

Deep canvassing

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!

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

Deep Canvassing is a candid two-way conversations in which the canvassers ask voters to share their own emotionally significant experiences and reflect on them aloud.

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:

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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

3.What is your biggest takeaway? What outstanding questions do you have?

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