Spot Canvassing Guide

## One way for local groups to spread the word and recruit new volunteers is to “spot canvass” at local community events.

## First, research local fairs, festivals, and concerts that are happening in your area. Where do people congregate?

Some ideas: Fourth of July parades, music events, harvest festivals, fun runs, etc

## Try to book a table at the event -- or just bring clipboards!

The ideal situation is usually to have a table with a good looking display.

If you can’t reserve a space to table, send volunteers with clipboards to sign people up for your group and register people to vote. Clipboarding is the most effective way to get people to sign up. The table is just an added level of visibility.

## Tabling/spot canvassing best practices:

* Have one volunteer sitting behind the table and one or more volunteers out in front of the table greeting people as they walk by. Some people will want to approach the table, but a lot of potential supporters wouldn’t actually stop to check out a display.
* Have a good hook and an elevator pitch for your group. You only have about 30 seconds to engage people when spot canvassing. Make sure to convey the basic vision of your group -- e.g. “we’re working to get everyday people involved in the political system” -- and then ask a question to get them talking.