this flier version and fill in the blanks!](#)

### ***Make Sure You Are Ready to Vote***

*Voting is an important way to live out our faith and values. Take a moment to make sure your voter registration is current at [mnvotes.org](https://mnvotes.org).*

*Once you've done that, check with family, friends, and others in your community that they are ready to vote. The November 8 election is coming up fast, and you are the best person to make sure people you know are prepared to vote!*

*You can also talk with community members about voting by **joining a door-knocking event** that we'll be hosting on [DATE/TIME/LOCATION]. It will be a fun, powerful, and non-partisan way to connect with our neighbors and encourage them to vote. Training and snacks will be provided. Sign up by emailing [CONTACT INFORMATION - OR SHARE SIGN-UP LINK]. See you there!*

*Some contents in this toolkit were adapted from People's Action*