



PIECE 1 — FOR THE CANDIDATE AND CAMPAIGN MANAGER

Before You Hand This Guide to Your Canvassing Team

A short leadership briefing. This section is not part of the volunteer guide.

THE GUIDE WORKS BEST WHEN THE CAMPAIGN USES IT.

Do not simply email it and assume it has been read.

Brief the team, practise a few common doorstep situations, explain what information matters, and make sure every promise has an owner.



What you should do before the first shift

- Give every canvasser the two-part guide and ask them to read it before their first shift.
- Hold a short briefing: who the candidate is, why the campaign is running, the three main priorities, and the purpose of that day's canvass.
- Practise the opening at the door, an unanswered question, a strong disagreement, a sign opportunity and a promised follow-up.
- Explain how signs, volunteer offers, referrals, candidate requests and unresolved questions will be recorded and assigned.
- Confirm where the team will canvass, how to reach the team lead, when to regroup and any safety instructions.

BOTTOM LINE A guide creates a common standard. A briefing turns that standard into campaign behaviour.

CANDIDATE & MANAGER BRIEFING

NOT PART OF THE GUIDE

THE CAMPAIGN STANDARD

Make the app part of the canvass — not something your team apologizes for

Use it confidently to preserve what was learned and help the campaign follow through.

Set the expectation clearly

Using the app is a sign of an organized campaign. It helps the campaign remember accurately, keep promises, deliver signs and alert the candidate.

Before the knock Open the correct address and review any useful previous information.	At the door Keep attention on the resident. Explain briefly when you make a note.
After stepping away Finish the meaningful details before moving to the next residence.	After the shift Review follow-ups, signs, volunteer leads, issues and candidate requests.

A simple line your team can use

“You raised an important point. Would you mind if I make a quick note so the candidate can follow up properly?”

The strongest team model

Spread the team across the neighbourhood while keeping the candidate nearby. WardWalk can alert the candidate when a resident wants a personal conversation or raises an important issue.

WARDWALK: MAP THE DOORS • RECORD THE CONVERSATION • ALERT THE CANDIDATE • COMPLETE THE FOLLOW-UP



MAKING EVERY DOOR COUNT

A practical guide to better conversations, stronger connections and more effective canvassing

PART ONE

GENERAL CANVASSING ETIQUETTE

How to represent the candidate well, read the door, listen, recognize opportunities and protect the campaign's reputation.

PART TWO

CANVASSING WITH AN APP

How to use the technology smoothly, preserve the conversation and turn what you learn into action.

**THE KNOCK CREATES THE OPPORTUNITY.
THE CONVERSATION CREATES THE CONNECTION.
WHAT THE CAMPAIGN DOES NEXT CREATES THE RESULT.**

**PART ONE — GENERAL CANVASSING
ETIQUETTE**

FOR THE CANVASSING TEAM

BEFORE YOU BEGIN

Every door is different. The standard should not be.

Your job is not to pressure every resident into supporting the candidate. Your job is to represent the candidate well, listen carefully, recognize opportunities and make sure important information reaches the campaign.

The doorstep standard

Before the door Be prepared, know the campaign and approach the property respectfully.	At the door Introduce yourself clearly, read the resident and listen before persuading.
When an opportunity appears Recognize support, signs, people who may help, referrals and requests for candidate contact.	When you do not know Be honest. Do not guess or make promises on the candidate's behalf.
When there is disagreement Remain respectful. Do not argue or attack another candidate.	When the conversation ends Thank the resident, confirm any next step and record what matters.

BOTTOM LINE A successful canvass is measured by the quality of the contacts and what the campaign is able to learn and do afterward.

PREPARE AND APPROACH

Represent the candidate before the door even opens

1. Arrive prepared

Know the candidate, office, ward, campaign message, main priorities, purpose of the canvass, literature, team contact and what information the campaign wants brought back. You are not expected to know everything; you are expected to know where to turn for help.

2. Represent the candidate at all times

Residents may see you parking, walking between doors, speaking with teammates and handling campaign material. Be courteous even when you do not believe anyone is watching.

3. Approach the property respectfully

Use the normal walkway, avoid lawns and gardens, do not block entrances, and take a few steps back after knocking so the resident has space and can see you.

4. Pay attention to the door

Notice Do Not Knock signs, sleeping-baby notices, accessibility instructions, animals and requests not to leave material. Respect what the door is telling you before the resident says a word.

5. Introduce yourself clearly

Say who you are, who you represent and why you are there. Keep the opening short and give the resident an opportunity to respond.

BOTTOM LINE At every door — and between the doors — you are the campaign.

**PART ONE — GENERAL CANVASSING
ETIQUETTE****2 OF 3****LISTEN AND RESPOND**

Have a conversation — do not perform the campaign at the resident

6. Read the door

Some residents want a quick introduction; others want a meaningful conversation. If they take the time, you take the time. If they are ready to finish, thank them and leave politely.

7. Begin a conversation, not a speech

Ask whether they have a moment or whether there is an issue needing attention. A prepared opening should sound like a real person speaking, not a script being recited.

8. Listen before you persuade

Give the resident time to explain what concerns them and why it matters. Listening does not require agreement; it means treating the resident and the concern seriously.

9. Keep it natural

Do not turn every conversation into a rapid questionnaire about support, signs, volunteering and donations. Let the conversation reveal the appropriate opportunities.

10. Never invent an answer

Say, “I don’t want to give you the wrong information. I can make sure someone from the campaign follows up.” An honest answer is better than a confident wrong one.

11. Do not argue at the door

You do not have to win the argument. You do have to represent the candidate well. Remain calm, respectful and willing to leave.

BOTTOM LINE The resident should feel that the campaign came to listen, not merely to deliver a message.

PART ONE — GENERAL CANVASSING ETIQUETTE

3 OF 3

RECOGNIZE OPPORTUNITIES AND FOLLOW THROUGH

The door is the beginning — not the finish line

Support Identify support respectfully. Do not pressure residents or make assumptions.	Signs Ask naturally, confirm permission clearly and make sure the request reaches the campaign.
People who may help Turn a general offer into a specific, comfortable next step.	Referrals Ask who else the candidate should meet; a willing introduction is best.
Local issues Record enough detail that the candidate understands what matters, where it is happening and why.	Literature Connect the material to the conversation and leave it responsibly.
Promises Confirm what happens next and never allow a promised follow-up to disappear.	Privacy Record campaign information, not gossip, insults, speculation or unrelated personal details.
Safety and dignity Be considerate of children, pets, disabilities and communication needs. Leave any situation that feels unsafe.	No answer A missed resident is a future opportunity — not a campaign conclusion.

BOTTOM LINE Bring back what you learned — not just how many doors you completed.

TEN THINGS TO REMEMBER

A one-page canvassing standard

1	Every vote counts. Read the door.
2	If the resident takes the time, you take the time.
3	Listen before you persuade.
4	Never invent an answer.
5	Do not argue at the door.
6	Look beyond the immediate vote.
7	Recognize signs, people who may help and neighbourhood introductions.
8	Never allow a promise to disappear.
9	Bring useful information back to the campaign.
10	The door is the beginning — not the finish line.

A GOOD CANVASSER LISTENS, LEARNS, RECOGNIZES OPPORTUNITIES AND REPRESENTS THE CANDIDATE RESPECTFULLY.

PART TWO — CANVASSING WITH AN APP

WARDWALK FIELD METHOD

LET THE APP STRENGTHEN THE CONVERSATION

Use it smoothly. Use it confidently. Use it to keep the campaign's promises.

A canvassing app can show previous visits, record signs and concerns, identify follow-ups, alert the candidate and keep the entire campaign working from the same information. The resident should always remain the focus.



*See it. Understand it. **Act** on it.*

DO NOT APOLOGIZE FOR USING IT.

The app is how the campaign remembers accurately, avoids lost promises and turns a doorstep conversation into the next campaign action.

Use it openly and briefly:

- “I’m just confirming I have the right address.”
- “Let me make a quick note so we follow up properly.”
- “I’m flagging this for the candidate while it is fresh.”

BOTTOM LINE The app supports the conversation. It should never come between the canvasser and the resident.

LOOK. LISTEN. LOG.

A smooth method at every residence

1. Be ready before you approach Open the app, confirm the correct address, check previous information and make sure your phone is ready before the resident answers.	2. Look before the knock Review previous visits, concerns, signs or promised callbacks. Protect private notes from public view.
3. Keep attention on the resident Maintain eye contact and listen first. Explain briefly when you need to make a note.	4. Match the record to the conversation Use quick recording for simple outcomes and detailed entries for meaningful conversations.
5. Do not use the app as a script Fields are reminders of what may be useful — not questions that must be asked at every door.	6. Record facts, not assumptions Record what the resident actually said, not what you hope is true.
7. Write notes that help the next person A useful note explains what happened, what matters and what should happen next.	8. Finish before the next door Complete the meaningful details while the conversation is fresh.

BOTTOM LINE LOOK BEFORE THE KNOCK. LISTEN AT THE DOOR. LOG BEFORE THE NEXT ONE.

CAPITALIZE ON WHAT THE APP CAN DO

Turn information into visible campaign action

Record signs completely Confirm address, permission, location, access considerations and the next step in the sign process.	Turn offers to help into opportunities Record the type of help, contact method, availability and who should follow up.
Handle referrals carefully Note who made the referral, why it matters and whether the resident agreed to make the introduction.	Alert the candidate when it matters Flag residents who ask for the candidate, raise an important issue, represent a group or may become a key supporter.
Create follow-ups immediately Record what is required, who should handle it, the preferred contact method and any deadline.	Protect campaign information Use authorized accounts, lock the phone and record only relevant, respectful information.
Let another team member handle the app When the candidate is at the door, another team member should record whenever practical.	Review what the canvass produced At the end of the shift, review supporters, signs, volunteers, issues, referrals, candidate requests and incomplete follow-ups.

BOTTOM LINE The purpose is not merely to create marks on a map. The canvass should produce information and action.



SEE IT. UNDERSTAND IT. ACT ON IT.

WardWalk helps municipal campaigns turn every meaningful doorstep conversation into organized information and a clear next step.

Map every visit See what has been covered, what remains and where to go next.	Know what voters told you Keep support, issues, signs and notes connected to the right household.
Act on what happens next Identify follow-ups, volunteer leads, donations and requests for candidate attention.	See the campaign taking shape Turn individual conversations into useful campaign-wide insight.

YOUR CAMPAIGN. YOUR QUESTIONS. YOUR WAY.

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