

3.D Educating and Training Petitioners

To ensure you have confident, effective, and durable volunteers, we suggest you both screen them for capabilities and interests; and ensure they know what to say, how to use the forms and materials, and know how and when to get the completed petition forms to you. This document discusses some tools we have developed to help you effectively train and utilize your volunteers.

There are several tools that are needed or useful for training your canvassers.

1) 3.B Petition Form

Each attendee should be given a copy of the actual petition form on which they will get signatures – and the trainer should go over the form discussing important issues. Tips for using the petition form are in the next document - 3.D Contact Numbers and Tips for Canvassing.

2) 3.E Contact Numbers and Tips for Canvassing

This document has places for entering contact information for the local police department and the group leaders so the canvassers can contact them if needed. It also gives the canvassers information related to pick-up and drop-off of petitions and the latest date for returning them to the leaders.

3) 3.F ID Card for Petitioning

The ID cards in this document might be printed on heavy paper stock and put in ID sleeves. During the training, the attendees might write their name on it to show personalization that the signers will see. Personalization increases comfort and acceptance of your message.

The document also provides a lot of tips to help the canvassers collect signatures safely and effectively. The training should include talking about each of the points and answering questions.

4) 3.G Helpful Things to Say When Petitioning

This document has a couple of conversations that the canvassers can use to customize their own “conversation” with the persons they are canvassing for signatures. It might be useful for some of the attendees to customize and practice their own “rap” during the training.

5) 3.H Petition Instructions When Collecting Signatures

This document provides several technical requirements for properly collecting and ensuring signatures are legitimate.

6) 3.I Q&A Worth Reading Related to Petition Drives

The persons doing the canvasser training may extract some of the issues in this Q&A document for discussion so the canvassers can answer some basic questions.

7) 4.C Tri-Fold Brochure

This brochure is a general look at the problems of money in politics. It is more useful as a national tool than the "Community Handout." Community champions can decide which of these education pieces are useful for specific events.

8) 4.D Community Handout

This is our general purpose, WI-centric, handout. It provides information that would be useful to the canvassers to use for conversation fillers. You might also decide to use it as a handout for signers who want more information on the movement.

Also be aware of events going on when planning signature collection efforts. Is there a Packer or Badger game scheduled? Are there local events that will distract people?

Finally, some persons who agree to volunteer to help with the referendum petition effort may find themselves queasy about going door-to-door. We suggest you have a training session to practice some scripts, and even have those willing to shadow someone who is comfortable and practiced in doing this. Perhaps the newcomers will get comfortable and even see that it is at least interesting if not rewarding or fun.

If when you train volunteers to canvass you identify other things they might be trained on, please let us know so we can improve this Handbook.