

TUESDAY ASSOCIATES

Specializing in grassroots campaigning, direct mail, and fundraising.
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TO: Massachusetts Republican Legislative Candidates
FROM: Holly Robichaud & Ron Vining
RE: Resources for the Campaign Trail, Volume 2: Door to Door Helpful Hints
DATE: July 25, 2006

Attached, you will find a helpful tip sheet on door knocking. It is imperative that legislative candidates knock on doors to win. It is the best way to overcome the disadvantage in voter registration in Massachusetts.

The election is quickly approaching and these long summer hours are the best time to be visiting doors.

There are only 104 days until the General Election. Here are some numbers to consider:

- If you take off one day per week, then there are only 90 campaign days left.
- You should be devoting at least 50% of your time to calling high dollar donors, so that means there are only 44 full days to door knock.
- If you are hitting 100 doors per day, then you will only be able to visit 4400 doors between now and the election. ***Will it be enough?***

We can give you that answer. And if the answer is NO, we can fix it for you.

For answers on how to best increase your door knocking strategies, please call us at 781-344-7346.

DOOR TO DOOR HELPFUL HINTS

If you aren't knocking on doors then you are not serious about winning, it is just that simple!

Issues alone do not win House and Senate races in Massachusetts. Voters like our issues, but Republican candidates must meet their future constituents, on the doorstep, face to face in order to state their case and ask for the vote. This is the most cost effective way to increase name identification and directly connect with the voter to sell them on which candidate will best represent their personal interests. They can't know this if they never meet you.

Door knocking is the best way to defeat incumbent Democrats and take open seats. Below are some helpful tips to get you jump started or to enhance what you have already been doing.

- Bring a purged voter list and pen.
- Record all data.
- Obviously always bring hand cards with you. Make sure you write "Sorry I missed you" on the hand cards the night before visiting the neighborhoods. You don't want to waste time while you are door knocking.
- Promptly send out a follow-up letter to every house that you visited. Be sure to include a volunteer card and return envelope.
- Ask for the person's vote, not support. Everyone will support you, but that does not necessarily mean they will vote for you.
- Don't go into the house for a long visit. Remember, this is a numbers game and you want to meet as many voters as possible.
- Try to go door knocking with a person from the specific neighborhood.
- Know the name of the people in the home.
- Be courteous and never argue.
- Beware of dogs.
- Never door knock before noon on Sundays or after dark.
- Look polished and respectable.
- Bring lawn signs and bumper stickers. With the age of the metal frame sign, they can easily be placed in the yard at the time of the visit. Always send a thank you note.
- Work systematically and methodically.

Remember, we are here to help Republican candidates win! Should you have any questions about how to best put a door knocking campaign in place, please contact us. Visit our Web site at www.TuesdayAssociates.com to view the individual services offered to campaigns such as yours. To receive more emails like this one, contact Ron@TuesdayAssociates.com to sign up and be added to our weekly campaign blast. Get out there, keep knocking on doors and get your message directly to the voters!