

## ORIENTATION OUTLINE

1. **Welcome/Introductions** – Introduce yourself, welcome them to the orientation, and thank them for coming.
2. **What is POWER?** – You can use a standard description. Give the Canvassers some background about the work your organization does, and how it impacts local communities. This is an opportunity to talk to a group of people about why people should get involved with your organization. Take advantage of it.
3. **Why are we here and why does it matter?** – *The ONLY way to make sure the people representing me in my government are the people I want is to cast my ballot. People need to vote because elected officials have a great deal of influence on our lives. This is often even more apparent in local elections that do not get a lot of attention. If I really need a speed bump installed on my street, my elected officials in Washington DC will have nothing to do with it; I have to vote for my city council member to make it happen.* Engage the audience during this section. Ask questions like: How many of you are registered to vote? How many of you voted in the last presidential election? How many of you have moved since the last election? Explain that because of these simple changes they may have been taken off the voter rolls. *If we are able to register or re-register a large number of working families prior to the next election and then remind these same people to go out and vote, we can make sure their voices are being heard. That is exactly what we are here to do.*
4. **Campaign Goals** – We are working to register a huge number of people this year. It is important to convey the goals of the campaign to the attendees. It helps to get them invested in the campaign and demonstrates to them how important their work will be over the next few months. Give them detailed goals: the number of voters we want to register nation-wide, statewide, and citywide. 60-80% of the new voters will actually vote if we can contact them again. We want to engage them on our issues, get them excited about voting, and remind them to vote.
5. **Details of the Job** – Refer participants to the job description. Go over the details with them *in detail*. Explain that it is non-partisan and that they cannot support or oppose any candidate while on the job, including discussing candidates or parties, carrying literature for candidates or parties, or wearing clothes or buttons for a candidate or party. People must understand the inner workings of the position to ensure it is something they are interested in doing. We want to hire a large staff, but we also want to hire people who are serious about doing good work. Let them know the work hours and walk through a typical workday. Ask a lot of questions during this section to make sure that the details of the job are clearly understood.

6. **Review goals and standards for each Canvasser** – It is important that each Canvasser understand what their daily and weekly goals will be. Explain the different ranges of performance. Stress that the collecting complete applications is more important than collecting a lot of applications, and that an incomplete application is worse than no application. Make sure they understand that poor quality work will lead to termination. Make sure that potential Canvassers understand that, while there is no particular numerical expectation carved in stone, they are expected to perform to the best of their ability and that their performance will be regularly evaluated.
7. **Describe fraud guidelines and quality control** – Refer participants to the fraud guidelines. Review what constitutes a valid or complete application. In detail, explain what constitutes a fraudulent application. There should be no horseplay during this section. Fraud is a serious issue and should therefore be taken seriously. Explain that all voter registration applications will be verified in the office. If any applications are even suspected of being fraudulent, the Canvasser responsible will be let go. Additionally, explain that we are working with both the local elections officials and local law enforcement to identify and prosecute individuals who commit fraud. Again, ask questions during this section to verify that everyone understands the guidelines and quality control procedures.
8. **Role-plays** – Make sure that everyone has a standardized canvassing rap. To start, read the rap along with the group. Then, choose one person to read the rap to the group. Everyone must understand: This is the rap. The trainer will do the first role-play, including the approach, the rap, and filling out the entire application. Then choose a pair from the group to complete a role-play for the group. Next, everyone in attendance should pair up and take turns doing role-plays. Everyone must complete a role-play. If people are unwilling to participate, they will not be hired for the job. While everyone is practicing, walk around and listen to each role-play. Identify people who complete a role-play seriously, and with confidence. While observing, determine who will need personal review in the field.