SUMMER 2018 DEEP CANVASS EXPERIMENT

Immigration Strategic Messaging Project

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Script Iteration

Converse with Voters

Debrief + Revise
Canvass Implementation Details

**DIVERSE VOTERS CANVASSED**

- People of color: 22%
- Conservative: 37%
- Moderate: 29%
- Liberal: 35%
- Know an undocumented immigrant: 18%

**DIVERSE CANVASSERS**

- Female: 60%
- Latino: 54%
- Immigrants: 24%
- Age 25 and under: 66%

Median deep conversation / 11 Minutes
Median short conversation / 4 Minutes
Lessons and Takeaways

CORE STRATEGIES FOR BRIDGING CONVERSATIONS

- Non-judgmental listening
- Asking open-ended questions
- Acknowledging concerns/mixed feelings
- Bridging with shared values: invoking memories of receiving compassion
- Honest, vulnerable story-sharing
- Practice!
This program allowed us to open our horizons about what it means to build a social justice movement that bridges gaps between race and socio-economic classes. We learned that transformation can be an intentional process. That there are people all over Orange County waiting to be transformed if only we knock on their door and take a chance.

Cynthia Sanchez