

1 Canvassing Instructions to the Volunteers

General Norms to be followed

- To gain access to the voters and to establish a dialogue, it is important to look cheerful, trustful (no hands in the pockets, do not lean on the wall, no chewing-gums, etc.) and nice. You have to let the person know that you are not attempting to sell anything, nor you are asking for money, and that you are there to listen to their ideas.
- Avoid assuming aggressive behaviors, even if the person opening the door is clearly aggressive and rude, or if she/he states not to approve Lamberti as a candidate. Just say goodbye and leave.

What to do if the front door of the apartment building is closed

- If there is a doorman, first convince him/her to let you in the building for the canvassing. It might help starting the canvassing from him/her first. If you succeed, it is likely that he/she will let you in and warn the residents of your arrival. This will likely increase your chances of interviewing a greater number of people.
- If there is no doorman, you will have to call on the intercom. In order to convince the person to let you in the building you will have to introduce yourselves with one of the introductions you find below.

Once inside the apartment building, how to get personal access to the voters

- After having entered the building, you have to convince the person to open the door of his/her apartment! Ring the doorbell and when someone answers start introducing yourselves with one of the introductions you find below. The main advantage at this point is that they will see you through the peephole, and they will see your t-shirts.
- If a person, most likely an elderly, decides not to open the door but continues to talk to you from the other side of the door, you can still try to do the canvassing, as described below. You can slid the material under the door.

To enter or not to enter into an apartment

- You do not need to enter into an apartment for the canvassing. You can give your introductions, listen to their ideas or complaints by remaining on the corridor.
- Do not ask to enter into the apartment, people may get frightened. Instead, if you notice that the person is frightened or suspicious, state clearly that you can talk standing at the door.
- If the person invites you to enter, you have two options: (i) If you know the person or he/she looks trustful to you, and you are at least two people, you can enter the apartment and do the canvassing inside; (ii) If you do not feel safe, state that the rules impose you not to enter. If he/she insists, greet him/her and leave.

1.1 Canvassing Script I

Good morning/afternoon,

As you can see from our t-shirts, we are young supporters of the candidate mayor professor Armando Lamberti.

As you might have learned from the newspapers, or as you might have heard from friends of from the streets, professor Lamberti has promoted an electoral campaign called ‘Around the City Listening to Citizens’, in order to listen to the ideas and needs of the citizens of the municipality of Cava. We are the volunteers, who ‘Listen to Citizens’, and we are interviewing people door-to-door.

IF NECESSARY: We know that you time is important and we are not attempting to sell anything, nor we are asking for money. We would like to know what you think the new mayor should do in order to improve the situation in the neighborhood or in your household. Your opinion is fundamental, and professor Lamberti wants to know which are the priorities to be addressed for the citizens of Cava.

If there is someone else here at home we would also like to talk to him/her in order to collect as many opinions as possible. Once every two or three days, we young supporters meet professor Lamberti to tell him the citizens opinions and let him know what really people need.

QUESTION: What is in your opinion the most important issue the new mayor should address? OR ALTERNATIVELY: If you were the mayor, what is the first thing you would do?

1.2 Canvassing Script II

Good morning/afternoon,

We are the volunteers, who ‘Listen to Citizens’. Have you ever heard of the campaign promoted by the candidate mayor Armando Lamberti to hear the opinions of the citizens of Cava?

As you can see from our t-shirts, we are young supporters of the candidate mayor professor Armando Lamberti and we would like to know from you what you think of the situation in your neighborhood or in your household, and what the new mayor should do in order to improve the situation.

IF NECESSARY: We know that you time is important and we are not attempting to sell anything, nor we are asking for money. We would like to know what you think the new mayor should do in order to improve the situation in the neighborhood or in your household. Your opinion is fundamental, and professor Lamberti wants to know which are the priorities to be addressed for the citizens of Cava.

If there is someone else here at home we would also like to talk to him/her in order to collect as many opinions as possible. Once every two or three days, we young supporters meet professor Lamberti to tell him the citizens opinions and let him know what really people need.

QUESTION: What is in your opinion the most important issue the new mayor should

address? OR ALTERNATIVELY: If you were the mayor, what is the first thing you would do?

1.3 Possible Reactions

There are different tones of possible welcoming, after the opening of the door:

- **VERY NEGATIVE WELCOMING** (They do not let you speak, they interrupt you, they refuse to open the door or answer that they not have time, or are not interested): Just say thank you, goodbye and leave.
- **NEGATIVE WELCOMING** (They let you talk, but only in part; they do not open the door and talk from the other side of the door; they say that politicians are all crooks, and that they do not know Lamberti, and vote for XY). You can try one of the following three options: (i) Thank you. We understand that you might not trust politicians, but for us it is still important to know your opinion. What is in your opinion the most important issue the new mayor should address? (ii) Thank you. Even if you do not know Lamberti, for us it is still important to know your opinion. What is in your opinion the most important issue the new mayor should address? (iii) Thank you. Even if you will vote for XY, for us it is still important to know your opinion. What is in your opinion the most important issue the new mayor should address?
- **POSITIVE WELCOMING** (they let you talk, you arrived successfully to the question in script I or II): After having listened to the answer to your question and having noted it down, you can deliver the following positive or negative message.

1.4 Positive Canvassing

How to start:

- Give the person a flyer with the positive message.
- Start from the topic most closely related to the one proposed by the person. Start by stating that that topic is also very important to professor Lamberti.
- After having talked about the initial topic (the one that is most closely related to the topic proposed by the person), continue **BRIEFLY** with the two other messages.

Script for the three messages (Only suggestive: you do not need to state everything)

- **Dialogue with the citizens:** The initiative ‘Around the City Listening to Citizens’, that brought us here, is just one of the many initiatives Mr Lamberti is planning in order to collect the opinions of the citizens and to dialogue with them, with the goal of taking aware decisions. His dream is that of an inclusive municipality,

where every citizen is seen as an important resource. FOR SUB-MUNICIPALITIES (FRAZIONI): This is especially true for the hamlets, which must feel part of the project of creating a unique municipality: Cava. This can be accomplished also through the promotion of public transportation.

- Competency and transparency: in his professional life as a professor of public law and as a member of several regional cabinets, professor Lamberti has gained a great experience as an administrator, but he has always been very sensitive towards transparency. It is fundamental for him that citizens are aware of his actions and of the decision taken by his cabinet. The main objective is to reduce the burden of bureaucracy and costs, while increasing transparency in the procedures.
- More public services: professor Lamberti has always been an active promoter of the improvement of the quality and quantity of health care services. He has always promoted Cava's hospital, and he has also proposed to improve the assistance to citizens by using regional funds that are already available. The project aims at including specialized doctors, a front desk, a nurse, pediatricians, and the launch of the 'Health Center (Casa della salute)', which will be conducting important functions (counseling in support of families, home assistance). The hospital should return to assist acute patients that need hospitalization and those who need emergency interventions, with an emergency service that will remain active 24 hours a day and with wards for cardiology, orthopedics, radiology, intensive care, surgery, pediatrics and the analytical laboratory. FOR SUB-MUNICIPALITIES: this means especially increasing the number of services here in hamlets with health centers and other specialized services of assistance to citizens.

How to finish:

- After having briefly talked about the three themes, ask the person if she/he has any comments. If yes, let the person talk and kindly end the discussion; leave the campaign material, greet him/her and leave.
- If the person interrupts you while you are giving your short presentation, let them him/her talk, try with kindness and BREVITY to talk about all three points. Kindly end the conversation, leave the campaign material, greet him/her and leave.

How to end the conversation if the person wants to continue with the discussion: You can invite him/her to visit Lamberti's committees, which are located in via Verdi. State that the person can meet professor Lamberti and the candidate counselors there.

IMPORTANT: Avoid talking too much if the person is not interested. Better to be brief and avoid getting people bored

1.5 Negative Canvassing

How to start:

- Give the person a flyer with the negative message.
- Start from the topic most closely related to the one proposed by the person. Start by stating that over the past 5 years that issue has not been addressed by Galdi's cabinet.
- After having talked about the initial topic (the one that is most closely related to the topic proposed by the person), continue BRIEFLY with the two other messages.

Script for the three messages (Only suggestive: you do not need to state everything)

- Too much old politics: Galdi's administration has been absent from real people life. Instead of listening to citizens and try to assist their needs, it kept politics distant from people. With Galdi's administration, Cava established a record of cabinets' turnovers: 9 turnovers. The main interest of the administration was to keep its 'seats' instead of addressing the citizens' needs. FOR SUB-MUNICIPALITIES: This is especially true for sub-municipalities that joined Cava recently. Lamberti proposes a different style, starting from this initiative of the 'Around the City Listening to Citizens', which brought us here today.
- Too much waste of public money and too many municipal taxes: Galdi's administration pursued a series of wrong public expenditure choices that did not benefit the citizens of Cava. The renovation of the Abbro square with the famous chess-board created many troubles to citizens and waste of public resources. Municipal taxes also increased. For an average household, total municipal taxes increased by 250 Euro per year over the 5 years of Galdi's administration.
- Too much debt burdening citizens: the purchase of the 'ex-COFIMA' plant by the municipality has raised the level of the municipal debt. The interests on the debt for the purchase of the plant are equal to 1000 Euro per day. This represents a considerable waste of money, especially because the plant is not yet being used.

How to finish:

- After having briefly talked about the three themes, ask the person if she/he has any comments. If yes, let the person talk and kindly end the discussion; leave the campaign material, greet him/her and leave.
- If the person interrupts you while you are giving your short presentation, let them him/her talk, try with kindness and BREVITY to talk about all three points. Kindly end the conversation, leave the campaign material, greet him/her and leave.
- What to do if the person criticizes your statements about the Galdi's administration? (i) Let him/her talk and interrupt him/her with courtesy; (ii) You can say that the situations you are talking about are complex political and economic issues, and that there can be many different opinions. State that according to you Galdi's

administration could have handled certain situations in a better way; (iii) Do not be aggressive and do not attempt to impose your opinion; (iv) Avoid continuing the conversation on Galdi's administration. Kindly greet the person, leave the campaign material and leave.

How to end the conversation if the person wants to continue with the discussion: You can invite him/her to visit Lamberti's committees, which are located in via Verdi. State that the person can meet professor Lamberti and the candidate counselors there.

IMPORTANT: Avoid talking too much if the person is not interested. Better to be brief and avoid getting people bored