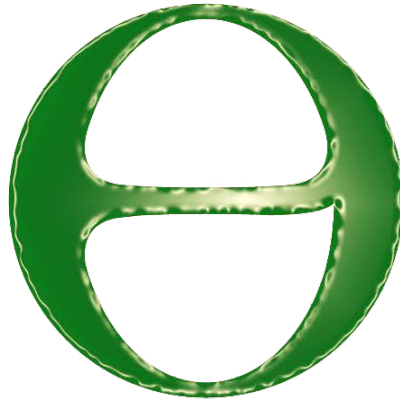


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Door Knocking and how it can Knock your Metrics out of the Park!

Presented by: Velta Tomsons - Ecology Ottawa
Living City Program Manager

POLL #1

- ▶ What kind of organization do you work for?
 - ▶ Not for profit
 - ▶ Charity
 - ▶ Political organization
 - ▶ Community Association
 - ▶ Other

Agenda



- ▶ Designing an effective door strategy;
- ▶ Designing a neighbourhood-focused communications strategy;
- ▶ Designing an effective door pitch;
- ▶ Door-to-door engagement and volunteer organizing;
- ▶ The mechanics of petition signing at the door;
- ▶ The mechanics of data entry from the door;
- ▶ What's important to have in place behind the scenes to make door knocking as valuable as possible; and
- ▶ Adapting messaging for a neighbourhood audience.



EXAMPLE: to be referenced throughout

Campaign to integrate home-level green infrastructure adaptations on private property and educate residents about their importance in the coming climate crisis

- ▶ Goals: Knock on 5,000 doors, conduct 4 informative workshops, plan 4 community events, distribute 2,500 home-level adaptations
- ▶ Outcomes: Over 6,000 doors knocked on, 4 workshops conducted, 6 community events occurred, around 2,500 adaptations distributed

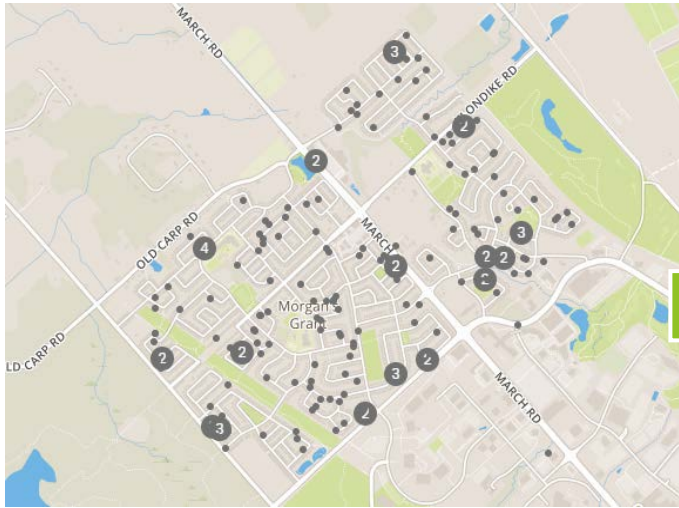


OVER 3 MILLION LETERS OF
WATER DIVERTED FROM SEWER
SYSTEM

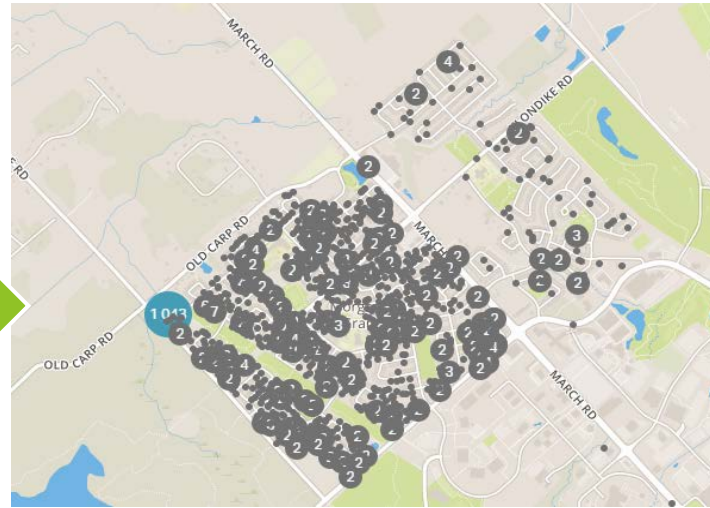


The Power of Door-Knocking

- What a community looks like before and after a summer of outreach!



Jan 2019 - Kanata supporters
of the Living City



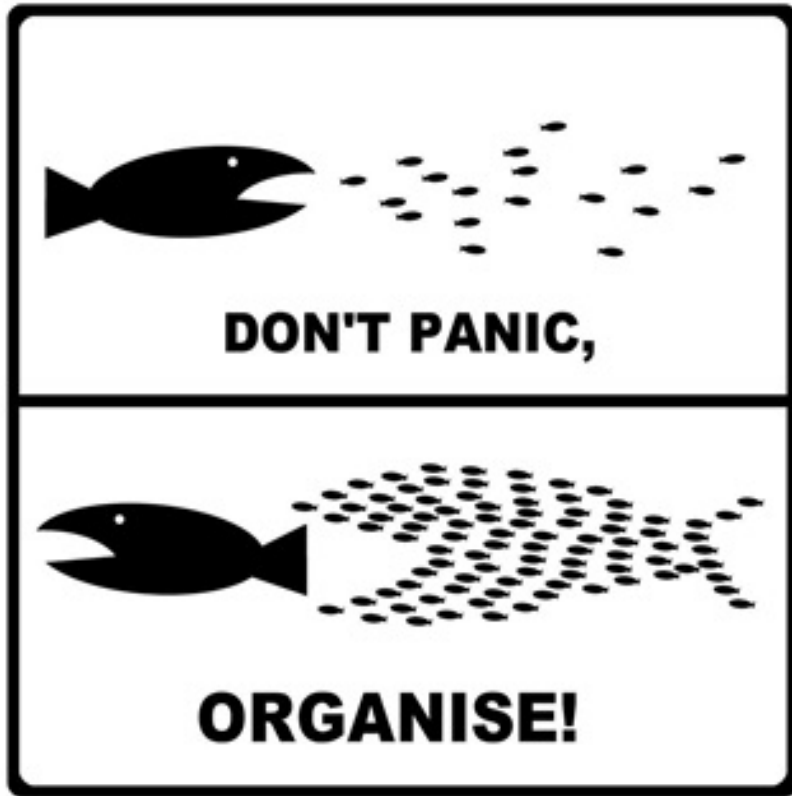
Jan 2020 - Kanata supporters
of the Living City



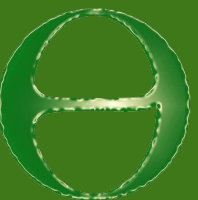
POLL #2

- ▶ How many groups have used door-to-door petitioning before?
 - ▶ Yes
 - ▶ No

Designing an effective door strategy



- ▶ What does success look like?
- ▶ How many doors do you want to hit?
Make **realistic** goals.
- ▶ What does your team look like?
- ▶ If you weren't planning on having a team ... plan again!



Designing a neighbourhood-focused communications strategy

- ▶ Keep asking yourself: what does success look like?
- ▶ As important as it is to have communications against a proposed idea, it's just as important to have a message of positivity that you are working towards. And one that is achievable.

WHEN IS ORGANIZING
SUCCESSFUL?

- ① DID WE ACCOMPLISH
THE GOAL?
- ② DID OUR COMMUNITY
GROW STRONGER?
- ③ DID THE INDIVIDUALS
INVOLVED LEARN + GROW?

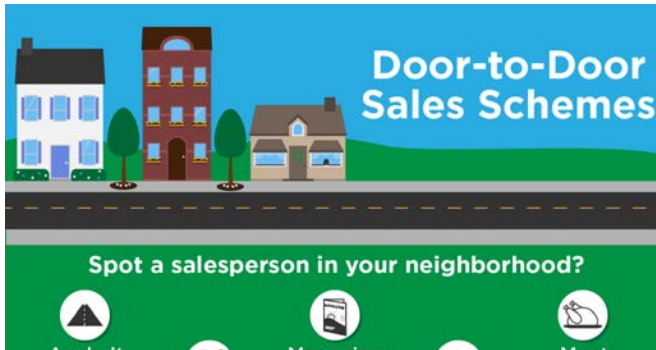
CREDIT: MARSHALL GANZ,
HARVARD KENNEDY SCHOOL





Designing an effective door pitch

- ▶ Have to get over the stigma
- ▶ An art, and a science
- ▶ Quick, easy to understand, engaging pitch
- ▶ Get used to the HARD ask



The mechanics of petition signing at the door - and the invite!

- ▶ Prepare the petition
- ▶ Fill out the first line
- ▶ Tell them what you are going to do with their information
- ▶ If you have further engagement to do, do it now!

[illegible]

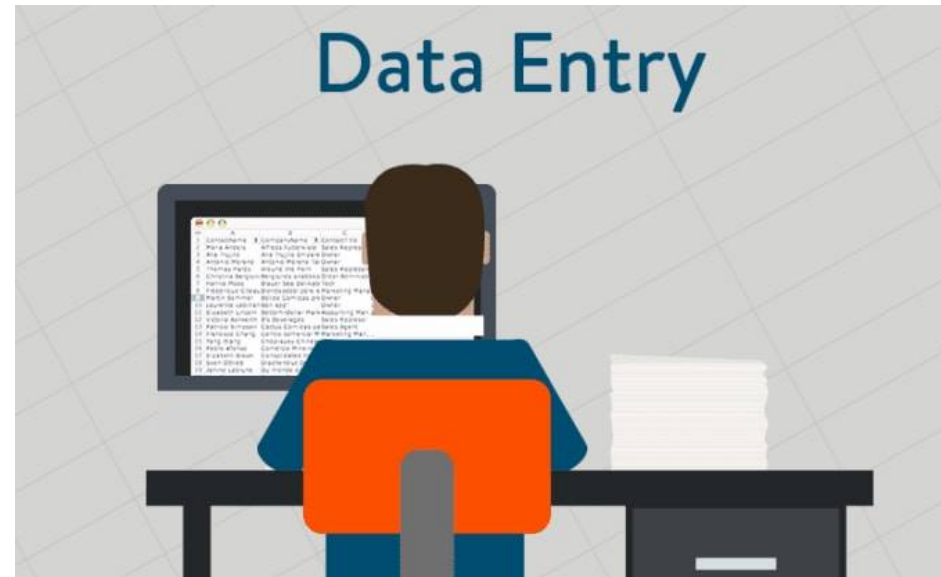
Door-to-door engagement and volunteer organizing

- ▶ Integrate volunteers into the plan for your campaign
- ▶ Think through roles and responsibilities
- ▶ Make sure you have a relationship with the local groups ~ spoiler, this is where you will most likely find your key volunteers
- ▶ Build a team dynamic
- ▶ Figure out ways to reward your team



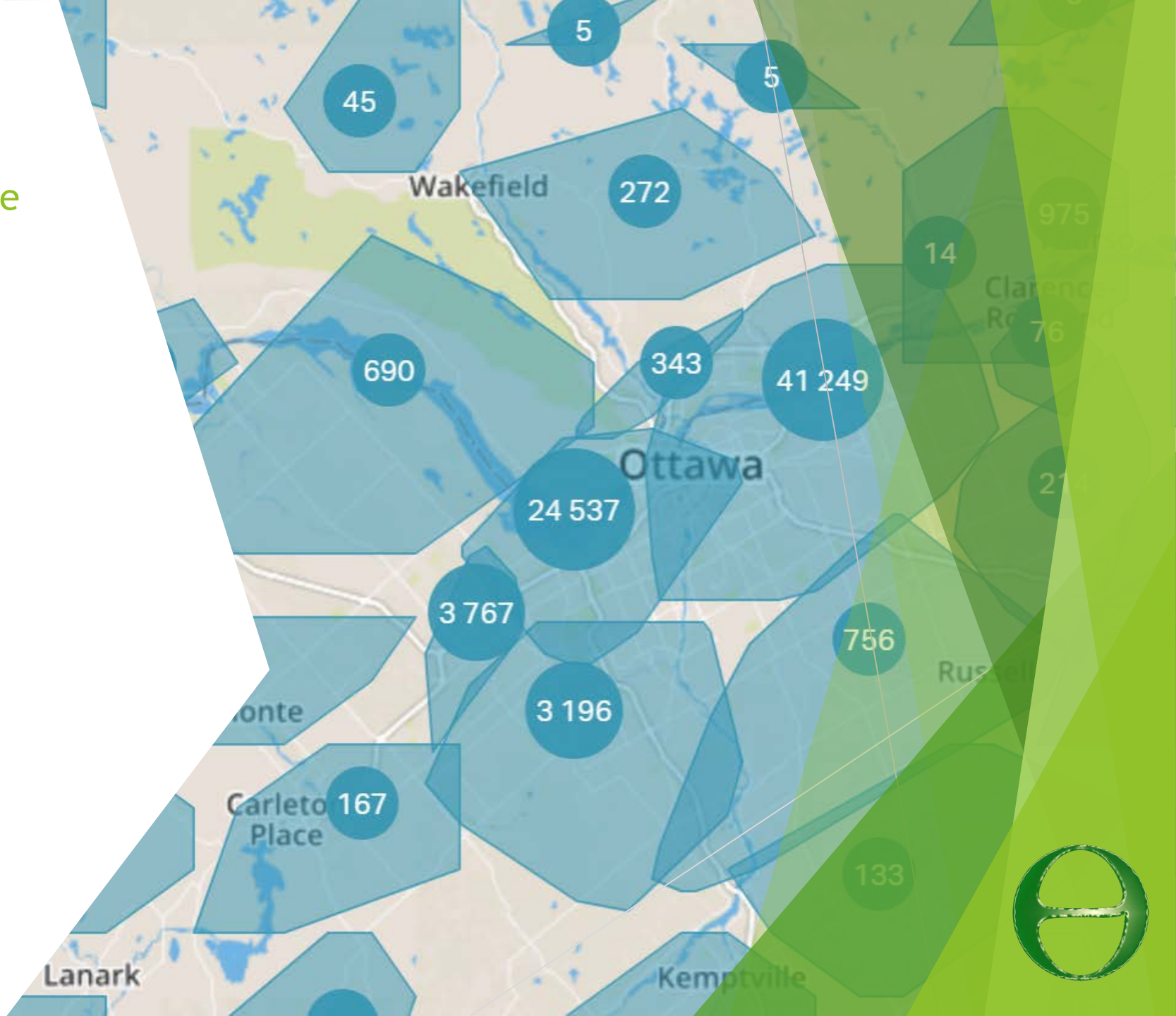
The mechanics of data entry from the door

- ▶ Excel templates
- ▶ How-to Guides and/or instruction manuals
- ▶ A clear and logical file saving structure and format
- ▶ A system that prioritizes quality over quantity



What's important to have in place behind the scenes to make door knocking as valuable as possible

- ▶ Do you have a CRM?
- ▶ What's your plan? What do you want your new supporters to do?
- ▶ Do you have an email system?
- ▶ What kinds of email communications will you be sending?
- ▶ Do you have a website?



Adapting messaging for a neighbourhood audience



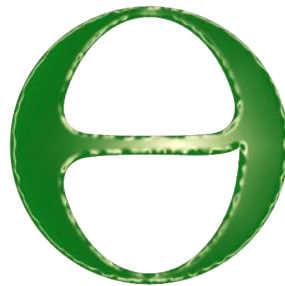
- ▶ Important to create a relationship with the community before you start to think about messaging
- ▶ Community associations/groups, faith based institutions, the Councillor
- ▶ Look for the local 'triggers' and insert them into your campaign



QUESTIONS

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