DEEP CANVASSING FOR CLIMATE SOLUTIONS

BUILDING MORE SUPPORT FOR COLLECTIVE CLIMATE ACTION

Neighbours
United

CALIFORNIA, 2008: PROPOSITION 8

60% POLLING WITH US
40% POLLING AGAINST

ELECTION DAY:

54% VOTE AGAINST

(28th STRAIGHT LOSS)

Small Crew Of Organizers

Thousands of Volunteers

Can we talk? Can we be honest? Can we decrease homophobia and persuade?

WHAT IS DEEP CANVASSING?

An engagement tactic that is transformational instead of transactional

Rooted in listening with honest curiosity & non-judgment to the concerns of people who have conflicted feelings on an issue

Canvasser shares personal life experiences & encourages the other person to do the same

The outcome of deep canvassing is that people change their minds and that change lasts

PROVEN IMPACT

Same-Sex marriage
Transgender Rights
Abortion
Immigration
Persuasion in 2020 US
Presidential Race

LARGE persuasive impact
INOCULATION - withstands later fear messaging
LASTING change - 9 months or more

Traditional Canvass

Deep Canvass

Get an ID Yes/No/Undecided

Surface Conflicted Feelings (0 - 10 Scale)

Train canvassers to use a script

Train Canvassers to Listen & Ask Questions

Canvasser delivers a message

Canvasser and Voter Exchange Vulnerable Stories
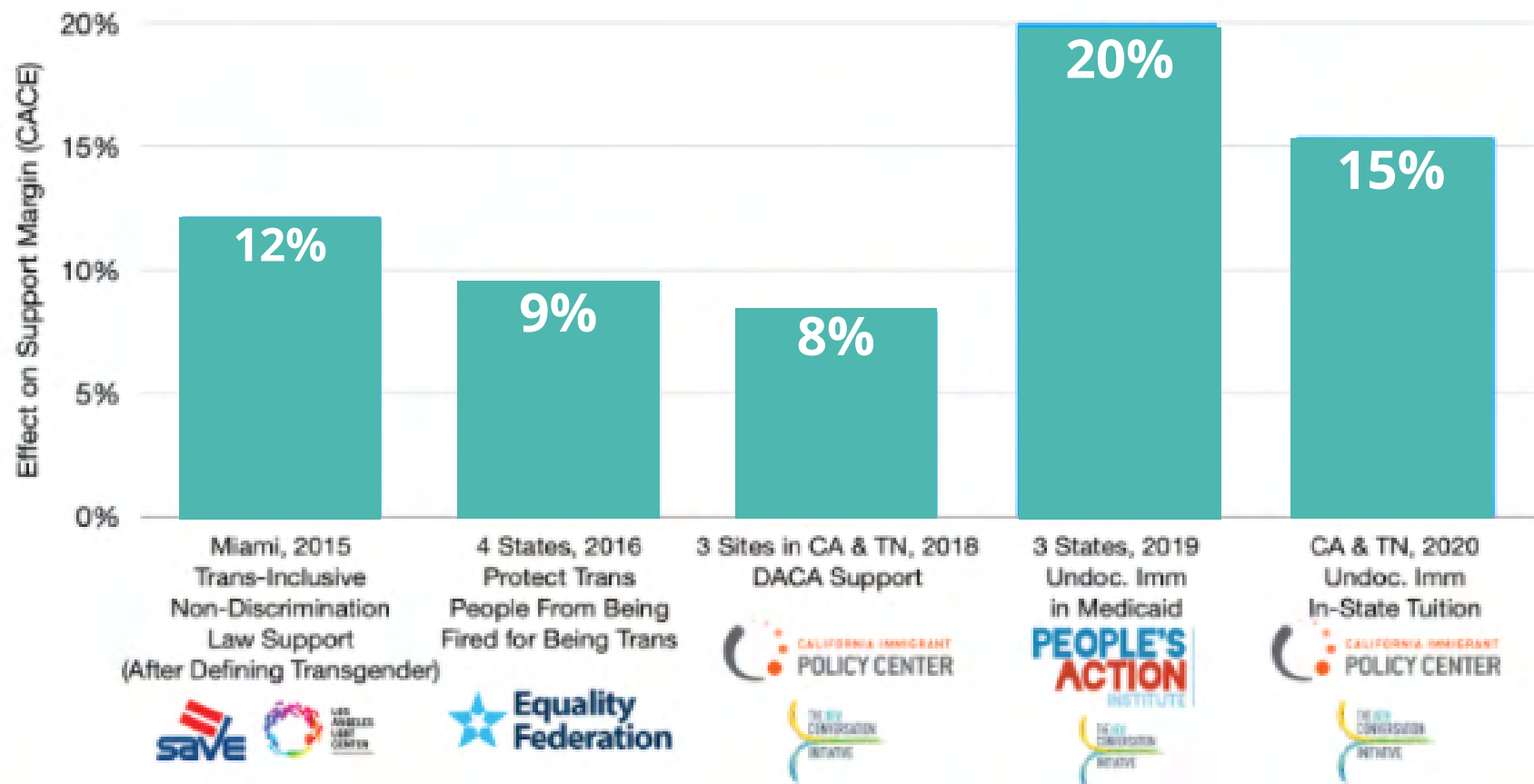
GOAL IN DEEP CANVASSING METHOD:

Move people into a higher bucket up the scale

Unsupportive
0-3

Undecided
4-6

Supportive
7-10

This is how we measure impact of persuation

WHEN WAS A TIME YOU LISTENED TO SOMEONE, INSTEAD OF DOING THE TALKING, AND GOT A NEW PERSPECTIVE

- What happened?
- How did you feel afterward?
- How do you think the other person felt?

Let's see it

Los Angeles LGBT Center

1:35 / 8:30

Deep Canvassing in Action

What did you see the canvasser doing?

How is this different than canvass conversations you've had?

What do you think was effective about the interaction?

SHOULD I USE DEEP CANVASSING?

DOES THE PLACE YOU ARE WORKING IN NEED THIS POLICY ISSUE PASSED?

YES → / NO →

- YES: **DOES THE POLICY ISSUE YOU WANT PASSED HAVE ENOUGH SUPPORT TO PASS ALREADY IN THE COMMUNITY**
- NO: **NO DEEP CANVASSING**

From "DOES THE POLICY ISSUE YOU WANT PASSED HAVE ENOUGH SUPPORT TO PASS ALREADY IN THE COMMUNITY":

YES → **NO DEEP CANVASSING**

NO → **CAN YOU FIND ENOUGH SUPPORTERS OTHER, EASIER WAYS THAN DEEP CANVASSING?**

From "CAN YOU FIND ENOUGH SUPPORTERS OTHER, EASIER WAYS THAN DEEP CANVASSING?":

NO → **DO YOU NEED TO CHANGE HEARTS & MINDS FOR THE POLICY TO PASS?**

YES → **NO DEEP CANVASSING**

From "DO YOU NEED TO CHANGE HEARTS & MINDS FOR THE POLICY TO PASS?":

NO → **NO DEEP CANVASSING**

YES → **DEEP CANVASSING**

Climate Policy: The Challenge

A Muddled "Moveable Middle"

25% Alarmed

45% Passive Concerned

45% agree climate change is a real problem but aren't engaged yet. As a result, public support is often unreliable.

CLIMATE & ENERGY PILOT PROGRAM

TRAIL, BC

Heavy Industry Company Town

One of largest zinc & lead smelters in the world

Key Elements for Success

1. **Script that works as roadmap for persuasive conversations** ✓

2. **Training program to help canvassers flex a few key skills**

3. **Building a team & creating a culture that supports and heals canvassers**

Voter Barriers

Overwhelmed by scope of climate change

Don't trust governments

Don't trust environmentalists

Don't think solutions are possible

Doesn't feel urgent

Identity rooted in extraction industry

Concerned about financial cost

Key Script Learnings

1. **Acknowledge identity & pollution success story the community is familiar with first to build trust**
   - **Let them know their neighbours care too**

2. **Personal climate stake stories need:**
   - **Impact of climate change that the canvasser has personally experienced**
   - **Name how that impact felt for canvasser**
   - **Name and resolve any canvasser cognitive dissonance canvasser**
   - **Canvasser must share story first to model**

3. **Climate change isn't personal unless local connection to personal impacts are made**

Script Structure

Step 1: 0-10 Scale - surface complexity

Step 2: Connect & Acknowledge identity

Step 3: Story Share - climate change personal story
- people-focused climate impacts with emotion
- naming our own cognitive dissonance
- helping them find & share their lived experience

Step 4: Make the Case & Help Process Dissonance

Step 5: 0-10 Scale - understand impact

Step 6: Campaign Ask

YOUR CONVERSATION NEEDS TO INCLUDE ALL 3 INGREDIENTS

Pollution Success Story

Your Climate Stake Story

Their Climate Stake Story

Key Elements for Success

1. Script that works as roadmap for persuasive conversations ✓

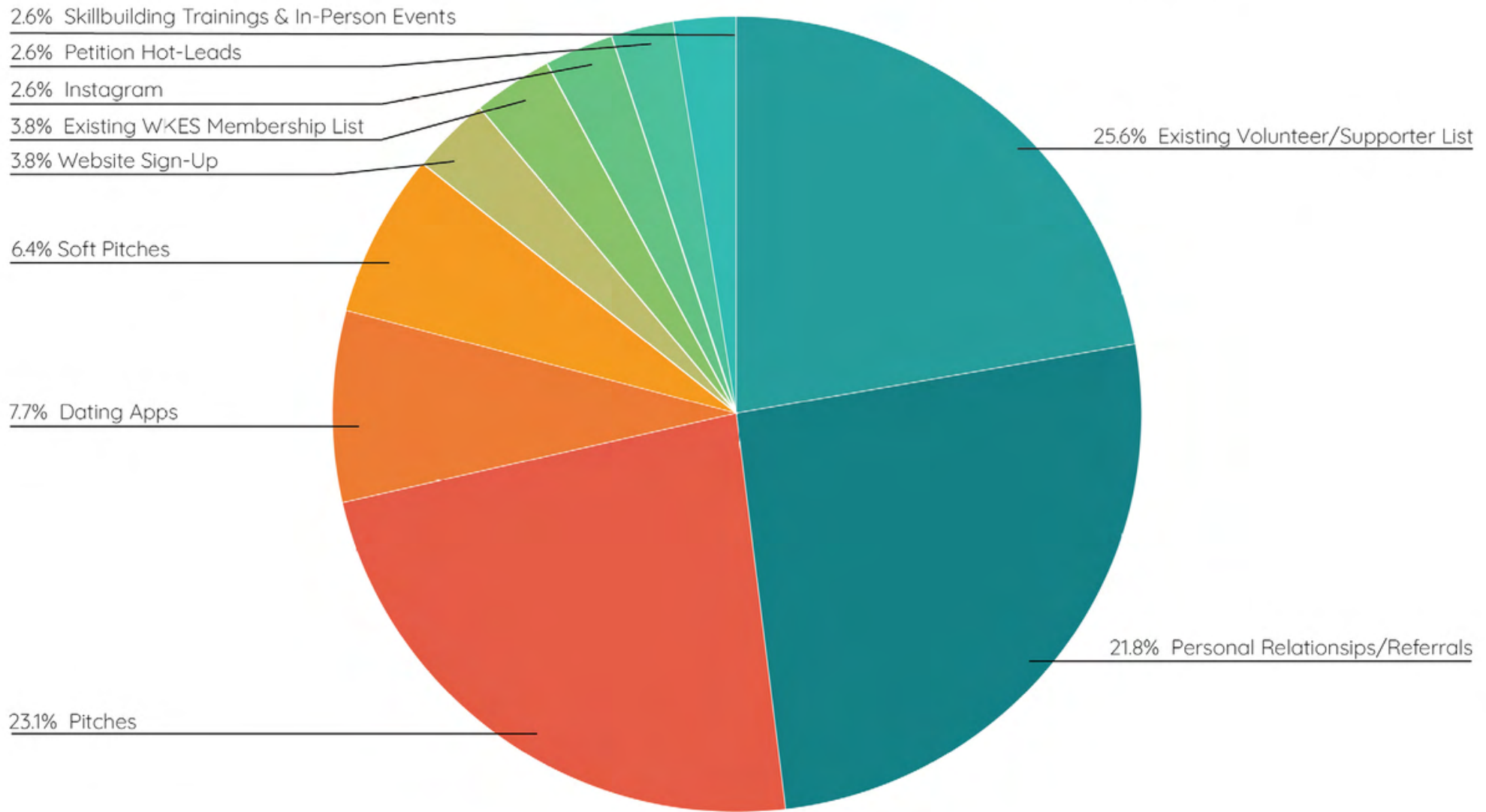2. Training program to help canvassers flex a few key skills ✓

3. Building a team & creating a culture that supports and heals canvassers
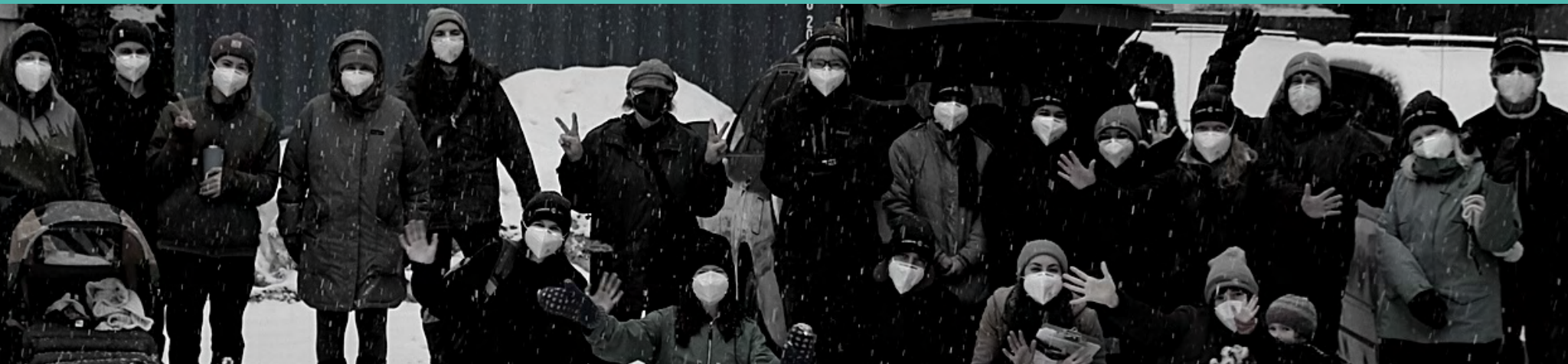
Volunteer Recruitment

Skills building workshops	Dating apps
Campaign hot lists	Facebook pages
Past campaign volunteers	Pitches
Supporter Calling	Personal networks
Facebook ads	Instagram dms
Website pop-up	Student practicums

Breakdown of Volunteer Team Based on Recruitment Method

- 2.6% Skillbuilding Trainings & In-Person Events
- 2.6% Petition Hot-Leads
- 2.6% Instagram
- 3.8% Existing WKES Membership List
- 3.8% Website Sign-Up
- 6.4% Soft Pitches
- 7.7% Dating Apps
- 23.1% Pitches
- 25.6% Existing Volunteer/Supporter List
- 21.8% Personal Relationsips/Referrals

Use the FAB Model
Recruitment & Confirmation

Friend

Lift up the volunteer prospects personal stake in climate change, by sharing your own story, being curious, and asking questions.

Activist

Move them to action by communicating urgency. Describe what is at stake (the dream and the nightmare) and demonstrate why taking action can't wait.

Banker

Make a strong and direct ask. Avoid passive language, and be prepared to pushback if necessary.

Pushback

Uncover underlying hesitation and needs, empathize, re-motivate with urgency, ask again.

JUNE CLIMATE ACTION SKILL BUILDING SERIES

Wednesday 8 **Storytelling for Climate Action**

Wednesday 15 **Compassionate Curiosity for Climate Action**

Wednesday 22 **Canvassing for Climate Action**

Key Elements for Success

1. **Script that works as roadmap for persuasive conversations** ✓

2. **Training program to help canvassers flex a few key skills** ✓

3. **Building a team & creating a culture that supports and heals canvassers** ✓
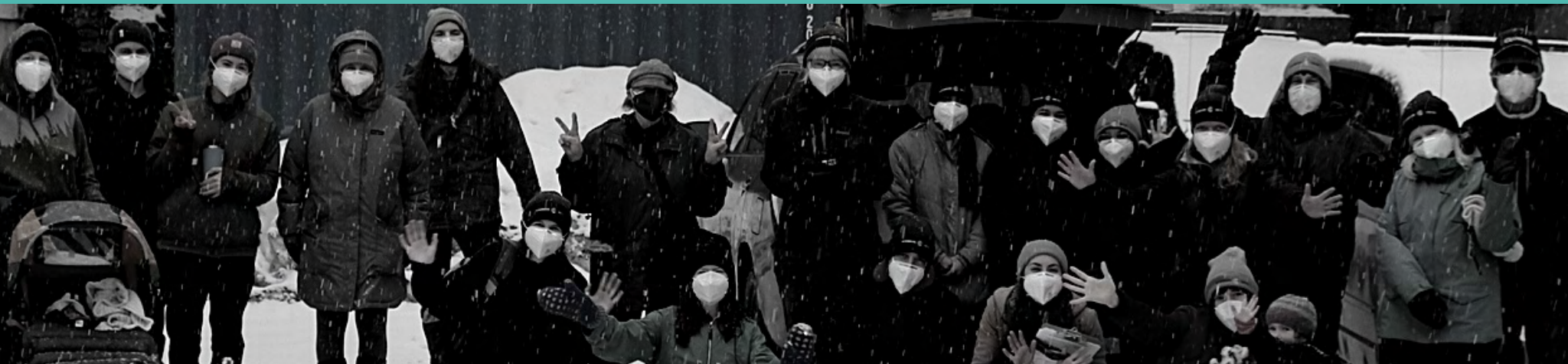
RETENTION

Specific Debrief & Recommitment **Script**

Debrief calls within 48 hrs

Side-by-side coaching

Escalation

HYBRID DEEP CANVASS

ONLINE/PHONES & DOOR KNOCKING OPTION FOR EXPERIENCED CANVASSERS IS EFFECTIVE

- Volunteer canvassers do best starting with phone/online program
- Gives location, mobility, comfort, and covid flexibility
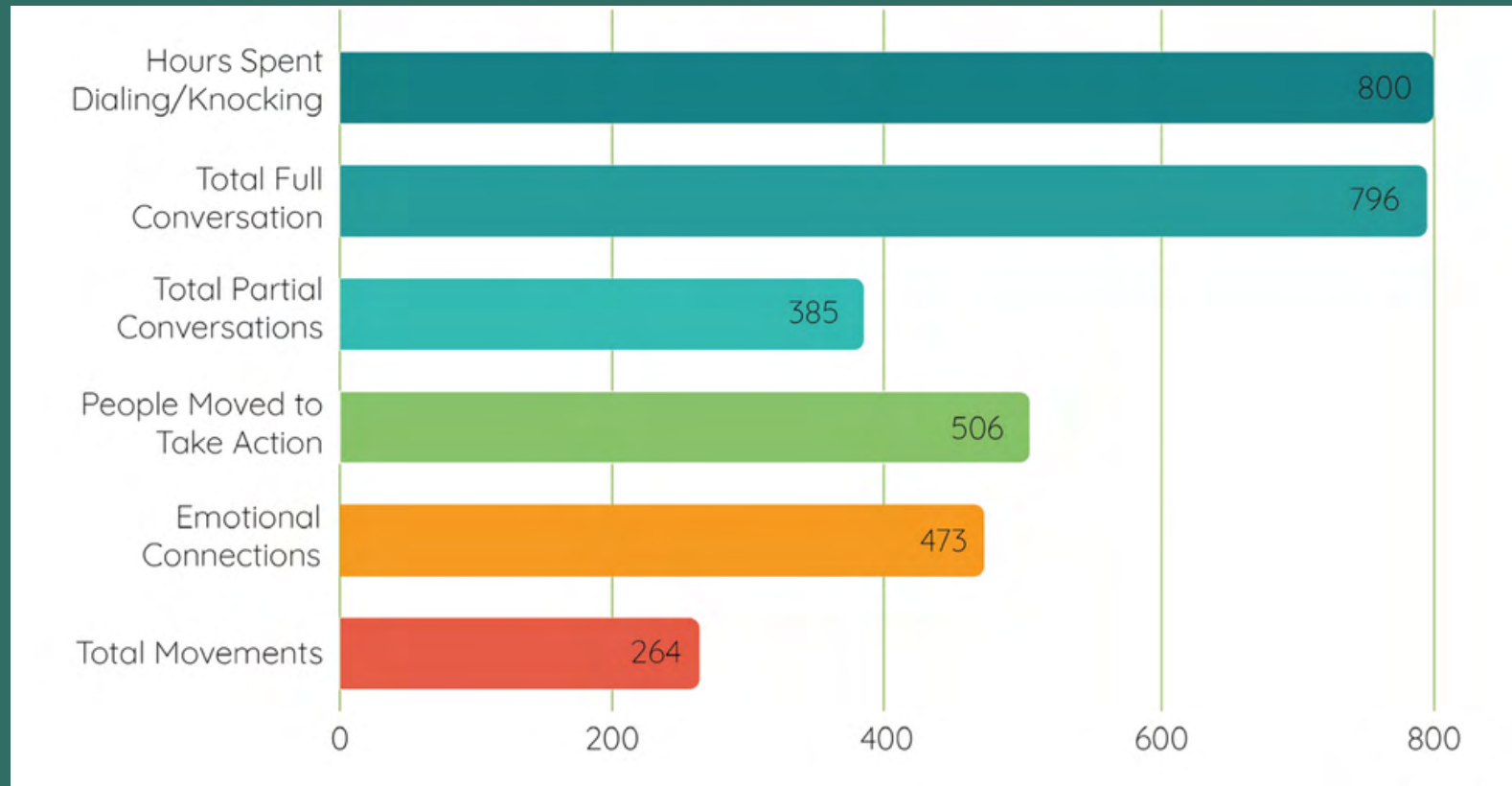- Campaign deadline created urgency

85 VOLUNTEER CANVASSERS

8 LEADERS DEVELOPED

OUTCOME: POLICY CHANGE

CITY OF TRAIL COMMITTED TO 100% RENEWABLE ENERGY TRANSITION ON APRIL 25, 2022

You can also use deep canvassing principles

- To hear what beliefs people different than you hold in their core
  - For mass communications
  - In conversations
  - How else could you use them?

KEY ELEMENTS FOR SUCCESSFUL COMMUNICATIONS APPLICATION

Personal backstory
Acknowledge their identity
Community/family connection

Personal climate stake story
Impact of climate change they have observed
Name emotional words, how they felt about it
Name & resolve their cognitive dissonance

Solution story focused
Specific solution their community has come up with or a problem they are trying to solve

Solutions Journalism: livinghere.ca

LIVING HERE

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STORIES

KOOTENAY FAMILY GIVES SOLAR TWO THRUMS UP

By Anna Lamb-Yorski | March 21, 2022 | No Comments

Mark Jenner logs hundreds of hours a year driving from his home in Thrums, British Columbia to Calgary, Alberta for work. The 1200 kilometre round trip is one he has mostly done in his Dodge Ram Mega Cab with Pantera and Nightrage keeping him company.

"You get passed by a big truck — which used to be me — and there'll be a black cloud of smoke. I never thought about car exhaust. Now I can smell it. It's so bad."

articles

They're the biggest oil and gas company in Canada.

0:16 / 1:44

video

MOST KEY key takeaways

Get out of fact land

More data and info will not win the argument, change their minds, or build connection

Get into story sharing land

Meet people where they are at, name the observed climate impacts, name your feelings, name what agree on/your internal conflict

Get clarity on project goals

To determine if you need to use deep canvassing method or just apply its principles; be clear on what you are trying to change