

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





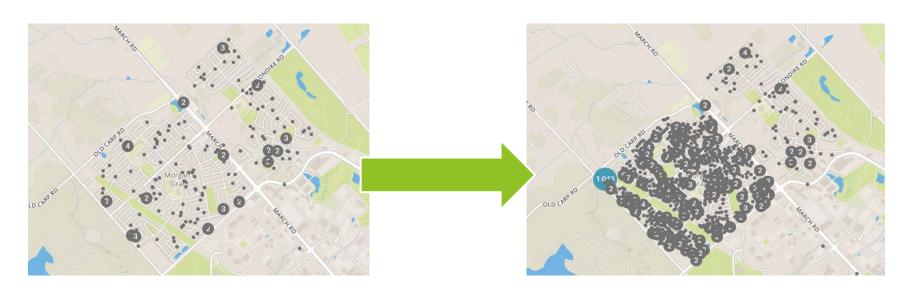


OVER 3 MILLION LETERS OF WATER DIVERTED FROM SEWER SYSTEM



The Power of Door-Knocking

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



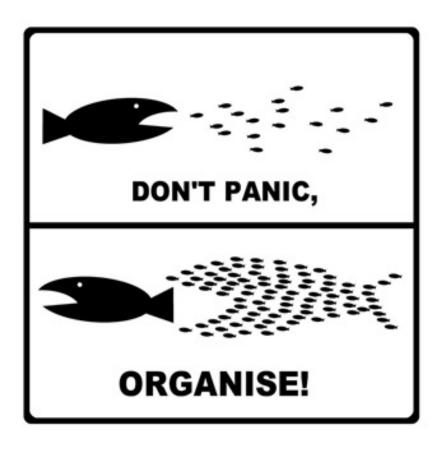
Jan 2019 - Kanata supporters of the Living City

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.

SUCCESSFUL?

- 1) DID WE ACCOMPLISH
- 2 DID OUR COMMUNITY GROW STRONGER?
- 3 DID THE INDIVIDUALS

CREDIT: MARSHALL GANZ HARVARD KENNERY 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!



Name of Petitioner: Date:

PETITION FOR A CITY WIDE GREEN STREETS POLICY

Flooding and severe weather events are happening in Ottawa more frequently than in the past. It's more important than ever before that the City of Ottawa adapt to climate change by systematically scaling up the development of green infrastructure - living and built systems designed to slow down, soak up and filter rainwater. The City has the tools they need to do this, but the speed of climate change means we need to quickly move beyond pilot projects to widescale implementation. We, the undersigned, call on the City of Ottawa to prioritize green infrastructure development so the weak of the control of the control

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By providing your email address, you consent to Ecology Ottawa sending you electronic messages. You can withdraw your consent at any time. Please return (in person or via mail) to Ecology Ottawa, 430-1 Nicholas St., Ottawa, ON, K1N 7B7, fax to 613-691-1419 or email to info@ecologyottawa.ca | www.ecologyottawa.ca | www.e





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

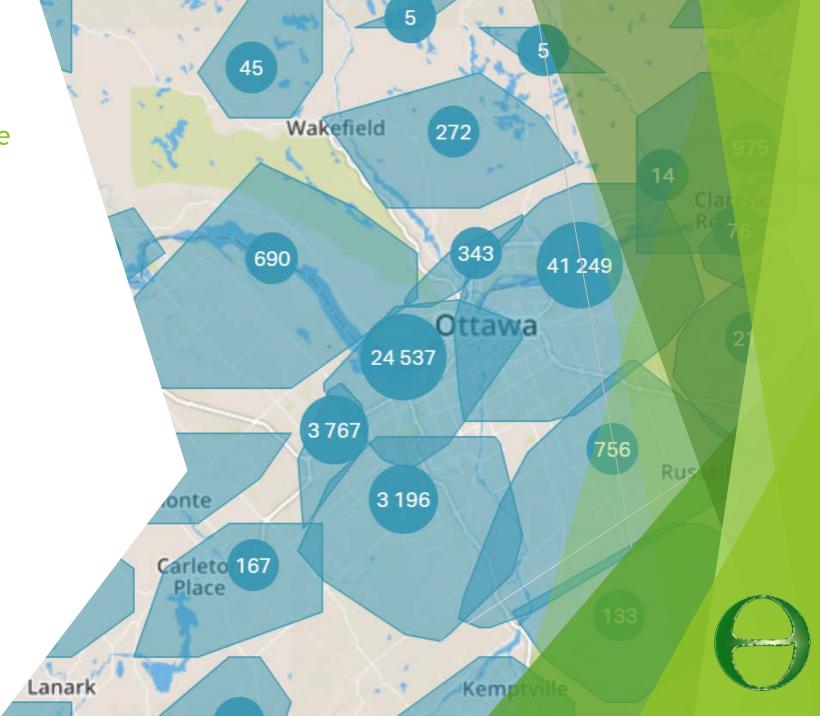
- Excel templates
- How-to Guides and/or instruction manuals
- A clear and logical file saving structure and format
- A system that prioritizes quality over quantity





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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