



Immigration Strategic  
Messaging Project

# SUMMER 2018 DEEP CANVASS EXPERIMENT

*Kimberly Serrano*

## EXECUTIVE COMMITTEE



## STRATEGIC ADVISORS



## RESEARCH TEAM

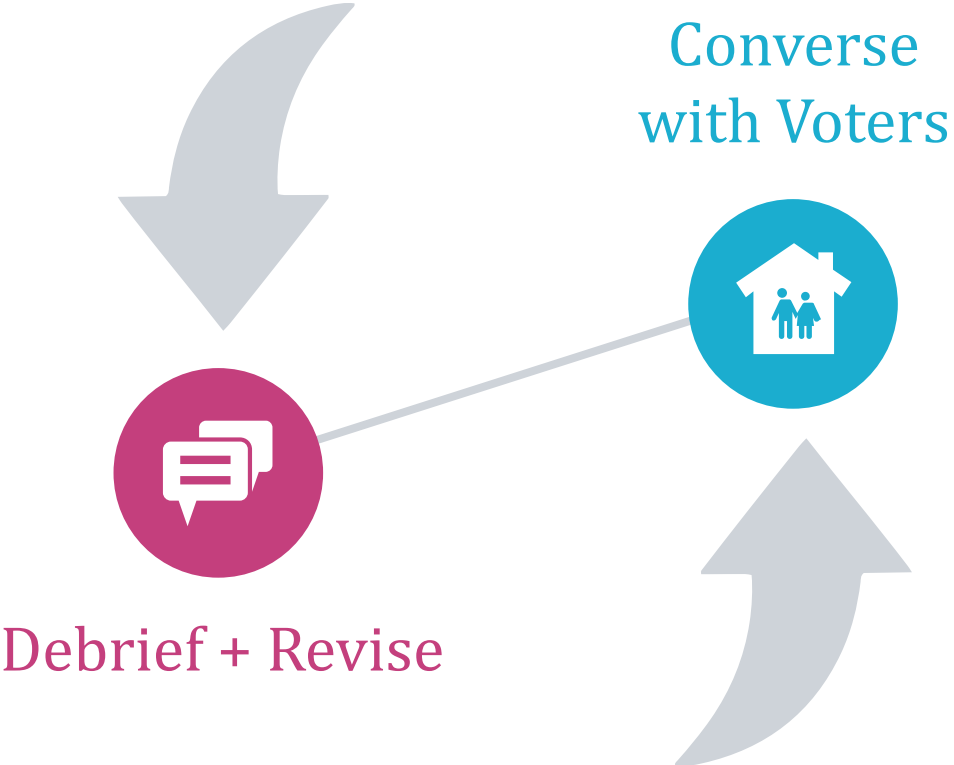


## VIDEO TEAM



## FIELD TESTING TEAM

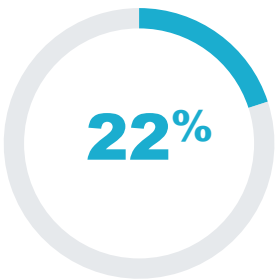
# Script Iteration



# Canvass Implementation Details



## DIVERSE VOTERS CANVASSED



People of color



Conservative 37%  
Moderate 29%  
Liberal 35%



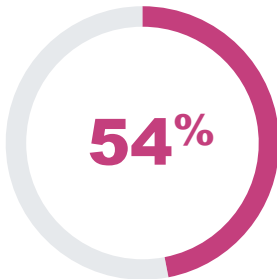
Know an undocumented immigrant



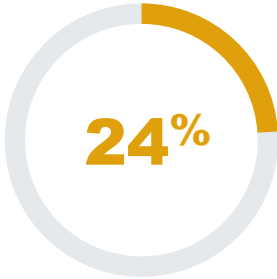
## DIVERSE CANVASSERS



Female



Latino



Immigrants



Age 25 and under



Median deep conversation / **11 Minutes**  
Median short conversation / **4 Minutes**

# Lessons and Takeaways



## CORE STRATEGIES FOR BRIDGING CONVERSATIONS

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Non-judgmental **listening**

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Asking open-ended **questions**

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**Acknowledging** concerns/mixed feelings

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Bridging with shared values:  
invoking memories of receiving **compassion**

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Honest, vulnerable **story-sharing**

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**Practice!**

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“

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*

ORANGE COUNTY CONGREGATION COMMUNITY ORGANIZATION