



WOMEN'S MARCH

CANVASS YOUR SISTER



It's up to women to call our sisters and encourage them to vote; to make sure all women know how impactful their votes are this election cycle. Here's your how-to for door-knocking and canvassing to get out women's votes!

STEP ONE: GETTING ON THE MAP

Congratulations! You have already completed step one by signing up to lead a Walk to Your Sister canvass event in your community. Now you're ready to start building your event!

STEP TWO: RECRUITING VOLUNTEERS

The more sisters you have on your team the more successful your event! You will want to begin recruiting volunteers right away. We suggest getting together with your other Women's March chapter leaders to call your members and sign them up for the phone bank. Women's March National can also help our chapters by email our members in your area. Please send an email blast request with your event name, date, time, location city and state and your event RSVP contact information to GOTV@WOMENSMARCH.COM. Requests should be sent 5 days in advance.

STEP THREE: GETTING YOUR LISTS

Having the freshest voter data will help make your neighborhood walk canvass successful! When you signed up you gave us important strategic information for crafting your canvass walk lists of registered voters. We will send the list to you by email within 5 days before your event. If you would like to get additional walk lists, please schedule a strategy consultation by emailing GOTV@WOMENSMARCH.COM.

STEP FOUR: CONFIRMATION CALLS

Making sure your volunteers show up is essential to the success of your phone bank! We suggest working with a team of leaders from your Women's March chapter to call through your recruited volunteers to confirm them before the scheduled canvass event. You will want to call each of them at least twice before the event, once for a reminder and a second time to confirm their attendance. On the day of the neighborhood walk canvass if any volunteers don't show up after you get everyone started, call the "no-shows" right away. They may need help getting there or better directions because they got lost, but either way a good "no show" call increases their attendance the next time and don't forget to remind volunteers to wear comfortable walking shoes!

STEP FIVE: WALKING TO YOUR SISTERS

It's time for voter contact action to Get-Out-The-Vote! We will provide scripts for your walkers to use that will be sent with your walk lists. If you have specific script needs like walking for a particular candidate, ballot initiative or want to use local messaging please email GOTV@WOMENSMARCH.COM and request a script development consultation.

STEP SIX: TALLY, DEBRIEF AND RECOMMIT

A good tally and debrief helps people see their collective power and increases their chances of volunteering again! When the neighborhood walk canvass is finished ask each caller to complete their tally sheet, collect them and begin the debrief. Debrief allows your volunteers to have input and helps organizers learn how to get better at managing canvasses Use these debrief questions: 1) What would you do again? 2) What would you do differently? 3) What surprised you? During the debrief have someone combine the tally and before everyone leaves announce how many voters you contacted together so everyone can see the collective power of many. Scan and email tally sheets to GOTV@WOMENSMARCH.COM.