

Door Knocking

How to door knock and what do I say

To campaign effectively you need to plan and be prepared. It is important that you know:

- Information about the area for which you are standing
- Information about the procedure of the election and voting processes.

The earlier you start your campaign, the more effective it will be. Your approach will depend on the likely strength of your opposition, what methods are most effective in reaching voters in your area, your own time availability, the number of helpers you can organise, and the size of the area.

Door knocking is one of the most effective and important ways of campaigning. It brings you face-to-face with the community, providing you the opportunity to hear about their concerns and issues.

A suggested good opening line is: "Good morning/afternoon my name is John some door knocking in your neighbourhood today as I have decided to stand for council at the coming elections on... Are you aware there are council elections happening?"

Important points when door knocking;

- This is a very important time for you as you have the opportunity to learn and understand issues and concerns that are important to residents. It is an opportunity to harness these concerns that could provide detail for future campaign platforms and brochures
- Always know and understand the voting detail. For postal ballots, know when to expect ballot papers to arrive in the mail and when they need to be returned by. For attendance voting make sure you are familiar with the hours that the polling booths are open and where they will be located
- Always look presentable. Door knocking may be the only opportunity voters will actually have to meet you in person, so remember, first impressions are important.
- For safety reasons, you may prefer to have another person with you when door knocking
- Try to avoid door knocking at inconvenient times of the day such as meal times
- Time permitting, visit a block of houses in one area then travel to another part of the ward and door knock another area in order to obtain a cross section of views across the entire ward
- While it is preferable to visit every household, if you have restricted time you may choose to knock on every second or third door in a street
- Always leave the voter with a calling card, as it is something for them to remember you by when you have left
- Depending on the situation and the amount of time you have try not to be held up for too long at each house
- If asked or prompted to follow up on concerns raised always try to do so, either in writing or over the phone, even if the response is not to the voter's liking
- If residents are not at home leave your calling card in the letterbox but not under the front door, as this tells everyone that no one is home
- Always close the gate.