

**PUT PEOPLE FIRST! PA  
DOORKNOCKING TRAINING**

**GOALS:**

1. Develop participants’ understanding and confidence to represent PPF
2. Build as a group of committed PPF members, leading into BB team
3. Prepare ourselves to hit our numbers and have a successful doorknocking drive

Time	Min	Agenda Item	Lead	Materials
6pm	15min	Meet & Greet	ALL	Sign-in sheet, pens, food
6:15	15min	Welcome & Introductions	NZD	
6:30	5min	Agenda Review	AT	Agenda on flipchart
6:35	10min	Introduction to PPF	NZD	People’s recipe on flipchart
6:45	15min	Intro to Doorknocking	AT	Goals of doorknocking on flipchart Goals for this program flipchart
7:00	30min	Dinner	ALL	
7:30	15min	Organize the conversation Tracking and materials	AT	
7:45	15min	Roleplay & Debrief	NZD	
8:00	15min	Role of outreach organizers Sign up for shifts & BB mtg	NZD ask AT	“Do and Don’t” on flipchart DK Schedule on flipchart
8:15	10min	Closing with the Low Road	???	“The Low Road” Handouts

**Introduction to PPF**

Show of hands:

- For who is this your first time organizing with PPF?
- How many people met us through the Affordable Care Act workshops?

Brief history of organization

PPF is a membership-based organization (people in communities become leaders to advocate for their rights)

Key ingredients of our organizing model with examples.

The People’s Recipe, “Yields: Power for the long haul + concrete changes along the way”

1. **Basebuilding** - We build and strengthen our base by reaching new people and developing capacity with our existing base.
2. **Political Education** - We believe we must develop a sophisticated understanding of the systems of oppression we face, how they were created and are maintained, and develop the and analysis to dismantle them and build more just systems grounded in human rights. We also must have an understanding of history so that we don’t repeat mistakes or fail to harvest lessons from past social movements.
3. **Human rights framework** - We use a principled framework that is based on human rights, as both an organizing tool and a tool for creating and evaluating policy.
4. **Holding power holders accountable** - We put direct pressure on those who make decisions that impact our rights (politicians, bosses, etc.).
5. **Winning the battle of the story** - We recognize that successful movement organizing is more than just moving bodies, it’s about moving hearts and minds, and changing the dominant stories that prop up current oppressive power structures. To do this, we tell our own stories and create our own media.
6. **Grassroots Fundraising** - Through a variety of means, our communities and members fund our movement (in other words, a broad base of donors, coming from our own communities).
7. **Solidarity and movement building** - We build long term relationships with other organizations and networks across issue areas, to learn from each other, develop shared strategy and tactics and people power and capacity to change systems.

Questions?

## Intro to Doorknocking

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Why doorknocking?

There are many types of outreach: tabling, radio, street flyering, on the bus.

> What are some types of outreach people have done?

There are certain opportunities that come with door-to-door outreach.

> What are some of the advantages of doorknocking in relation to other types of outreach?

- Reach people in their own space, in their home, for the most part it's a place where people feel safe, people are able to open up, and we can have deeper conversations.
- Face to face we are able to read people's body language and make eye contact.
- The face-to-face contact makes it easier to follow up with people.

Someone read: Overall purpose of doorknocking:

1. To establish trust and build relationships in the community (the basis for everything!)
2. To listen and learn from people's experiences, perspectives, and feedback (by administering a survey)
  - a. Listen and make people feel like their being heard, and providing a sympathetic ear. Sometimes people know have anyone to talk to and they unload everything off on you.
  - b. Learn, What concerns them? How are they affected by the issue? What's their analysis of it?
3. To inform people about the issue, our campaign our organization, & sometimes info about their rights
4. To move people to take action and to join the organization

Someone read: Specific goals of this doorknocking drive:

- Knock on 1000 doors
- Talk to 200 people
- Completing 125 surveys to learn more about
- Recruit 50 new contacts to our first membership meeting

## < DINNER 30min >

### Organizing the conversation

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Refer back to overall goals

When we do knock on doors, what are we saying?

We're not one of those orgs that knocks on doors w/o anything to say. That's why we use a rap.

What's a rap? A rap is a plan for a conversation.

#### Introduction

"Hi My name is \_\_\_\_\_. And I'm hear to talk to you about..." The introduction helps set the tone and establish the connection. You want to be clear, honest, and straightforward in your introduction.

#### Listening

This is the most important part. We're listening for the person's feedback. We're learning about how they are affected. We're learning about their ideas, opinions, and their perspective about the issue. *This will help us direct the rest of the conversation.*

#### Education

This is where we give them some information, facts, statistics, and analysis around the issue. A lot of people feel a lot of blame and shame around their health issues, and feel like they're all alone in it. Part of our education is letting folks know "you're not the only one". We help people understand the problem is a systemic problem, not that they did something wrong. And we want to name the culprit. Who benefits? Who's being hurt by this? And how can we work towards fixing those issues?

Asking questions, listening, giving folks information about – survey is incorporated in the rap. Your asking the survey questions while you're having the conversation

### **Agitation**

We want to motivate the person to take some kind of action and make a change.

### **Commitment**

And we end the conversation with a push for them to make a commitment. This is where you want to get someone to commit to coming to the membership meeting. You want to make a clear ask, Will you come to the next meeting? Moving people to materialize their desire to make a difference and give them specific action they can take and asking them to commit.

### **What to do if a person says “no”?**

- People may be embarrassed about what's happening to them or not want to talk to you about what. Go back to the issue they're facing. You're not in this by yourself, this is happening to a lot of people, a lot of times people don't know where to go for help. We're hear to give you that information and ensure that you can get some help.
- You might hear people say they don't think change is possible. “Do you think change is going to come if we don't do anything? Is that how Medicaid and Medicare got past? Or the Civil Rights Act was past?”
- Other people don't care. “You and I care? And I didn't even know you before right now. Other people who we've never met must care too.”

Any questions about the rap?

## **How to Use Materials / Documentation and Tracking**

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Packet

1. Map
2. Walk sheet
3. Rap with survey
4. Member Forms
5. PPF Pamphlets

Look at sample walk sheet

- Some demographic and contact info
- In this instance, it doesn't matter if the person who answers the door is not the person on the sheet

Marking walk sheet

**NH** = not home

**R** = refused

**M** = moved

**L** = language other than what outreach vol speaks

**X** = inaccessible entrance or location

Importance of documentation and tracking:

- We're talking to a lot of people and gathering a lot of information so you need a system to take consistent notes and keep this information organized in one place.
- We want to be able to use this information not only to follow up with the people interested in getting involved, but to gauge what's relevant to our communities.
- We also want to use it to prioritize people and segment folks that gave us certain information. Or we might need to follow up with people who have specific questions we can't answer at the door.
- We track so we can evaluate the data, see what's working and what's not working. And we track so we can share information with the rest of our organization.

You can track people's responses on the survey. The survey asks different questions: healthcare history, experiences with chronic illness, and commitments they make to come to our membership meeting.

## **Roleplay**

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Debrief:

- What worked that your partner did? What didn't work so well?
- Body language? Tone?

## **Our Role as Outreach Volunteers**

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### **Do's and Don't's**

Do

- Smile and make contact
- Be friendly, make conversation, listen and make the person feel like they're being taken care of
- Show respect. Stay safe and trust your instincts.
- Keep phone # of team leader on you in case you need to call
- Be prepared with all your materials
- Be professional. Rep the organization well!
- Be honest (if you don't know an answer to a question)

Don't

- Don't read off the paper
- Don't argue with anyone
- Don't use up too much time with one person
- Don't chew gum, make a face, or lie
- Don't give up after the first no, or shuts the door in your face, or doesn't want to answer a question
- Don't promise things or offer things you can't follow through on
- Don't leave information in the mailbox

The role isn't to be a robot, a survey machine, we're not there to just collect information.

We need to build trust at that's where the human connection comes in.

We don't want to be reading off the paper, but having a real conversation with the person.

You're not a healthcare counselor so there's some things you may not know.

You're not a therapist.

## **Sign up for doorknocking shifts**

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We're asking everyone to sign up for two shifts. If you can do more, great.

We'll choose locations based on outreach crews.

Show of hands of people who can make follow up calls after their shift or on other days.

Show of hand of people who can make it to another team meeting.

**TEAM MEETING:** Tuesday 5/27 or Tuesday 5/28???

- Collectivize knowledge we gather through doorknocking
- Finalize the agenda for the membership meeting
- Divide up parts of the agenda to lead
- Divide up turnout calls

## **Closing**

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Collectively read the poem "The Low Road" by Marge Piercy