

# Canvass Script

## Guidelines for using the script

- Questions in **color** are tied to screens in the Swing Left [Pledge Tool](#).
- Sections in [grey] are district specific. Ask your host for help if these sections have not been filled out for you before your canvass. Don't worry if you can't find the specific data for your district - adjust the language and talk to the voter about why YOU think the election is important.
- Take careful note of the instructions in *italics*. There are several times you will need to hand your phone over to the voter.
- In Question 1 (Party ID), the "Other" category includes Independents, Green Party, Tea Party, etc.
- If the voter identifies as a 1 or 2 (Strong Democrat or Leaning Democrat) in Questions 1 (Party ID), you will ask them to commit to vote. If the voter identifies as anything other than a 1 or 2 (Strong Democrat or Leaning Democrat) in Questions 1 (Party ID), you will ask them about the issues that are important to them. We are only asking supporters to commit to vote.
- Review the [FAQs](#) below if you have other questions.

## The Script

Hi, my name is \_\_\_\_\_ and I am volunteering to talk to voters today because there is a critical election coming up for Congress next! We want to get a better to sense of how voters here in [ *insert District* ] feel about the current administration.

**On a scale of 1 - 5, how do you think President Trump is doing?**

- |    |          |    |       |
|----|----------|----|-------|
| 1. | Terrible | 4. | Good  |
| 2. | Not good | 5. | Great |
| 3. | Not sure |    |       |

**Tell me, if the next election for Congress were today, do you know if you vote for the Democratic or Republican candidate?**

- |    |                     |    |                       |
|----|---------------------|----|-----------------------|
| 1. | Definitely Democrat | 4. | Leaning Republican    |
| 2. | Leaning Democrat    | 5. | Definitely Republican |
| 3. | Undecided           | 6. | Other                 |
|    |                     | 7. | Won't answer          |

## Democrats / Leaning Democratic

Across the country, voters are standing up and pledging to vote in this year's critical midterm elections.

Today your neighbors have been making commitments to vote in the congressional election next year because the election here in [Insert District] district is especially important. In the last election, [Insert Incumbent] won/lost this district by only [Go to the map on [swingleft.org](http://swingleft.org) and click on the district for stats] votes. They know that participating in this election will have a real impact on this district, and the country as a whole.

**Will you join them by committing to vote in November 2018?**

### IF YES

*Hand your phone over to the voter so that they can fill out their information and sign the pledge.*

Great! Thank you for signing the pledge! You are making a big impact today by committing to vote today.

Now (on the next screen) **please fill out your contact information** so that we can follow up with you next year and send you information about the election. We won't contact you very much - just enough to make sure you have the information you need to get out to vote on Election Day.

*While the voter is filling out their contact information:*

Swing Left volunteers here in the District are going out every weekend in your area to talk to voters like you about the upcoming elections so that we can take back the House in 2018 and push back against the Trump agenda. **Would you like to sign up to volunteer or learn more about Swing Left?**

**If the voter comes up as unregistered:**

It looks like you might not be registered to vote at this address. You can get started registering to vote right now - it will just take a few moments.

### IF NO

*Talk to the voter about WHY they should commit to vote (see FAQs and messaging tips for guidance). If they refuse, thank them for their time and move to the next door.*

## Everyone Else

**What are the top issues that matter to you when you are deciding who to vote for?**

*Feel free to spend some time talking to the voter about the issues they select before moving on to collect their contact information.*

**Let me get your name and contact information** quickly so that we can make note of the issues that are important to you in the upcoming election.

This will help us to better understand the needs of the district and make sure that the candidates are addressing these issues in their campaigns.

Thank you for your time today! I've enjoyed speaking with you.

## FAQs from Voters

### **I'll vote but I don't want to sign up with you? Why do you need me to sign a pledge?**

Committing to vote now is really important! It will help us know how much support we have here in this district so that we can make sure to do what it takes to win in November. Giving us your information will also allow us to follow up next year with important election information. We won't contact you more than a handful of times - just enough to make sure that you have all of the information you need to get out to the polls and make your voice heard.

### **What what are you doing with information you are collecting?**

Swing Left will use the information that we collect from people who commit to vote to follow up with them about the elections next year. Information that we collect from other voters about the issues they care about will be used in aggregate to help inform our understanding of the district.

### **So you aren't from here? Why are you volunteering here if you don't live here?**

I am here today because I know that the decisions that get made by the Representative of this district are going to have an impact on my life too. Congressmen vote on critical legislation - everything from healthcare policy to taxation. Even though I can't vote here, I can help by talking to you about the importance of your vote and the consequences that it can have for the both of us!

## Other Tips

### **What if someone who isn't a support asks for help registering to vote?**

We are legally required to provide voter registration to anyone who asks. You can click on the "Voter Resources" link at the bottom left of the screen to leave the tool and get to the Vote.org page. You may want to open this page in a new window so that you don't have to reopen the Pledge Tool.

### **Should you identify as part of Swing Left?**

Use your discretion. If you think that the person you are speaking with will be supportive, absolutely tell them about Swing Left and why you've chosen to get involved. If you feel like the Swing Left brand will not resonate with the voter, feel free to say that you are volunteering with an organization that is helping to get more people involved in congressional elections. If someone asks for the name of the organization you certainly don't need to lie, but you can choose not to advertise depending on the audience.



