



SCDP | Register 46 Canvassing Guide

Register 46 Canvassing Guide

This guide can be downloaded to your device for use while canvassing

This guide will provide you with everything you need to successfully run your own Register 46 neighborhood team canvass for voter outreach and registration! The following sections will give you the tools to organize and mobilize your team to reach out to and build our democratic community.

To build a stronger Democratic Party in South Carolina, we need to build from the inside out. There are many democrats within our own communities who feel alone, disconnected, and uncertain.

Register 46 seeks to build up our statewide Democratic Party by reaching out through voter outreach and registration-focused volunteer activities. We will be working together with community members to register new voters, meeting and empowering these new members of our Democratic family in the process.

Register 46 Organizers will provide Neighborhood Teams with materials like this guide, canvassing tools, recruitment help, and organizational support. All completed voter registration forms and unused materials should be returned to a Register 46 Organizer or designated person in the Neighborhood Team.



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Canvassing Basics:

Canvassing is the act of reaching out to people, face to face, to distribute information, collect public opinion, and/or raise awareness of a given issue. As canvassers contact people, important data about those interactions is recorded by the canvasser through an app, form, or other means.

To make sure your team is ready to canvass, they will need to:

- Know **when** they are canvassing, **why** they are canvassing, **where** you will start and for **how long** they will be canvassing
- Have whatever tools or materials they will need to complete the canvass. Usually this is an internet-enabled device with MiniVan Canvassing app, a pen, and a clipboard with any necessary printed materials attached
- Wear comfortable clothes, and bring water, snacks, sunscreen, or anything else they will need to support the activity of walking outdoors
- Receive training and support from a team lead who can preferably help to guide canvassers via phone/text while they are out in the field canvassing.



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Types of Canvasses: There are different ways that people can canvass including, but not limited to:

Data-Based Canvasses

- **Distributed Canvasses:** A type of canvassing based on existing data and completed by using the MiniVAN app and entering your canvass list code in the field. The list of doors to knock is gathered based on the canvassers' location, and will pull a list of doors in a given radius of that location. This ensures that no two people receive the same doors to knock, and can be very helpful for both covering large areas as well as making canvasses somewhat customizable for the canvassers. Canvassers can choose to load the list in a preferred location that they are most comfortable canvassing, and other canvassers can use the SAME list code in a completely different area and receive the doors that are closest to them. **Distributed canvasses are the most COMMONLY used canvasses for Register 46 and most candidates.**
- **Standard Walk List Canvasses:** A type of canvassing based on existing data and completed by using the MiniVAN app and entering your canvass list code. Unlike distributed lists, these lists are not dynamic or based on the canvassers geo-location. These are lists based on a very specific area and the same list can be given to multiple people to complete the canvass of that area together, usually using a list printed on paper.
- **Advantages of Distributed Canvasses over Standard Walk List Canvasses:**
 - **Distributed Canvass Lists** can be created quickly and easily, and can cover an entire state's canvass areas. A Standard Walk List can take hours of labor and preparation and the data capture is slower because the information captured during the canvass must be manually entered into the database when using paper versions of the list. Canvass data is kept secure via digital access and submission in a Distributed Canvass. Standard Walk Lists that are printed on paper could potentially be lost, copied, or stolen.





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- **Distributed Canvasses** provide a uniform but customizable system to canvass door-to-door, using fewer resources and less on the ground management to execute. Individuals can sign up to canvass, receive instructions via email, and easily begin canvassing their own neighborhood at flexible times that work best for them. A Standard Walk List requires a lot of preparation and manual distribution and collection of canvass materials, resulting in fewer canvass attempts.

“Blind” Canvasses:

- **Blanket Canvass:** A type of canvassing that is NOT based on existing data, wherein canvassers will knock every door at a location. Blanket canvasses are commonly performed at apartment complexes and other areas where there might not be enough existing data to create a Distributed or Walk list from.
- **Crowd-surf or Clipboard Walking Canvass:** A type of canvassing that is NOT based on existing data, wherein canvassers will speak to people in a crowd or large gathering, such as a community event, parade, street fair, etc.

Why REGISTER 46 USES DISTRIBUTED CANVASSING IN MOST CANVASSES:

- These canvass lists will be based on your personal geo-location when you access them, so it's important to drive to whatever area you would like to canvass, and THEN enter the code.
- Once you enter your code, the list that you get will be based on what doors are available to knock within a given range, usually a two mile radius of wherever you physically are when you access the list with the code.
- You do NOT need to start from a specific location, or go to a local party office. You can download a list from your OWN HOME and the nearest available doors within a two mile radius of your home's location!



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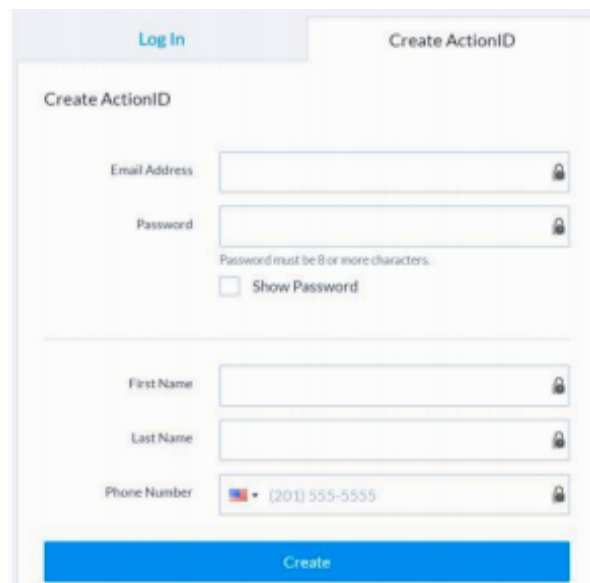
Canvasser Training and Preparation: Before sending your canvassers out to knock doors, there are a few things you can do to make sure they are prepared to complete a fun and productive canvass!

Download the MiniVAN app and set up an ActionID:

- Canvassers should download the FREE MiniVAN app from AppleStore (iPhones) or GooglePlay (Android). They will need to create an ActionID to log into and use the MiniVAN app. If they need to create a new ActionID, they can follow the steps below:
- If they have canvassed before with MiniVAN or have previously used an OpenVPB (Virtual Phone Bank), they can use the ActionID they created for those volunteer events)
- A fully detailed MiniVAN manual is available at this link: <https://bit.ly/MiniVANManual>
- Canvassers can either use the “Create an ActionID” feature on the MiniVAN app, or go directly to this URL: <https://accounts.ngpvan.com/Account/RegisterPrivate>

Create an ActionID:

- When creating an ActionID, canvassers must enter their Email Address, First Name, and Last Name, and then create a password that is at least 8 characters long. When finished, click Create. This will serve as the canvassers’ login information for the MiniVAN app.



The image shows a web form titled "Create ActionID" with two tabs: "Log In" and "Create ActionID". The "Create ActionID" tab is active. The form contains the following fields:

- Email Address:** A text input field with a lock icon on the right.
- Password:** A text input field with a lock icon on the right. Below it, a note states "Password must be 8 or more characters." and a checkbox labeled "Show Password".
- First Name:** A text input field with a lock icon on the right.
- Last Name:** A text input field with a lock icon on the right.
- Phone Number:** A text input field with a dropdown menu showing a US flag and the number "(201) 555-5555", and a lock icon on the right.

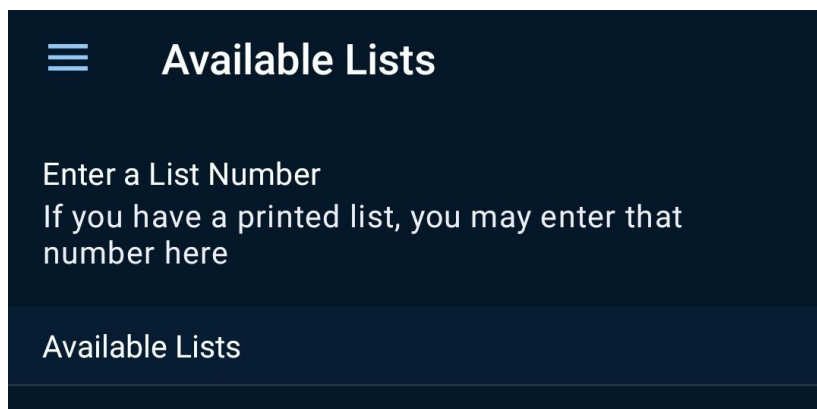
At the bottom of the form is a large blue button labeled "Create".



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Downloading your canvass information onto MiniVAN:

- When you log in to the MiniVAN app, you will be presented with a screen that looks like this:



- To download your list of addresses to canvass, TAP on “Enter a List Number.” You will then reach a screen that allows you to type a 13-digit code (given to you by your organizer or canvass leader) that will allow you to access the correct list of addresses for your canvass that day.
- You can view these canvass addresses in **Households, People, or Map** view.
 - **Households:** Shows the addresses in sortable order
 - **People:** Shows people’s names in a sortable order
 - **Map:** Shows a street map with the different locations highlighted by markers.
- Tapping on an address, name, or marker will take you to a screen that shows you the person’s available information entry for the canvass.

IMPORTANT ELEMENTS WITHIN MINIVAN:

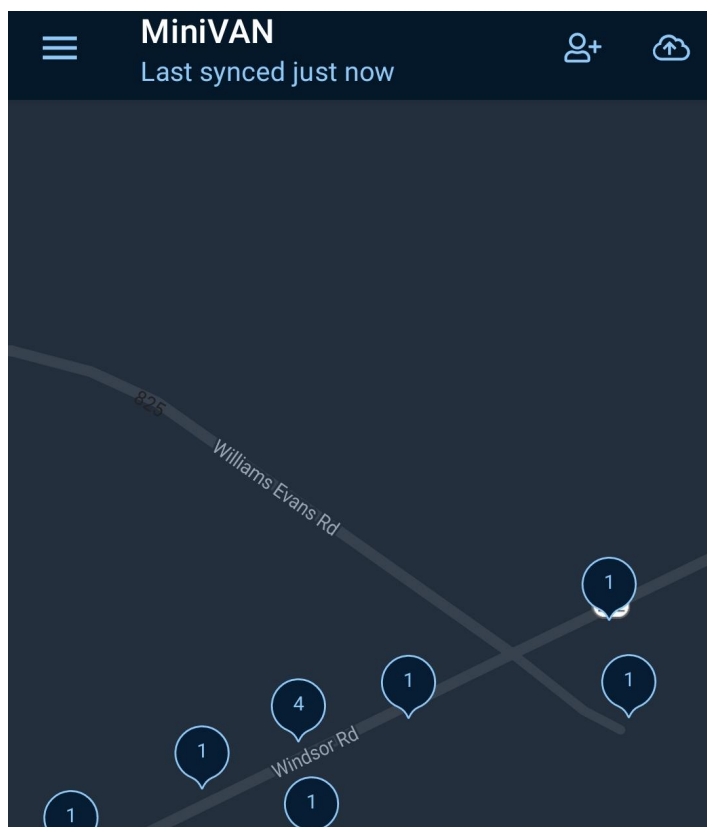
- **The cloud-shaped SYNC button:** Submits all the information you have gathered during your canvass. It’s not a bad idea to tap this button after every door you complete, just to make sure that your data is being recorded frequently. If you lose connectivity or your device runs out of battery power, your canvass data won’t be lost!



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- **The Script** is available by tapping on a person's name in MiniVAN. The script will guide you through the discussion you will have with the people you canvass. It will usually contain several checkboxes that are used to record answers to questions and other information we need to record during canvassing. Be sure you use the script!

 Hide Script

Hi, may I speak to [PERSON'S NAME]?

This is [YOUR NAME], a volunteer with Register 46, a program to register voters in all 46 counties of South Carolina. And we want to hear what issues are major concern: us(me) what matters most to you?

[USE THE NOTE SECTION ON MINIVAN TO RECORD THEIR RESPONSE, START THE NOTE OFF WITH R46

IF APPROPRIATE MARK ONE OF THE SURVEY RESPONSES BELOW THAT CORRESPOND TO THEIR MAJOR ISSUE.]

Which of the following issue based groups or subjects best incorporate the potential voters issues or concerns?

[IF NONE OF THE LISTED GROUPS OR ISSUES/CONCERNS MATCHES THE VOTER'S CURRENT ISSUES PLEASE MARK OTHER

IF THERE ARE MULTIPLE ISSUES PLEASE ADD THE OTHER ISSUES IN THE NOTES SECTION]

☐ Black Women's Caucus

☐ Environmental Caucus



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- **The Add Person** feature looks like a head and shoulders icon with a plus sign to the right. If you meet a person at a door who is NOT the person you are supposed to meet, you can look them up by using ADD PERSON and searching for their name. If their name does NOT appear, you should suggest that the person either scan the QR code or visit VoteBlueSC.com to CHECK their registration!

Recording Canvass Responses with MiniVAN:

- The 3 responses most used will be “Not Home”, “Moved”, or “Skipped”:



Not Home

Not Home: Anytime you don't talk to the person. This includes if you go to a door and no one answers or if a different person answers & says the person isn't home



Moved

Moved: Anytime a person has moved from the location on the list. This includes if the location is now a business or if a new person lives at the residence



Skipped

Skipped: Anytime you do not go to a residence on the list. This includes locked gates, dogs, no trespassing signs etc.

- These are the least used responses and should be used as a last resort or rare occasions.
 - **Inaccessible:** Used to describe a house that is truly inaccessible. This does not include locked doors, dogs, or trespassing signs. An extreme example would be a moat or castle in the sky. While these seem fantastical, the rate of using this as an option should be similar to the rate of coming across these in modern times.
 - **Hostile:** This choice is reserved for extremely difficult exchanges that include threats of any kind. While things such as people speaking in loud or increasingly louder voices may cause discomfort, not all instances of these necessitate marking hostile as an option.



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- For our purposes there is a difference between using **“Refused”** and using **“Not Interested”**.
 - **“Refused”**: Used for a person that has been contacted and verbally requested that you not contact them again. If there is no verbal utterance by the person saying to “never contact them again”, then mark the person as “not interested”. In most cases you will use the “Not Interested” choice.
 - **“Not Interested”**: Should be used when a person just says not at this time, slams the door, walks away, or any other conversation closer, without using a phrasing such as never contact me again. Most cases should be marked “Not Interested”
 - While in many other instances these two choices are almost interchangeable, that is not the case for us. “Refused” should only be used when a person specifically says never contact me again. The difference between the two is the verbal affirmation that they never want to be contacted again.
- **It is very important that we accurately record data, and that we handle that data carefully!** We want to make sure that our canvasses are successfully meeting their intended goals. Toward that end, always be sure to record information as accurately and thoroughly as possible, and always make sure that any forms or materials are returned to either a Register 46 organizer or a designated person within your neighborhood team!

Canvasser Safety and Best Practices:

Neighborhood Teams are encouraged to canvass their own neighborhoods and precincts. If a prepared and trained canvasser is comfortable canvassing areas that are well known to them, that is perfectly acceptable. Generally, Register 46 recommends that canvassers are paired up with at least a driver to drive the pair to canvassing locations and a canvasser to knock the doors for the safest canvass experience possible. Canvassing pairs are especially important when canvassing lesser-known or unfamiliar areas.



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“Soliciting” and Confrontations with Residents:

Political Canvassing and voter registration canvassing are legal activities, and are not considered solicitation. Some HOAs have rules against soliciting, which we are not doing, therefore, those rules do not apply to us. However, it is important for you to know what to do should you be confronted and told by a neighborhood resident who takes issue and wants you to leave. In those cases it is best to remain calm and continue canvassing. However, if you are uncomfortable you can leave that area. Regardless, canvassing is protected under federal law.

Canvassing “Do” and “Don’t” Checklist:

Do:

- **Finish your walk list.** Finish the entire list so we can speak to all the voters we need to.
- **Use the script.** The language in our scripts is written to have the biggest impact on getting a person to register to vote and be involved.
- **Speak clearly.** So people can be sure to hear and understand you.
- **Move back away from the door after knocking.** The resident will appreciate you giving them space at their door.
- **Make good and frequent use of the “Notes” feature in MiniVAN!** This is the best way to capture details that the checkboxes and drop-down menus featured in the canvass script aren’t appropriate for.

Don’t:

- **Don’t add literature to any mailbox.** Unless you are an on-duty postal worker, it is ILLEGAL for anyone to place items in another person’s mailbox. Find anywhere you can other than a mailbox to leave canvass literature, such as slipped inside a screen door or slid into the door jam near the doorknob.
- **Don’t be rude to anyone.** If someone is rude to you, just politely excuse yourself, disengage, and leave. Remember that you not only represent yourself, but your neighborhood team and the South Carolina Democratic Party
- **Don’t go into houses.** While it is okay to be friendly, do not go into a person’s house. Stay outside on their porch or front door. This is for everyone’s safety.



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- **Don't feel pressured to know every answer.** You are a volunteer and if someone pressures you, you can tell them that you're a volunteer and don't have all the answers. You can always take notes for a Register 46 organizer to follow up with the person at a later time.
- **Don't forget to turn in materials.** All filled-out forms along with their clipboards should be returned to a Register 46 organizer or designated person at the end of your shift.
- **Don't feel obligated to approach a person or situation that feels threatening or uncomfortable.** Use the "notes" feature to explain what happened and use the "skip" option if you don't want to talk to that person.

Scan and Register - QR Code for Voter Registration

Register 46 uses a QR code that can be scanned using a smartphone, which will open the VoteBlueSC.com website. This allows canvassers to register new voters in approximately five minutes, with instant capture of data and without having to handle any sensitive information belonging to the voter.

Some voters won't have an ID available to use this feature and will need to fill out a paper voter registration form. For everyone you encounter who **can** use online registration, this is the **preferred method** through which we want to register those voters.

When helping to register voters using VoteBlueSC.com:

- The person must use an internet connected device, such as a smartphone or tablet
- The person must possess a valid photo ID with an address that matches their current place of residence
- If they **do not** possess a valid photo ID that presents their current address, they can either get an ID at their local DMV or get a free photo ID from their local board of elections office. **This is when a paper registration form should be offered to the person.** Allow them to complete it, then bring that back to give to your Register 46 organizer or designated person to collect materials
- The registrant should enter their own information into the site form. Voter registration requires use of sensitive information, including a person's SSN, which should remain as private and confidential as possible.



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For a precinct map for your area go to :

<https://rfa.sc.gov/programs-services/precinct-demographics/jurisdictional-mapping>



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