

# Canvassing

One of the most important activities for any candidate is door-to-door canvassing. A one-on-one connection with the voter is critical, putting a face to your platform and views, and allowing voters to ask questions about your plans for the community and your stand on various issues.

While many ridings are geographically large, make every effort to visit each household at least once. A second visit is desirable, particularly in areas with large numbers of undecided voters.

While some campaigns include phone-based canvassing, elected candidates have consistently attributed their success to their door-to-door canvassing.

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## The Strategy

Typically, campaigns include up to three canvasses, each with a different goal:

- The first canvass will be early in the campaign, focusing on delivering literature, and meeting your constituents.
- The second canvass is your main canvass and will be the primary source of voter identification information.
- Held just before Election Day, the third canvass should concentrate on undecided and unidentified voters.

Canvassers should focus most of their time on voters who seem undecided or who may be leaning towards supporting you, thereby consolidating your support!

Regardless of how many canvasses your campaign can manage, it is crucial to remember that the goal is to identify the intentions of as many voters as possible.