

## Challenge Corporate Power



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### HOW TO CROWD CANVASS (OR GET PETITION SIGNATURES IN A CROWD)

Going to heavily foot-trafficked areas can be an easy and effective way of getting petition signatures, finding new activists and raising money. All you need is a clipboard, a pen and some basic information!

Petitioning or “crowd canvassing” is easy, requires little set-up, and you can do it almost anywhere (although you should stay on public property). Crowd canvassing makes sense when no tabling is allowed or it’s too expensive, if you can only attend an event for a short while, or if you have enough volunteers at a table and additional volunteers are available.

Here are a few ideas for places to petition:

- crowded street corners
- in front of the bank you are targeting
- farmers market
- campus commons
- walks or runs
- your place of worship or cultural center
- community festivals, fairs and parades
- anywhere people are waiting in lines! (movies, concerts etc)

The skills for petitioning are very similar to tabling (see previous training), but there are some slight differences.

#### **CROWD CANASSING:**

1. Start with a friendly greeting and eye contact – that’s the only way someone walking by will stop. Ask everyone!
2. Go straight to your pitch – “Hi! Would you like to sign a petition to tell Ford to build cleaner cars?” (Tell them more about it if they ask, as well as the local angle). Try to think of some more catchy “zingers” to grab peoples’ attention.
3. Hand over the clipboard – giving the clipboard to the potential activist empowers them to take action.
4. And of course, get their contact info, especially their email address, on that petition. And give them a RAN goodie!
5. Approach big groups of people and bring extra pens and clipboards so many people can sign at once.

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6. As when tabling, don't spend time trying to convince people who disagree – There are plenty of people out there that are happy to get involved! Also, if someone is very excited about the campaign, take down their contact info on a separate piece of paper and remember to contact them later to join your next event!

### **NUTS AND BOLTS:**

- Wear a RAN t-shirt – it will give you street cred.
- Keep multiple copies of the petition on your clipboard(s).
- Keep a stack of brochures and/or campaign flyers in your pocket (or stickers or whatever else you are giving away).
- Take some donation forms for people that want to give money.
- If people donate money, take good care to store the cash in your pocket or bag.
- Look neat and professional – you are representing RAN!

### **AFTER YOU'RE DONE:**

- Bring or send any donation slips and donations back to RAN.
- Enter new activists into the Activist Data Template, and send the excel file to RAN. If you wish to, you can make a copy of the petitions to keep for your records, but RAN will definitely upload the names into our email system as soon as we get them. Please send the original petitions to RAN so that we can send them on to our corporate targets.

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