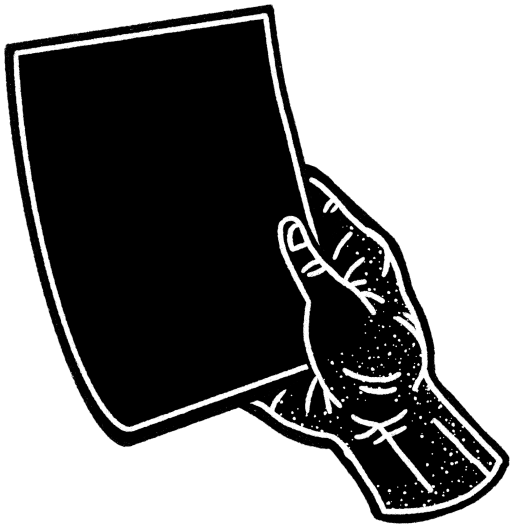
Door-knocking

Door-knocking is a great way of **reaching out to non-rebels** - people who may never have heard of XR before or who know very little about it. It essentially involves you knocking on people's doors (surprise) and presenting an "ask" to them (e.g. sign up to our database, donate), inviting them to something (e.g. next family event) or gathering more information about local opinions and concerns.

1. The most important things about door-knocking is that you're not nervously stuck in your head thinking about what to say next. Door-knocking is all about the person who you're speaking to and **paying attention** to how they feel. So as long as you do that and enjoy chatting to people, a lot of the rest comes with practice. It's not a science.
2. Prepare different scripts. Although door-knocking is not just about reciting your script by heart, it is absolutely crucial that you know **what information you want to provide** and **what you want to ask for**. Always include: Who are you? Where are you from? What are you doing on my porch? And when will you leave?
3. **Role play your scripts!** Again, practice is everything. You really want to know the key contents of your script by heart. Role play door-knocking scenarios before you go out for the first time. Make sure to cover:
    a. the guy who slams the door into your face;
    b. the woman who tells you to get a job;
    c. the nerd who asks you lots of questions;
    d. the weirdo who asks you to come in;
    e. the old lady who has no longer
    f. idea what you're on about.



4. **When to door-knock?** People disagree and this will probably depend on where you are, who you're targeting and what you're trying to "sell". Some recommend **week days between 5-6pm** and **late Saturday mornings**, others swear that **work day mornings between 8am-12pm** work best, and yet others suggest **holidays**. Try it out and see what works best for you!
5. In an ideal world, especially if you're looking to engage in a conversation with the door-owner, you should **leaflet each door one week before knocking it.** That way, you avoid having to explain from scratch who XR are.
6. **What should I look like?** You can go the extra-mile and try to dress similar to other people in the community where you'll be door-knocking. But the most important thing is that you're **comfortable** and **casually smart** - mainstream, basically. More important than how you dress is how you appear - **smile**, stand in an **open posture**, stand **a few feet back** instead of right in the door, and **slightly to the side**.
7. **What should I bring along?** You can also experiment with this but here are a couple of suggestions:

   a. Leaflets - if you want to invite people to an event, make sure the leaflet has all the details on it;
   b. XR Badges - different colours if possible;
   c. XR Posters - again, different designs that the door-knockee can choose between;
   d. If you want to be super-professional, you can design XR doorknob-hangers in case no one's at home
   e. sign-up forms, pens and a clipboard;
8. **Should we go door-knocking in teams?** It's nice to go door-knocking in teams. It's more efficient (you can split streets and houses up between each other), it keeps you motivated (you can set yourselves goals) and you can learn from each other. However, the door-knocking itself should really be done by individuals so the door-owners don't feel like you're ganging up on them.
9. **Follow your door-knocking up!** You've created a relationship with the door-owner so you should be the person who does much of the follow-up.
   a. If any keen beans ended up filling in sign-up forms, take pictures of them and send them to xr.dataentry@gmail.com
   b. If people gave you their numbers or emails (personally, not on sign-up forms), send them a text or email reminder one day before the event you invited them to.
   c. Fill in a feedback form (insert link) sharing with door-knockers around the country how many people you got to sign up, how many shared their details with you, how many you got into a conversation with, what of your techniques seemed to work best and which ones did not work so well.