



#StopAdani

How to Organise a Doorknock

Below are the steps and resources you'll need to doorknock in your community!

LOCK IN YOUR PLAN

- **Set a time** - typically, more people are at home in the afternoon and the doorknock will take 4 hours. So most doorknocks will run from 1:30-5:30pm.
- **Choose a meet-up point** - this is where you will host the pre-briefing before heading out doorknocking. Your home or a nearby park are good options.
- **Register your event** - so it appears on the national map [using this form](#).
- **Set a goal** - how many conversations do you want and how many doorknockers will you need? Most first time doorknockers go in a pair and on average will knock on 40 doors, have 10 conversations and get 3 yard signs put up.
- **Order your materials** - [make sure you order a delivery of yard signs + flyers](#) two weeks before your doorknock. [Or customise your own and print locally](#).

TELL YOUR POLITICIAN

We know that when we speak with hundreds of people in our community, politicians take notice. And when politicians see, hear and encounter all those new people taking action - they won't be able to ignore the demands of the StopAdani movement. Let your MP know that your community is ready to StopAdani:

- [This is a template letter you can adapt and send](#).
- [Use this list to find your politicians contact details](#).

PROMOTIONS

Doorknocking with a team makes it more enjoyable, allows you to cover more ground. [You can find all the below resources in our promo pack here](#). To get more people along:

- **Set up a Facebook event** - invite all your friends and ask them to invite theirs. This pack has template text and images.
- **Send an email to your networks** - message your friends and family that live nearby and ask local community groups to share the invitation with their contacts. The pack has a template email you can customise.
- **Pick up the phone** - a personalised invitation by text or a quick phone call to your friends and contacts is the quickest and most effective way to get people to show up. The pack has a template calling script and text message.
- **Five days before the event** - send a reminder email and text to everyone that has agreed to take part. The pack has a template email here and text message.
- **Register your event** - Make sure to list your event on the [Stop Adani Map here](#)

GEAR

Conversation guide - [this is the basic framework](#) you will use to have conversations with your community. Customise the words to suit your context.

Walking maps - Download your walking map by logging into Neighbourly, our handy mapping tool here: <http://neighbourly.stopadani.com/>.

- To watch a 10min video on how to use the 'Neighbourly Tool' [click here](#).
- If you have problems downloading maps contact <info@stopadani.com>



Prepare walking packs - each person will need a kit that contains:

- 1x Clipboard
- 2x Pens
- 1x [Conversation Guide](#)
- 1x [Doorknocking Sign Up Sheet](#)
- 1x Walking Map (if doorknocking in pairs, each person in the pair should have the same map) [Download using Neighbourly](#).
- 50x Flyers.
- 3x Mini Yardsigns - punch a hole in each corner to make them easy to put
- 12x Zipties for putting up Yardsigns

Remember: [flyers and yard signs can be ordered here](#).

ROLES

- **Logistics** - This person makes sure there is a walking pack for each participant + arrive early to have it all set up and ready to go.
- **Trainer** - runs the 1hr briefing before the doorknocking. This person needs to get familiar with the [Conversations Guide](#) and prepare the [Runsheet](#) for the day.
- **Photographer** - takes photos (especially a group photo!) before the doorknock starts and sends the best five to info@stopadani.com for national use
- **Follow-up** - collects all of the materials at the end of the doorknock, types up all people who signed up during the doorknock

RUNSHEET

To customise a detailed runsheet, [use this template](#).

- **30mins** - before the starttime - Logistics team gets all of the gear setup
- **1hr** - Everyone arrives. Trainer runs the introduction and briefing.
- **2hr** - Head out doorknocking in pairs and has conversations!
- **30mins** - Everyone returns to the start point, to debrief the experience, hand in all their materials, and discuss next steps.

SOCIAL MEDIA AND POLITICIANS

- **Social media** - Post the 5 best photos to social media, such as crowd shots with banners and signs, doorknocking pairs smiling, yardsigns on houses.
- **National story** - Send through your 5 best photos to info@stopadani.com. Include your group in the file name, e.g. #StopAdani Melbourne.
- **Your politician** - Email your local MP a photo of the whole group and let them know how the community responded to the doorknock.