

# DEEP CANVASSING

Frameworks and Tools

FWD+Organise 2021

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We the People - MI (USA)

# THE SKILLS

of Deep Canvassing



Rapport



Compassionate Listening  
& Curiosity



Vulnerable Storytelling



Assertiveness



# WHEN IT MAKES A DIFFERENCE


Ballot initiatives / voting on  
candidates

Persuading people on an  
issue

Persuading people to vote  
or take action

Leadership development

# THE TRADEOFFS



Average Conversation  
Length: 15 minutes



Challenge: Scaling up

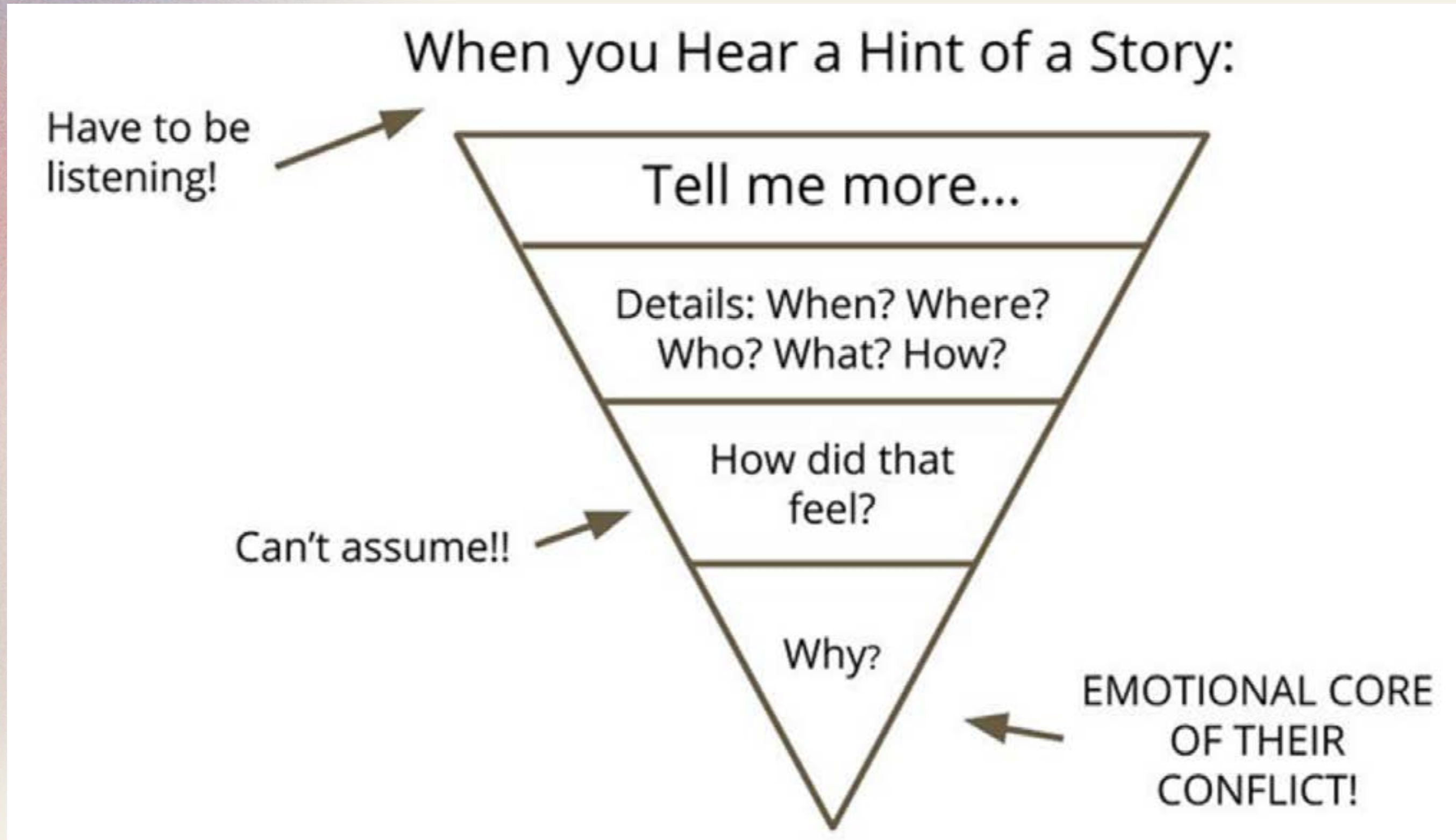


Challenge: Mobilization

Q&A



# CONE OF CURIOSITY





# PRACTICE: COMPASSIONATE LISTENING & CURIOSITY

15 mins total

Starting question: Can you tell me about a time when you were struggling and needed support?

6 minutes practice + 1 minute of feedback

Switch

CAN YOU TELL ME ABOUT A TIME WHEN  
YOU WERE STRUGGLING AND NEEDED  
SUPPORT?

What about for a loved one or friend?

When was the last time you or a loved one needed  
medical help?

Do you know anyone who has moved to Australia?  
(immigrants/migrants)



Did they miss any important questions?

Did you think the conversation had potential to go in a different direction they didn't listen for?

Were you surprised by what they did help you process or uncover?

## Reflections and Q&A

Were there any questions that were particularly generative for you?

What did you learn?

THANK YOU!