Deep Canvassing Worksheet

Workshop #5

Goals:

* Understand the basics on how we operationalize skills we have learned in sessions 1- 4
* Understand what deep canvassing is, why it works, and how we can use it
* Be excited to have conversations with unlikely allies!

Question #1: When was the last time you changed your mind about something that really mattered to you?

|  |
| --- |
|  |

Definition of Deep Canvassing:

* Candid two-way conversations in which the canvassers ask voters to share their own emotionally significant experiences and reflect on them aloud.

Question #2: How is deep canvass different from other canvasses you have experienced?

|  |
| --- |
|  |

Importance of deep canvassing:

* Dramatic effects
* Lasting effects
* Penetrate a saturated environment
* Develop an unlikely ally!

*Notes:*

|  |
| --- |
|  |

Psychological theories:

* Backlash effect
* Self-persuasion
* Cognitive dissonance

*Notes:*

|  |
| --- |
|  |

Key Skill #1: Non- judgement

Key Skill #2: Active listening

Key Skill #3:Vulnerability (Story Sharing)

*Notes:*

|  |
| --- |
|  |

Using these skills in the wild:

* At the door
* In water cooler conversations
* In 1:1s
* In group meetings

*Notes:*

|  |
| --- |
|  |

Question #3: What is your biggest take-away? What outstanding questions do you have?

|  |
| --- |
|  |