



PCO Training: Non-Partisan Candidate Doorbelling

This is not the candidate's campaign strategy.

Doorbelling is campaign support.

City Council races – face-to-face with the voters is critical.

Keep quiet about candidate's party in non-partisan races.

They are all "Independents."

District Chairs will work with campaigns to assign PCOs to doorbell precincts with the candidates.



PCO Training: Non-Partisan Candidate Doorbelling

General

- Bring water.
- Dress in layers.
- Wear comfortable shoes.
- Carry a tote bag to hold literature.
- If using paper walking list, bring clip board and pen.
- Always be courteous and polite.



PCO Training: Non-Partisan Candidate Doorbelling

The PCO is in charge of the walking list/app:

- Record data of each door knocked on.
- Support the candidate? Note: Yes, No, Maybe.
- If someone volunteers their political party affiliation, note this.
- No Soliciting Sign – leave literature (NS).*
- Knock loudly or ring doorbells where they exist.
- If gate is unlocked or open, go to front door and knock.
- As you walk away, say something positive “Thank you; have a great day!”

*NS = “No Soliciting Sign” in comments



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Houses to not doorbell:

- If front door is blocked or front gate is locked – NA*.
- “No Trespassing” or “Beware of Dog” signs – NA*.
- House abandoned/empty – NA*.
- If a house has a sign out front that they love everyone and believe water is life - they don't love you and you are not welcome. Mark them as a hard Democrat (5) and move on.

* NA = Not Accessible



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Other pointers:

- If no one answers:
 - Please slip literature anywhere you can in the door. Usually, literature pieces can be slid between the door frame and the door, or between the doorknob and the frame. If not, it usually fits inside the handle of screen doors. Or on tables near the front door.
 - Attempt to not make it obvious the owner is not home.



PCO Training: Non-Partisan Candidate Doorbelling

Working with the candidate:

- The candidate does most of the talking at the door.
- Help the candidate keep it short at the door.
- In today's litigious environment, it is important to have two people going to the door.
- Your job is to direct them to the next address, keep them moving.
- The goal is to complete the precinct in one afternoon.
- Figure the best route to walk the precinct without backtracking.
- If candidate does not ask for the vote – she/he should at each door, unless the voter is hostile - then you ask for the vote.



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Working with the candidate:

- At Republican voter households, they may ask the non-partisan candidate to declare party affiliation. If the voter won't back down when the candidate says they are non-partisan, then you can volunteer "Well I am a Republican and I am voting for him/her."
- This rarely happens, yet if someone at the door recognizes you... "Republicans vote in non-partisan elections, and this is a candidate I am supporting because of his/her stand on heroin injection sites."
- Never let the candidate walk into someone's house.
- Never doorbell during a Seahawks football game.





PCO Training: Non-Partisan Candidate Doorbelling

Your safety comes first:

- Never walk into someone's home, even if they invite you in.
- If front door is not visible from street, then don't doorbell this house.
- If there are a bunch of steps to the front door, after ringing the doorbell or knocking, TURN AROUND and walk back down a few steps so when the voter answers the door, you are not crowding their personal space. That way, if the person answering the door is grumpy, then you won't be tempted to back away and fall down the stairs.
- Lastly, if someone is hostile at the door, make note of this and note them as a Hard D.



PCO Training: Non-Partisan Candidate Doorbelling

Walking lists:

- The walking list has **the registered voters** in the precinct, by household, by street and in walking order, based on the most recent data from the SOS's office. People move, so no list is perfect.
- If you doorbell a home and the people tell you they are not citizens and cannot vote, please make note of this.
- On your walking list, there will be streets where you only have one side of the street. Due to precinct boundaries, the opposite side of some streets are in a different precinct.



PCO Training: Non-Partisan Candidate Doorbelling

Walking lists (con't):

- For non-partisan races, we will be using targeted walking lists. Hard Democrats and voters with a “History” less than 25% will be removed.
- Party = party affiliation.
 - 1 = Firm Republican, always votes Republican
 - 2 = Republican, mostly votes Republicans
 - 3 = Independent, which most often means they vote for Democrats.
 - 4 = Democrat
 - 5 = Firm Democrat
 - 6 = Refuses to tell anyone
 - 0 = Unidentified –means no one has been able to connect with them via during doorbelling or phone banks, or could be a new voter.



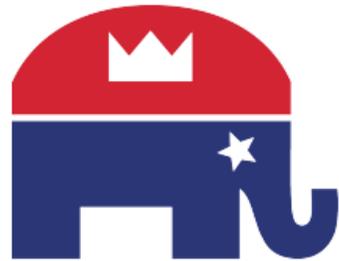
PCO Training: Doorbelling your precinct

Walking your own precinct:

- The walking list data is only provided to PCOs/PCs. Do not give your list to non-PCOs/PCs.
- Your first time out, ease into getting used to doorbelling by targeting the 1s and 2s on your list and any of your neighbors who you know.
- Take a friend with you if you wish. You can do the talking while the friend holds the clipboard/phone app.
- Create a business card if you wish with your name, PCO of precinct 48-0171, and your email address. Every once in a while, a voter will ask for some identification. (Template on the PCO Portal)



PCO Training: Doorbelling your precinct



King County
Republican Party
www.KCGOP.org

Cynthia Cole
Precinct Committee
Officer (PCO)
BEL 48-0171
cynthiamcole@aol.com



PCO Training: Doorbelling your precinct

Walking your own precinct (con't):

- If there are apartment complexes on your list, don't doorbell these. KCGOP is working on a strategy for reaching voters in apartment complexes. *(Your ideas are appreciated!)*
- PCOs who live in precincts that are all apartments or condos are asked to "adopt" a different precinct.
- T-shirt idea. When doorbelling your precinct, wear a t-shirt with a funny saying to break the ice. Example: "I don't care who dies in the movie, as long as the dog lives."
- **If someone is hostile at the door, don't go back to that address.**



PCO Training: Doorbelling your precinct

Walking your own precinct (con't):

- Sample Script..."Hi, I am Cynthia, the precinct committee officer for this neighborhood. I have information on the next election. Did you know we have a primary election in a few weeks, and ballots will be in the mail by July 13th? We have candidates who are running for various state wide offices. **Do you have a moment to talk?**" (see how the conversation goes...they may ask questions)
- Before you walk away, ask "**When you vote for candidates, do you tend to always vote Republican, sometimes Republican, always Democrat or sometimes Democrat?**" This is the question that provides you with voter identification data. If you can keep the conversation open, casual and listen when they speak, most people will give you a response. Never ask someone if they are an Independent. Too many people like to say they are Independent, yet they tend to vote along party lines.
- If they don't know what they are, then ask who they voted for in the last race for Governor. If they say Jay Inslee, likely a Democrat voter.



PCO Training: Doorbelling your precinct

Walking your own precinct (con't):

- After you give the voter the run down as to what is on the ballot, they may voice their disagreement with your political position.
- Instead of making a statement or debating them, ask a question – ask “What About” not “Why” questions.
- Voter: “Well I think I am in favor of an state income tax.”
- PCO: “What about a state income tax has you in favor of it?”
- Voter: “Our current tax system is regressive.”
- PCO: “What is regressive about it?”
- Voter: “I don’t know.”



PCO Training: Doorbelling your precinct

Walking your own precinct (con't):

- How to handle objections:
 - Doorbelling your precinct is about establishing a relationship.
 - The goal is to not burn bridges.
 - You may win the debate, yet you will lose the voter.
 - “Questions educate, statements create positions.”
 - “Questions open, statements close.”
 - Learn to ask good questions that get the voter thinking about their point of view.



PCO Training: Doorbelling your precinct

Walking your own precinct (con't):

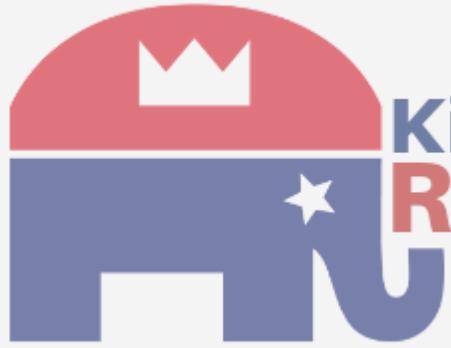
- You don't have to *volunteer* that you are a Republican PCO, since most precincts don't have a Democrat PCO. (Be truthful if asked.)
- If you want to know if your precinct has a Democrat PCO, send an email to Chair@kcgop.org. I kept the list of who filed in May.
- For elections with a lot on the ballot, KCGOP will work with the District Chairs to develop a handout you can print with "How I am voting." (You can run 75 copies free at public libraries.)
- **Doorbelling your precinct is not just leaving literature at the door without talking to the voter!**
- Adopt a casual attitude at the door. Most people are not as **INTENSE** about politics as we are.



PCO Training: Doorbelling your precinct

Walking your own precinct (con't):

- Start doorbelling two weeks before ballots are due in mailboxes. Once people have their ballots, my experience has been many will say they have already voted, when they haven't, just to end the conversation.
- Break your precinct into sections of about 40 voters and go out from 4:30-7:30pm Monday through Friday and early afternoons on Saturday and Sunday. Once it gets to be 8pm, people tend to not open the door.
- Use Friday or Saturday afternoon as your "go-back" days.
- Come up with some way to mark your progress and take notes. (App or paper list.)
- Use *Geofencing plugin* to section off your precinct. Takes a bit of practice to use.
- Lastly, go to www.Kcgop.org and register for the PCO portal.



King County
Republicans

V^{OTER} SC^{IENCE}

Understanding the Voter Domain for Right-of-Center Politics



What is Canvasser?

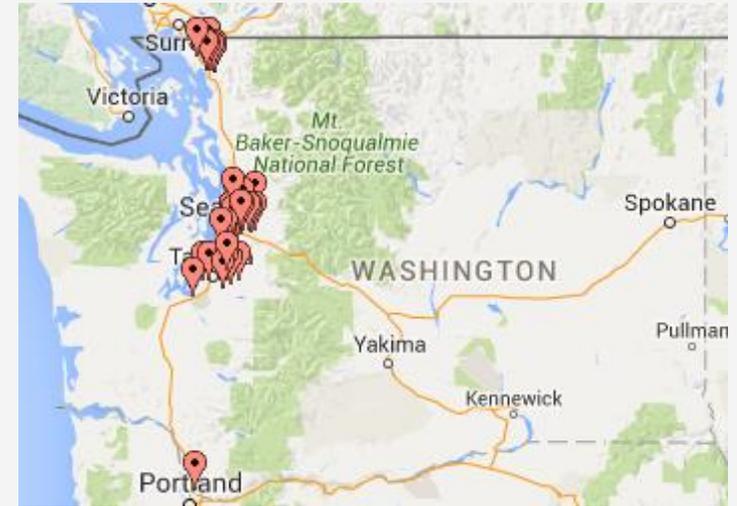
1. A mobile canvassing app
2. Accurate walking lists
3. Reporting & analytics

Deployed to **500+ races** across WA state since 2015.

Especially useful at down-ticket races (City Council, schoolboard, charter commission) with low budget.

Great for primaries.

Great for non-partisan, non-profits, IEs.





Canvasser Data

Use for:

1. Canvassing, targeting, Mail lists
 2. Sharing data – with GOP Data Center
 3. GOTV tracking
- Free; live since 2015 and never goes down.



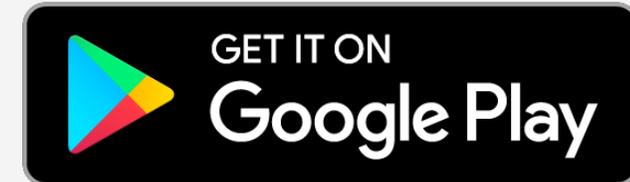
Easy to get started

1. You receive an email with a link. Click-once login, **no passwords**.
2. **Instant access** on your smart phone or desktop.
3. Takes you straight to your district / precinct. (Canvasser automatically determines your voter roll for your specific district and automatically sorts into precincts)



Mobile App

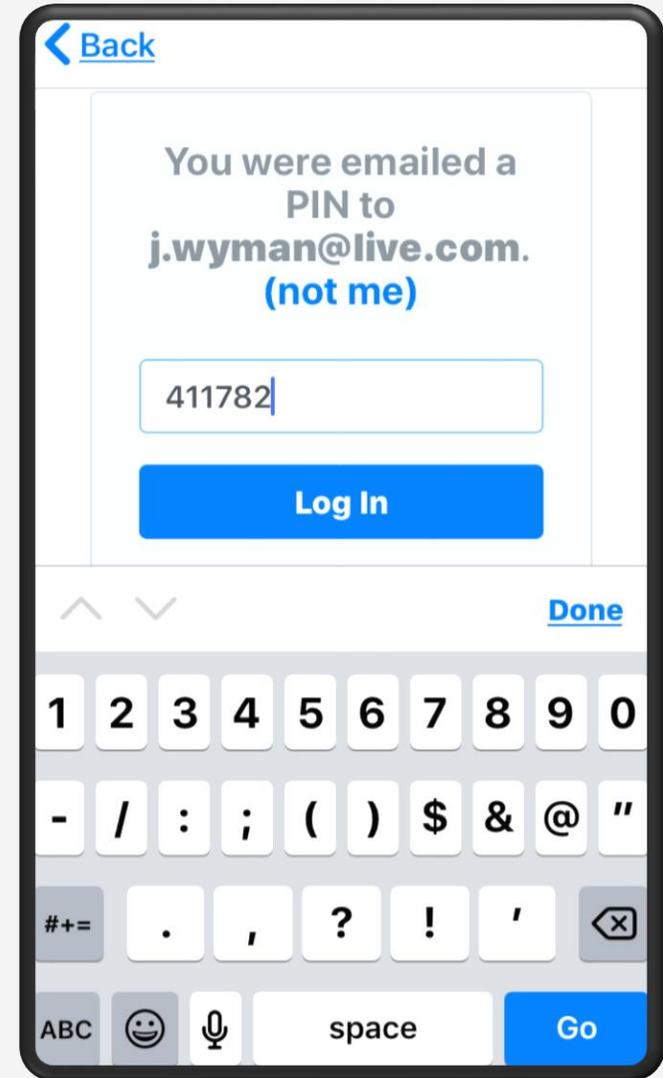
- The app is available for both iPhone and Android
 1. Go to either the Apple App Store or the Google Play Store
 2. Search “Canvasser”
 3. Download the app with the icon shown





King County Republicans In-App

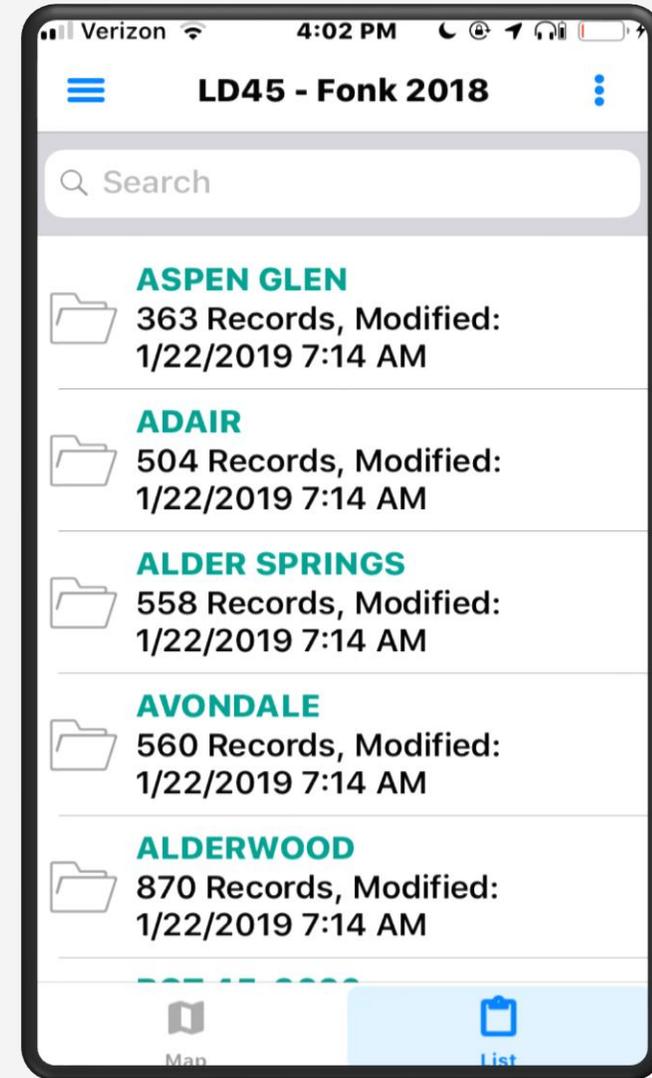
- Press “Log In”
- Type in your email on the next screen and Press “Send Pin”
- Open your inbox and copy the 6-digit pin sent to you
- Reopen the app and type in the pin, then press “Log In”
- This is a one time log in, you will not have to log out or create a password





LD Overview

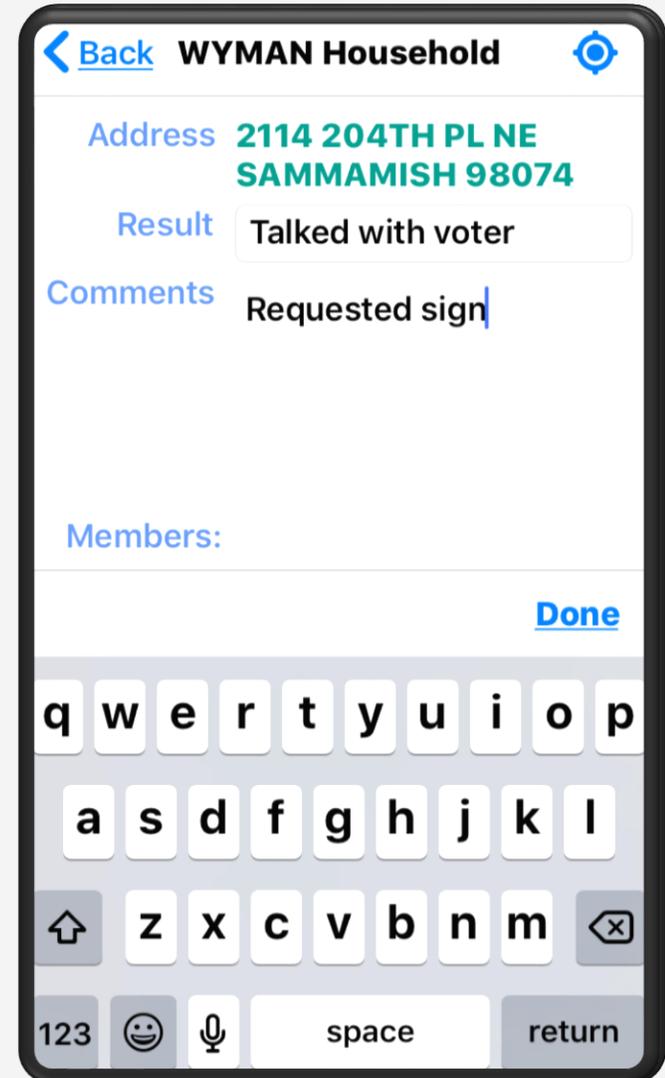
- Map view of a legislative district
 - Also applies to city council districts
- Each blue pin indicates where a precinct is located
- You can switch to list view at the bottom right hand corner
- Each folder in the list view will give you the name and number of voters for each precinct
 - PCOs will only receive individual precincts





Canvassing a Precinct

- The pins indicate households and are color coded by party preference
- Faded pins indicate that they have already voted or have been canvassed already
- In list view, you can see the exact address and number of voters in each household
- Opening a household shows you individual voter information
- As a canvasser, you can choose a result of contact from the list of options
- You are also able to leave comments about each voter if necessary





Personal voter information

[Back](#) **JAKE WYMAN**

Address **2114 204TH PL NE
SAMMAMISH 98074**

Age/Sex **24 M**

History **45% (Ballot Received)**

Party **Soft Republican**

Result **Talked with voter**

Cell Phone 

Email 

Comments **Requested sign**

Questions:

Is voter a supporter?

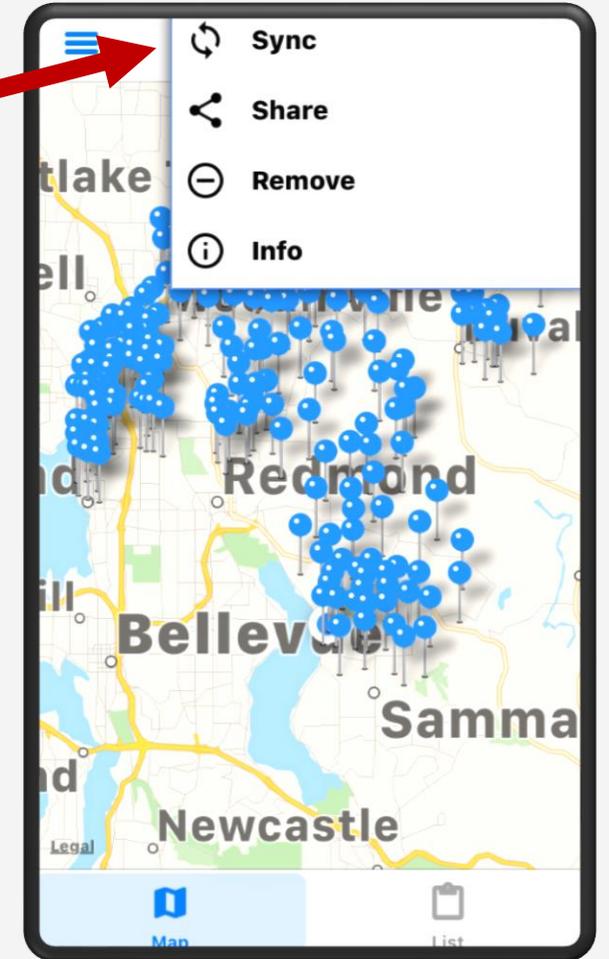
Additional info:

LegDistrict **45**



Additional Information

- The mobile app works offline – Be sure to sync!
- Once your data is uploaded, you can view it in the desktop version
- Collaboration – if multiple people walk the same precinct, you'll see each other's results in real time.
- The list will automatically refresh with new voters, targets, etc.





In-Browser App

canvas.voter-science.com

Voter-Science

You must log in to continue:



Have questions? Check out the [Documentation](#) or [Contact Us](#).

Voter-Science

Hello, [j.wyman@live.com](#) (Logout)

Please select an existing sheet:

- LD45 - Fonk 2018 (91875 records, version 1693)

(Remove sheets from this list)

To get access to new sheets, please:

1. [Ask somebody to share one with you \(most common\)](#)
2. [Enter a secret 'canvass code'](#)
3. [Start a new campaign from your own data.](#)

Have questions? Check out the [Documentation](#) or [Contact Us](#).

Welcome to Voter-Science Canvasser. What would you like to do? [See Help](#) for more detail.

Contact voters

Here are several different ways to contact voters.

Use the reporting features to track your outreach efforts.

If you want to apply these outreach tools to just a subset of the rows, use the partition feature to create a child sheet.



ListView

Show list voters all on one page. This is like a digital clipboard. You can also use this view to print.

Use listview



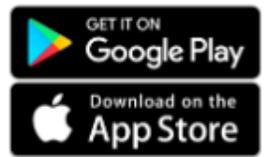
Map

Show voters on a map.

Use map

Mobile App

Download the mobile app for better offline usage.



Mailer

Produce a mail list by household.

Use mailer

Partition and Share this data

Data and Targeting

Reporting

Admin



LD45 - Fonk 2018

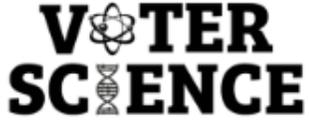
91875 Total voters. (j.wyman@live.com)

[View Map](#) [Reports](#) [Plugins](#)

Name	Shared with	Number Voters	Latest Version	Last modified	Operations
duvall trial [Walking List] [View Map]	Share this...	603	39	1/21/2019 11:22:13 PM	Delete

These sheets are automatically created for each: PrecinctName

Name	Shared with	Number Voters	Latest Version	Last modified	Operations
ADAIR [Walking List] [View Map]	Share this...	504	39	1/21/2019 11:14:45 PM	
ALDER SPRINGS [Walking List] [View Map]	Share this...	558	39	1/21/2019 11:14:50 PM	
ALDERWOOD [Walking List] [View Map]	Share this...	870	39	1/21/2019 11:14:53 PM	
ASPEN GLEN [Walking List] [View Map]	Share this...	363	39	1/21/2019 11:14:56 PM	
AVONDALE [Walking List] [View Map]	Share this...	560	39	1/21/2019 11:14:58 PM	
BEAR CREEK [Walking List] [View Map]	Share this...	494	39	1/21/2019 11:15:01 PM	



LD45 - Fonk 2018

91875 Total voters. (j.wyman@live.com)

[View Map](#) [Reports](#) [Plugins](#)

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AVONDALE [Walking List] [View Map]	Share this...	560	39	1/21/2019 11:14:58 PM	
BEAR CREEK [Walking List] [View Map]	Share this...	494	39	1/21/2019 11:15:01 PM	

502 rows (410 voted, 92 remaining)

View Map Reports Plugins **Print**

Current

Color key: [Not yet saved] [Change was saved] [Changed by somebody else]

REMEMBER: if you choose to print out a walking list, be sure to enter the information back into the system

204TH AVE , 38 total voters

Address	FirstName	LastName	BirthDay	CellPhone	History	Party	Supporter	Results/Contact	Comments	Email
			51 yrs; F	CellPhone	95%	4	?		Comments	Email
			53 yrs; M	CellPhone	95%	4	?		Comments	Email
			48 yrs; M	CellPhone	25%	3	?		Comments	Email
			45 yrs; F	CellPhone	23%	2	?		Comments	Email
			57 yrs; F	CellPhone	95%	3	?		Comments	Email
			54 yrs; M	CellPhone	95%	2	?		Comments	Email
			53 yrs; F	CellPhone	43%	4	?		Comments	Email
			23 yrs; M	CellPhone	34%	4	?		Comments	Email
			19 yrs; F	CellPhone			?		Comments	Email
			53 yrs; M	CellPhone	61%	4	?		Comments	Email