



Civic Engagement Best Practices

Below are a collection of best practices and formulas that Crossroads Campaign's Solutions recommends to implement, when crafting your civic engagement strategy and budget.

Paid Canvassing

Shift length 5 hours for paid canvassers, 3 hours for volunteers

This will include 1 hour for your canvassers to arrive, be trained, gather their materials and travel to and from their turf. The remaining 4 hours will be spent knocking doors.

60 knocks for paid canvasser.

We expect our paid canvassers to knock 60 doors per shift. This boils down to 15 doors per hour, or 1 door every 4 minutes. Keep in mind this is spread only over the 4 hours spent knocking.

Payroll & supplies

In addition to a fair hourly wage, we recommend allocating \$8 per person per shift for supplies, food and gas. This will be \$2 for supplies and \$6 for gas and food for the canvasser. This assumes 4 people to a car. Also factor in an additional 10%-20% of payroll to account for fringe costs. This will cover taxes and the cost of processing payroll.

Volunteer Canvassing

Shift length 3 hours

This will include approximately 1 hour for your canvassers to arrive, be trained, gather their materials and travel to and from their turf.

30 knocks for per shift

This boils down to 15 doors per hour, or 1 door every 4 minutes.

\$8 for supplies

Typically we recommend allocating \$8 per person per shift for supplies. This will include \$2 for supplies and \$6 for gas and food for the canvassers. This assumes 4 people to a car.

Paid Phone Banks

Shift length of 5 hours for paid phone bankers, 3 hours for volunteers

Much like with our canvassers, we expect our paid callers to fulfill a 5 hour shift. This will include the time to train and set up the caller with their appropriate materials.

30 calls an hour by hand

When running a phone bank where the caller must manually call each number, we expect our paid callers to make 30 calls an hour.



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100 calls an hour by predictive

When using a predictive dialer such as VAN or Call Fire provide, we expect paid callers to make 100 calls per shift.

Payroll & Supplies

In addition to a fair hourly wage we recommend allocating \$3 per caller shift for supplies. Also factor in an additional 10%-20% of payroll to account for fringe costs. This will cover taxes and the cost of processing payroll.

Volunteer Phone Banks

Our volunteer callers generally are scheduled for 3 hour shifts.

Generally we only expect 25 calls an hour from our volunteers. Keep in mind that this will be over 2 hours of calling.

Supplies

We recommend allocating \$3 per caller shift for supplies.

Mailing

\$0.45-\$1.00 per piece

We generally recommend budgeting between \$0.45 and \$1.00 per piece of mail being sent out. This price can vary depending on whether you are using a private or in-house printer. This will include cost of printing and mailing.

Cleaning Data

Attrition Rate of 10%

While making a canvass pass of your universe you will mark many people as inaccessible, refused or moved, and they will not be part of your next pass. To factor that into your projection of what you expect to knock, we estimate a 10% attrition rate for each pass. This will typically drop, the more passes that you complete. So after a first pass of 10,000 doors, your next pass will most likely include only 9,000 doors.

House Holding - 1.2 people per door

When you have created your universe of people you hope to touch through either calls, knocks or mailing, you want to boil that number down to the number of physical doors or numbers you will be attempting to reach.

- We estimate that on average there are 1.2 people behind each door. So a universe of 10,000 people will consist of 8196 doors. This is important to keep in mind when deciding on what capacity you will need and budget to prepare.

- We estimate that between 55% and 60% of people in your universe will have phone number attached to them for you to include in your phone universe.

- Whenever possible though, you should pull the exact door and phone counts from the VAN to help ensure accurate planning.