

New Democratic Party's Volunteer Orientation Manual 2007

This manual belongs to _____

Greetings!

Congratulations on becoming a volunteer with the NDP! It is our great pleasure to have you on the team. We are an enthusiastic bunch who enjoy working hard and having fun.

Learning Objectives

This manual will prepare you in your role as a volunteer. By the end of this manual, you should be able to:

- Identify the candidate's name and contact information
- Direct others to information about the candidate, the NDP, and becoming involved
- Begin a conversation using the scripts provided for door-to-door canvassing
- Identify four keys to safe canvassing
- Identify the six items you'll need to carry when canvassing
- Cold-call using the script provided
- Answer inbound calls using the script provided
- Identify the six steps in the sign location process
- Identify four keys to safety when placing signs

Sections

This manual is divided into nine sections.

- Section 1: Our Commitment to You
- Section 2: Election Information
- Section 3: Candidate Information
- Section 4: Providing Referrals
- Section 5: Canvassing
- Section 6: Outbound & Inbound Calls
- Section 7: Placing Lawn Signs
- Section 8: Contact Information Sheet
- Section 9: Your Participation & Availability

SECTION 1: OUR COMMITMENT TO YOU

We are committed to helping you be the best volunteer you can be! We will ensure that you receive the appropriate training and support to perform your duties as a volunteer. Similarly, it is important that all volunteers feel respected, valued and appreciated.

Discrimination & Harassment

To ensure that each volunteer is respected, we do not tolerate discrimination based on race, national or ethnic origin, colour, religion, sex, sexual orientation, age, or mental or physical disability. Nor do we tolerate any form of harassment, including bullying and sexual harassment. Harassment is defined as verbal, deliberate, unsolicited, or unwelcome behaviour, and it includes unwelcome jokes, unnecessary physical contact, and taunting and intentionally humiliating others.

If you have concerns about discrimination or harassment, please speak to the Volunteer Coordinator or the Office Manager.

The Right Fit

We want to ensure that your skills and knowledge is put to its best use. Let the Volunteer Coordinator know about your interests, skills and knowledge. By knowing more about you, we will be to better match you with volunteer opportunities.

The following is a list of some of the volunteer opportunities available at the NDP:

Canvassing	Election Day activities	Deliveries
Fundraising	Driving & Drop-offs	Janitorial Duties
Cold-calling	IT Assistance	Staffing Booths
Database Management	Office Work	Artistic Design

Were we helpful? Is there some way we can improve? Let us know!

We encourage you to let us know how we are doing. You can provide feedback by calling or emailing the Volunteer Coordinator or the Office Manager.

SECTION 2: ELECTION INFORMATION

In this section, you will learn:

- the role of Elections Ontario
- about the boundaries of the Kitchener-Waterloo Riding
- the date of the upcoming election
- how to find out if someone is eligible to vote in the Kitchener-Waterloo riding

The next general election in Ontario will be held on Wednesday, October 10, 2007

Elections Ontario

Elections Ontario is a non-partisan Agency of the Legislative Assembly of Ontario, and it administers elections. By visiting their website or calling, you can learn more about their mandate and structure, hours of voting, political parties, and much more.

www.electionsontario.on.ca
1-800-677-8683 (Weekdays, 8:30 am - 5:00 pm)

Ridings

A riding is a geographic area that is used for election and voting purposes. To determine which riding a voter is eligible to vote in, ask the Volunteer Coordinator or contact Elections Ontario (contact information listed above).

Eligible Voters

To find out if someone is eligible to vote in the next general provincial election, contact Elections Ontario (contact information listed above).

SECTION 3: CANDIDATE INFORMATION

Catherine Fife is the candidate for the riding of Kitchener-Waterloo.

Learn more about Catherine at her website: www.catherinefife.ca.

About Catherine

Catherine Fife has lived in Waterloo with her husband, Dale, and her two school-aged children for the past 8 years. Catherine has been a tireless advocate for public education in Ontario. After graduating from Carleton University in Ottawa, Catherine spent 10 years with the Toronto District School Board as an educational assistant, a school community advisor and a settlement worker for new immigrants. Over the years, Catherine has devoted her time and energy to environmental justice, public education, adult literacy, child welfare, child care, child poverty, and autism.

Currently, Catherine is the Research Coordinator for the Partnerships for Children and Families Project at Wilfrid Laurier University.

Catherine was first elected to represent Waterloo/Wilmot as a Trustee for the Waterloo Region District School Board in 2003. Catherine was re-elected in 2006. In both elections Catherine garnered the most votes of all candidates.

At the School Board Catherine is Chair of the Environmental Advisory Committee and sits on the Special Education Advisory Committee. She served as the Regional Vice Chair of the Ontario Public School Board Association and a member of the Education Alliance for a Sustainable Ontario.

For the past three years she has volunteered as the Coordinator for the Child Care Action Network of Waterloo Region (a chapter of the Ontario Coalition for Better Child Care). She is on the Volunteer Development Advisory Committee for the City of Waterloo and the Community Justice Initiatives Family Group Decision Making Advisory Group, as well as a member of the Political Action Committee for the Canadian Federation of University Women.

Catherine's innovative and down-to-earth ideas have appeared as Second Opinion and Insight pieces in The Record. She also sits on the editorial board of the Child & Family Journal (KidsLink).

SECTION 4: PROVIDING REFERRALS

While volunteering, it is very likely that you will be asked an array of questions about the election, the candidate, and many other topics. In order to avoid misinforming others, it is best to refer questions to those who are knowledgeable about the facts.

In this section, you will learn, how to direct questions about:

- the candidate
- the NDP
- voting & elections
- volunteering with the NDP
- NDP membership
- donating to the NDP
- lawn signs

Treat all questions respectfully.

- Acknowledge any questions.
- If the question is unclear, ask for clarification.
- Express your desire to answer the question.
- Express your commitment to providing accurate information.
- Direct the person to the appropriate sources of information.
- **Always** confirm that you have addressed their concern.

Here is an example reply to a question:

Q: "What is your candidate's position on increasing taxes?"

A: "That is an important question, and I appreciate your interest in our candidate's platform. I want to ensure that you have all the information you are looking for. The best person to answer your question is _____. Here is how to get in touch with her. I will let her know to expect your call (or email). Does that help? Do you have any other questions?"

Who is the NDP candidate? What is her platform?

When asked about the candidate and/or her platform, you can:

- direct the person to Catherine Fife's website, www.catherinefife.ca
- provide them with the K-W NDP's contact number, 519-725-4888
- have them write down their question, and forward the question to the Volunteer Coordinator or Office Manager
- direct them to Catherine Fife, **if she is readily available**

Avoid answering questions about Catherine Fife or her platform if you do not know or are unsure about the answer.

What is the NDP? What do you stand for?

When asked about the NDP, you can:

- direct them to the K-W NDP at www.kwndp.ca, 519-725-4888
- direct them to the Ontario NDP at www.ontariondp.com, 1.866.390.6637
- have them write down their question, and forward the question to the Volunteer Coordinator or Office Manager
- direct them to Catherine Fife, **if she is readily available**

Avoid answering questions about the NDP if you do not know or are unsure about the answer.

Where do I vote? Am I eligible to vote?

When asked about voting and elections, you can:

- direct them to Elections Ontario at www.electionontario.on.ca, 1-800-677-8683
- direct them to the K-W NDP at 519-725-4888
- have them write down their question, and forward the question to the Volunteer Coordinator or Office Manager

How can I get involved? Where can I donate? Where can I get a lawn sign?

When asked questions about becoming involved with the campaign, including volunteering, memberships, taking lawn signs, and donating, you should write down the following information:

- their full name
- address
- phone number
- how they would like to get involved (i.e. volunteer, donate, lawn sign, membership)

Inform the Volunteer Coordinator or Office Manager, and they will direct you on how to handle this request.

SECTION 5: CANVASSING

In this section, you will learn:

- the purpose of canvassing
- your role as a canvasser
- what canvassing involves
- the five items to carry when canvassing
- the four keys to safe canvassing
- canvassing procedure
- the script for canvassing

Why Canvass?

Canvassing is an important part of campaigning. Going door-to-door gives voters the opportunity to learn about the candidate, the NDP, and the upcoming election.

Your Role as a Canvasser

As canvassers, we distribute and collect information. We also represent the candidate and the party. For many voters, this is their first opportunity to meet a representative of the candidate. We must make a good first impression. You can do you part by:

- being friendly and respectful
- being informed about how to answer and refer questions
- wearing appropriate attire (i.e. clean and well-groomed)
- possessing the necessary tools to record and transfer information

Friendly and Respectful

As a canvasser, your job is to distribute information, collect information, and help to answer questions in a friendly and respectful manner. A pleasant tone and friendly smile are two ways that you can express your professionalism and courtesy for others.

Canvassers are not expected to “change minds”. When canvassing, it is inappropriate to engage others in debates about policy matters or politics. Simply offer literature, or direct the person to other sources of information.

Being Informed About How to Answer and Refer Questions

While canvassing, you will be asked a variety of questions. Some questions are easier to answer than others. To avoid misinforming others, it is best to refer questions to those who are knowledgeable about the facts.

If you do not know or are unsure of the answer, you can:

- direct the person to Catherine Fife’s website, www.catherinefife.ca

- direct them to the K-W NDP at www.kwndp.ca, 519-725-4888
- have them write down their question, and forward the question to the Volunteer Coordinator or Office Manager
- direct them to Catherine Fife, **if she is readily available**

We encourage you to learn more about the candidate, the NDP, and elections by reviewing the resources listed in section 2 and 3 of this manual.

Appropriate Attire & Appearance

Canvassers represent the candidate and the NDP; their attire and appearance should reflect professionalism. Appropriate attire and appearance include wearing clean clothing and being properly groomed.

Carrying Necessary Tools

During canvassing, you will be required to distribute and gather information. To ensure that you are able to fulfil these responsibilities, it is important that you carry all the tools and resources that you need to perform these tasks. Shortly, you will learn about the six items that you must carry when canvassing. It is your responsibility to ensure that you have these items with you when you canvass.

What Does Canvassing Involve?

Canvassing involves going door-to-door, as a member of a canvassing group, distributing and collecting information. You will distribute literature, answer and refer questions, introduce the candidate, collect contact information, and encourage involvement in the campaign.

Six Items to Carry When Canvassing

- | | |
|---------------|-----------------------------|
| • Pen | • Literature |
| • Scrap paper | • Contact Information sheet |
| • Name tag | • Your training manual |

Four Keys to Safe Canvassing

- Never canvass alone
- Trust your instinct, always
- Inform others of your whereabouts
- Do not engage in debate!

Canvassing Procedure

1. Knock on door.
2. If no one answers, place literature in a visible place.
3. If someone answers, follow script.

Canvassing Script

☺ SMILE ☺

Hi, I'm _____ from the KW NDP. I'm here to let you know about Catherine Fife and the Ontario election on October 10.

Here is a flyer about Catherine. Can we count on your support in this election?

[Answer "No"]

I understand. Just reminding you about the election on October 10. I'll leave you our contact information, in case you have any questions or decide that you would like a lawn sign to show your support. Our phone number is (519) 725-4888. Can we reach you again in a couple of weeks?

Thank you. Goodbye.

[Answer "Don't Know"]

I understand. Catherine is very interested in answering your election questions!

I'll leave our contact information, in case you have any questions or decide that you would like a lawn sign to show your support. Our phone number is (519) 725-4888.

Can we reach you again in a couple of weeks? Thank you. Goodbye.

[Answer "Yes"]

That's great. I am going to send a lawn sign for your home. What is your name and phone number?

Would you like to also volunteer with the NDP?

I'll leave our contact information, in case you have any questions about getting to the polls on Election Day. Our phone number is (519) 725-4888. Thank you for your support. Goodbye.

REMEMBER

Complete and file all relevant forms, and record the following:

- Respondent's name
- Respondent's phone number
- Date of your call
- Respondent's interest in lawn sign and/or volunteering

SECTION 6: OUTBOUND & INBOUND CALLS

In this section, you will learn:

- the purpose of outbound and inbound calls
- your role as a caller
- about collecting information and completing forms
- the cold-calling script
- how to answer and handle inbound calls

Why Make Outbound Calls?

Similarly to canvassing, we distribute and collect information when making outbound calls. When performing outbound calls, you may be calling a person affiliated with the candidate or the NDP, or you may be cold calling.

Your Role as a Caller

When calling, you represent the candidate and the party. For many voters, this is their first opportunity to hear from a representative of the candidate. It is important to make a good first impression. You can do your part by:

- being friendly and respectful
- being informed about how to answer and refer questions
- collecting accurate and complete information in legible form

Friendly and Respectful

As a caller, your job is to distribute information, collect information, and help to answer questions in a friendly and respectful manner. A pleasant tone is one way that you can express your professionalism and courtesy for others. Even smiling can pleasantly affect the sound of your voice to the listener.

Remember to speak at a natural pace. Due to the repetitive nature of cold calling, our greeting can become unnatural, often sounding rushed and ineffectual. Be aware of how you sound. Remain natural in the speed and tone of your voice.

Callers are not expected to “change minds”. When calling, it is inappropriate to engage others in debates about policy matters or politics. Simply direct the person to other sources of information or politely end the call.

Being Informed About How to Answer and Refer Questions

While calling, you will be asked a variety of questions. Some questions are easier to answer than others. To avoid misinforming others, it is best to refer questions to those who are knowledgeable about the facts.

If you do not know or are unsure of the answer, you can:

- direct the person to Catherine Fife's website, www.catherinefife.ca
- direct them to the K-W NDP at www.kwndp.ca, 519-725-4888
- have them write down their question, and forward the question to the Volunteer Coordinator or Office Manager
- direct them to Catherine Fife, **if she is readily available**

We encourage you to learn more about the candidate, the NDP, and elections by reviewing the resources listed in section 2 and 3 of this manual.

Collecting Information & Completing Forms

When making outbound calls, one of your objectives is to encourage the listener to become involved in the campaign. This includes taking lawn signs, donating, becoming a member, volunteering, to name a few. This involves collecting information such as names, addresses, phone numbers, etc.

It is critical that you complete the appropriate forms and collect all the relevant information accurately and legibly. Otherwise, the request cannot be processed. If you have difficulties taking notes or completing forms, please advise the Volunteer Coordinator. We may be able to accommodate your needs.

To learn more about the relevant forms, please contact the Volunteer Coordinator or Office Manager.

Answering & Handling Inbound Calls

From time to time, volunteers will be responsible for handing inbound calls. These callers may request information or to speak to someone, they may want to become involved in the campaign, or they may be relaying information.

Volunteers are encouraged to be friendly and helpful when answering inbound calls. A pleasant tone is one way that you can express your professionalism and courtesy for callers. Even smiling can pleasantly affect the sound of your voice to the listener.

Inbound Call Script

☺ **SMILE** ☺

Hello, Catherine Fife's Campaign Office. This is name speaking. How can I help you?

Okay, please hold the line.

Is there any other way I can help you?

Thank you for your support. Goodbye.

Referring Calls

See Section 4 of this manual about properly referring a call.

When asked questions about becoming involved with the campaign, including volunteering, memberships, taking lawn signs, and donating, you should write down the following information:

- their full name
- address
- phone number
- how they would like to get involved (i.e. volunteer, donate, lawn sign, membership)

Inform the Volunteer Coordinator or Office Manager, and they will direct you on how to handle this request.

Cold-calling Script

☺ SMILE ☺

Hi, it's _____ from the KW NDP. We dropped off a flyer at your house on (date).

We're calling to let you know about Catherine Fife. She's the NDP candidate for the October 10 Ontario election. Did you get the flyer?

It's shaped like a door knocker and it was hung on your front door.

Can Catherine count on your support in this election?

[Answer "No"]

I understand. Just reminding you about the election on October 10. I'll leave you our contact information, in case you have any questions or decide that you would like a lawn sign to show your support. Our phone number is (519) 725-4888. Can we reach you again in a couple of weeks?

Thank you. Goodbye.

[Answer "Don't Know"]

I understand. Catherine is very interested in answering your election questions!

I'll leave our contact information, in case you have any questions or decide that you would like a lawn sign to show your support. Our phone number is (519) 725-4888.

Can we reach you again in a couple of weeks? Thank you. Goodbye.

[Answer "Yes"]

That's great. I am going to send a lawn sign for your home. Can I confirm your address is....? Would you like to also volunteer with the NDP?

I'll leave our contact information, in case you have any questions about getting to the polls on Election Day. Our phone number is (519) 725-4888. Thank you for your support. Goodbye.

REMEMBER

Complete and file all relevant forms, and record the following:

- Respondent's name
- Respondent's phone number
- Date of your call

- Respondent's interest in lawn sign and/or volunteering

SECTION 7: PLACING LAWN SIGNS

Lawn signs are used to demonstrate support for and increase the visibility of the candidate and the NDP.

By the end of this section, you will learn:

- the process for placing signs
- the use of SIGN LOCATION forms
- the four keys to safe sign placement

The Sign Placement Process

1. Using a SIGN LOCATION form, volunteers collect information about person requesting a lawn sign.
2. SIGN LOCATION forms are organized and filed according to polls.
3. SIGN LOCATION forms are distributed to groups of volunteers, along with signs and poles.
4. Groups of volunteers drive to various locations and place the signs.
5. Each time a sign is placed, a sign location form is completed (i.e. marked that the sign has been placed).
6. Volunteers return completed SIGN LOCATION forms to the head office in order for the information to be recorded. (Do not throw out SIGN LOCATION forms).

Four Keys to Safe Sign Placement

- **Be** attentive to passing vehicles.
- **Act** cautiously when using tools.
- **Inform** others of your whereabouts.
- **Never** place an unsolicited sign.

SECTION 8: CONTACT INFORMATION SHEET

The purpose of this sheet is to help you direct others and access information about volunteering, the NDP, and the candidate.

Please complete the sheet as best as you can.

	Name	Phone Number	Email
Volunteer Coordinator			
Office Manager			
Campaign Manager			
Elections Canada			
KW NDP			
Volunteer			
Volunteer			
Volunteer			

SECTION 9: YOUR PARTICIPATION & AVAILABILITY

Please complete the following form and return it to the Volunteer Coordinator.

Name: _____
Alternate Number: _____

Home Phone: _____
Email: _____

I would like to show my support by:

- ☐ Canvassing
- ☐ Fundraising
- ☐ Cold-calling
- ☐ IT Assistance
- ☐ Election Day activities
- ☐ Driving & Drop-offs
- ☐ Placing Lawn Signs

- ☐ Office Work
- ☐ Deliveries
- ☐ Janitorial Duties
- ☐ Staffing Booths
- ☐ Artistic Design
- ☐ Other, please specify: _____

	Days Available	Hours Available
Aug 19 – Aug 25		
Aug 26 – Sep 1		
Sep 2 – Sep 8		
Sep 9 – Sep 15		
Sep 16 – Sep 22		
Sep 23 – Sep 29		
Sep 30 – Oct 6		
Oct 7 – Oct 9		
Oct 10: Election Day		
Oct 11 – 13		

Welcome to the team!