



CampaignGateway

Canvass Conversation Card

A printable quick-reference for respectful voter conversations and accurate results.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Carry this card during door-to-door voter contact. Use only approved campaign language.

Use verified information, assign a named owner, protect personal data, and confirm jurisdiction-specific legal or election requirements with the authorized campaign official or election authority.

Seven-step conversation

- 1. Identify yourself and the campaign.
- 2. Ask whether the voter has a quick moment.
- 3. Ask one issue or priority question and listen.
- 4. Give the approved concise campaign response.
- 5. Ask the approved support question.
- 6. Confirm any sign, volunteer, ride, or callback request.
- 7. Thank the voter and record the result accurately.

Campaign wording

Prompt	Approved wording
Opening	
Issue question	
Core response	
Support question	
Close	

Result guide



Result	Use when
Support	Voter clearly supports the campaign.
Possible	Leaning or open, with a useful follow-up.
Undecided	No clear preference after conversation.
No Support	Clearly supports another choice or rejects campaign.
Not Home	No conversation with the intended voter/household.

Never do this

- Do not argue, pressure, speculate, or provide unverified voting information.
- Do not record unrelated sensitive information or personal judgments.
- Leave immediately if an interaction feels unsafe.



Sources and local adaptation

Confirm all election, finance, accessibility, privacy, and voting-information requirements using current official sources. Record the source and verification date before operational use.

Elections Canada - candidate and political financing guidance
<https://www.elections.ca/>

U.S. Federal Election Commission - candidate and committee guidance
<https://www.fec.gov/help-candidates-and-committees/>

National Democratic Institute - Campaign Skills Handbook
https://www.ndi.org/sites/default/files/Campaign%20Skills%20Handbook_EN.pdf

CISA - election security resources
<https://www.cisa.gov/topics/election-security/election-security-resource-library>