Effective conversations

Part 5: Deep Canvassing

Elizabeth Erickson OFA Training Director / **Adrienne Lever** Swing Left Campaign Director
Brandyn Keating United Citizen Power Founding Director / **Michelle Villegas** Regional Organizing Manager

SwingLeft

CC BY NC

We will begin the training at 8 p.m. ET / 7 p.m. CT

OFA

Our learning journey

Week 1: Effective listening

Week 2: Motivational interviewing

Week 3: Identifying your why

Week 4: Your theory of change

Week 5: **Introduction to deep canvassing**

GUIDED WORKSHEET

Deep Canvassing

bit.ly/deepcanvassing

#OFAction

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#UnitedCitizenPowerAction

Introduction to deep canvassing

@UnitedCP
@BrandynKeating

Agenda

Defining

Application

Synthesis

Close & next steps

GOAL FOR THIS SESSION

Understand the basics on how to operationalize skills we have learned in sessions 1-4.

GOAL FOR THIS SESSION

Understand what deep canvassing is, why it works, and how we can use it.

QUESTION:

When was the last time you changed your mind about something that really mattered to you?

Deep canvassing:
Candid two-way conversations in which canvassers ask voters to share their own emotionally significant experiences and reflect on them aloud.

Goal:

Uncover real, lived experience with emotional weight.

QUESTION

How is deep canvass different from other canvasses you have experienced?

Why deep canvass?

Persuasion is hard.

(Also, you are weird.)

- Dramatic effects
- Lasting effects
- Penetrate a saturated environment
- Develop an unlikely ally (persuasion!)

Psychological theories

- **Backlash effect**
- **Self-persuasion**
- **Cognitive dissonance**

Recipe examples: analogic perspective-taking, out-group threat

Agenda

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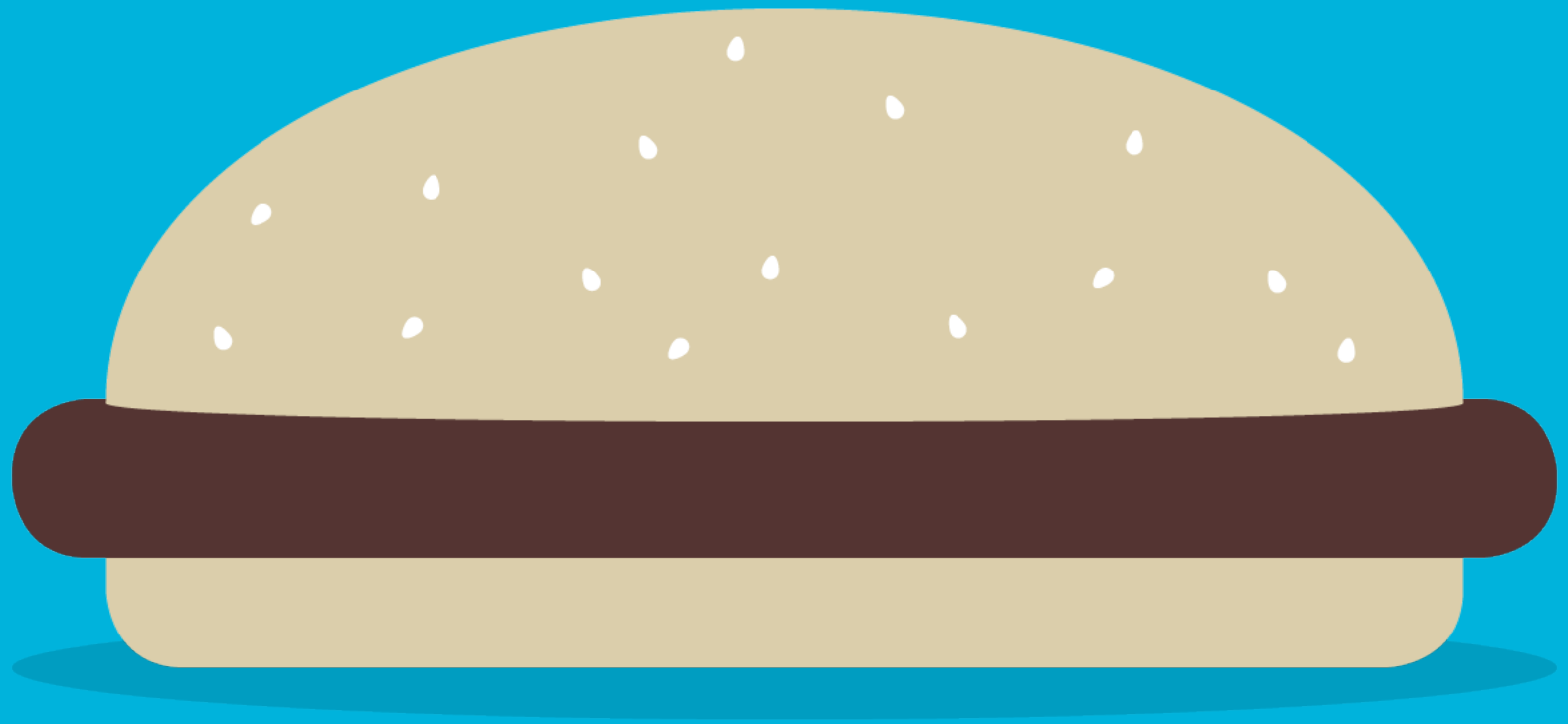
Close & Next Steps



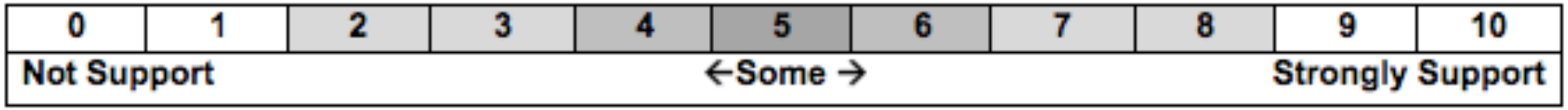
KEY SKILL #1

Non-judgment

Helper skill: Curiosity

RATING SCALE

On a scale 0 to 10 where 0 is not at all 10 is very much so and in between is more or less likely do you think that . . .



Why is that the right number for you? What's on each side? Tell me more . . .

KEY SKILL #2

Active Listening

Helper skill: Repeat Backs

KEY SKILL #3

Vulnerability (story sharing)

Helper skill: Share at the level of values

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TRANSITION TO STORY

We don't often talk about our [topic] but when I think about [topic], I think about [person you care about] ...

KEY SKILL #4

Pro tip for connecting values and lived experiences

It sounds like you really care about [value]. Do you remember a time when that crystallized for you?

Agenda

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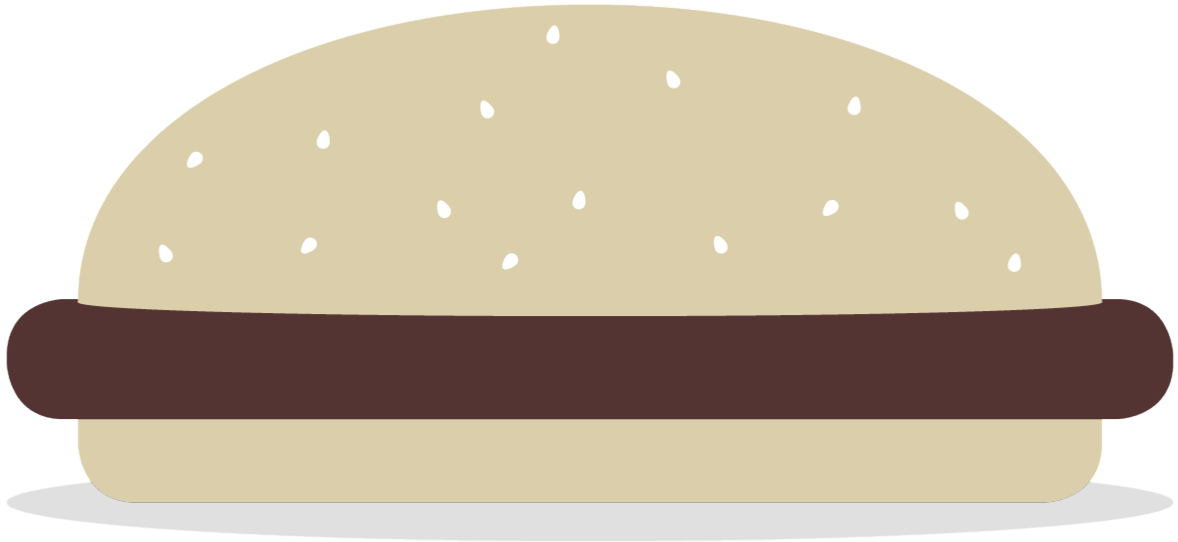
Putting it all together



→ Education, connection, second rating, ask, data collection

→ Story sharing

→ Introduction and first rating

Using these skills in the wild

- At the door
- In water cooler conversations
- In 1:1s
- In group meetings

Agenda

Recap – Knowing your why

Why, how, what (and when to use it)

Synthesis

Close & Next steps

Debrief

What is your biggest take-away?
What outstanding questions do you have?

Thanks!

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Thank you for joining today's webinar.

Please fill out the survey below and give us
your feedback on today's training.

bit.ly/effectiveconvos5