

Southern Poverty Law Center
Canvassing Rap Summer 2011

- Greeting:** Hi, how are you? *(Street) Do you have a minute to help fight hate groups?*
- Intro:** My name is _____, and I'm a paid fundraiser with Grassroots Campaigns working on behalf of the Southern Poverty Law Center - we fight hate groups and seek justice for victims of bigotry.
(Street: We're out here today signing up members, so I'm really glad you stopped.)
- Problem:** The number of hate and extremist groups in the United States has nearly doubled in the last 10 yrs. This surge of hate has been fueled by the economic crisis and fears of immigration, plus a racist backlash against President Obama - There are 6 active groups in Bay area alone.
- Solution:** Since 1971, the Southern Poverty Law Center has been tracking networks of hate groups and launching lawsuits to destroy them. We also win systematic reforms on behalf of victims, train law enforcement, and teach children tolerance and respect – and we do all of it for free.
- Urgency:** We have to stop this epidemic of hatred in our country right now, and we can only do it with your support. So here, take a look. *(Hand over clipboard)*
- Membership:** The best way for you to support these efforts is to join the Southern Poverty Law Center with a modest, monthly contribution from your credit card or checking account. This is a great way to give because it keeps our costs low and gives us the ongoing support that is crucial for our work. We suggest a contribution of \$30 per month, and it's really easy to sign up!



Building grassroots support for progressive candidates, parties, and campaigns.

San Francisco Canvasser Job Description and Pay Policies Street Outreach Office

Grassroots Campaigns, Inc. is running a nationwide citizen outreach campaign. The goal of the campaign is to recruit grassroots donors and members, raise money, identify volunteers, and initiate action on behalf of advocacy groups such as the American Civil Liberties Union and Amnesty International USA, service & relief organizations such as Save the Children, and political organizations such as the National Democratic Party. By building a groundswell of public support, we can make significant progress on issues that affect us all.

This document details the San Francisco GCI outreach canvasser position. Please keep this for your records and feel free to ask your canvass directors if you have any questions.

Job Description:

As a canvasser your primary role is to describe our campaign to people in the community, identify as many supporters as possible, ask them to support the campaign by making a financial contribution, and in some cases recruit them to take further political action. Most canvassers find that as their skills and experience grow, they become increasingly successful at talking with people in a compelling way, resulting in greater effectiveness as a fundraiser and political organizer.

Hours:

The work day starts at 10:00 AM and goes no later than 6:00 PM, or 1:00 PM and goes no later than 9:00 PM, with a 30 minute unpaid meal time and two 10-minute paid break times. The canvassing takes place from 11:00-4:00. Daily training begins at 9:00.

Pay Policies:

Our pay is designed to provide canvassers an adequate salary and reward good fundraising results while maximizing the amount of money that goes towards our partner group's mission, and typically results in \$80-\$120 per day (\$400-\$600 for a 5-day week). The minimum amount you will earn is \$9.92 per hour. Structure is as follows:

Pay Quota: All canvassers are expected to raise at least 80% of the average amount raised by canvassers in that office during that week or \$140-\$150 per day (depending on campaign), whichever is greater. They are also expected to sign up at least 3 monthly donors. This standard is often referred to as 'quota'. It is calculated on a weekly basis, so even if a canvasser slips below quota one day, he/she will not necessarily be below quota for the week.

Base pay: All canvassers who meet or exceed their weekly quota will receive a base pay of \$80 per day (\$400 per week for a five day work week). Plus:

Incentive pay: Once quota is met, canvassers receive 30% of all funds raised over the week's quota. (Note: for single large contributions, the bonus is 30% up to \$200, and 10% of anything above that. Very large contributions must have payment confirmed – i.e. the donor is confirmed as eligible to give and their check clears – before bonus can be paid. This can sometimes take several weeks.)

Under Quota pay: A canvasser who does not meet the quota in a week will not receive base pay, and will instead be paid \$9.92 per hour for that week.

Minimum Fundraising Standard: If a canvasser fails to raise pay quota (which triggers base pay rather than under quota pay), they must still meet a minimum fundraising standard of \$140/day; failure to do so is grounds for termination (see "Review Policy"). Specifically, to be on staff, canvassers must raise more than this amount on their first day in the field. If this standard is not met on their first day, the Canvass Director has the discretion to allow a second day based on overall skills grasped in the first day and attitude. Until meeting this standard, new staff are paid \$9.92 an hour for the hours worked. All canvassers must consistently average above the minimum standard each week thereafter.

Salary is calculated on a weekly basis, and paychecks are issued every two weeks.

Review Policy

Failure to raise above \$50 on each of the first 2 work days in a week will result in 3 day Review, whereby a canvasser is given the three following work days to meet quota or else be subject to termination. Any day of canvassing whereby a canvasser raises \$0 funds will lead to instant 3 day Review. If a canvasser raises less than \$100/day over the course of a week, they will be placed on 3 day Review going into the following week. If a canvasser raises between \$100-\$139.99/day over the course of a week, they will be placed on 5 day Review going into the following week.

Leadership Opportunities:

By taking on additional responsibility, you can help build our team and thereby expand our ability to reach more people in the community. Some leadership positions are eligible for additional pay; see directors for details. Possible roles include:

Trainer: Work with prospective employees on their observation day.

Field Manager: Strong canvassers with leadership skills may be eligible to be promoted to Field Manager. Field Managers lead crews of 2-4 canvassers each day, train new staff, and manage the logistics of our canvassing in a particular area. Field Managers are paid an extra \$8 per day when leading out a crew, and earn an overtime premium (their hourly rate x 1/2) for a staff meeting each week. (Thus, in a five-day week a Field Manager might earn \$40-\$50 more than s/he would as a canvasser. Actual pay depends on the number of hours worked and an individual's hourly rate.)

Year-Round Campaign Management/Organizing Positions: GCI runs multiple campaigns across the country throughout any given year. Talk to your director if you are interested in long-term Canvass Directing or Field Organizing positions. (Geographic relocation may be required.)

Standards/Expectations:

In addition to consistently meeting minimum fundraising expectations, GCI employees are expected to maintain a standard of professionalism consistent with a political outreach campaign, including but not limited to:

- Attendance and punctuality
- Appropriateness of appearance and attire
- Adherence to the message of the campaign
- Respect for the people we canvass
- Respect for colleagues and supervisors

Failure to meet these standards may lead to termination. Failure to meet or exceed the minimum fundraising standard is grounds for termination. Theft, deliberately misreporting numbers, endangering other employees, working while under the influence of drugs or alcohol, sexual harassment or otherwise violating the law will result in immediate termination.

Safety:

We take the safety of our employees seriously and expect all employees to play a role in maintaining a safe operation. Our biggest area of concern is in driving to and from the neighborhoods we canvass. Drive defensively and wear your seatbelt at all times. Should you drive as part of your work, you will be given a copy of the driving safety policies, which should also be posted in the office. **You should never enter a person's home while canvassing.**

Sick or Missed Days:

If you know in advance of days you cannot work, please notify your canvass director at least three weeks in advance. If you have to miss a day of work due to unforeseen circumstances (such as illness), please contact the office by 8:30 AM to notify your directors and schedule a make-up day. Sick days are unpaid. Wherever possible, sick days should be made up for by canvassing on the Saturday immediately after the week in which the day was missed.

Inclement Weather:

If weather conditions are such that you are unsure whether or not we will canvass, please contact the office by 8:30 to confirm the plan. We will not canvass in unsafe conditions (severe thunderstorms, extreme cold, hurricanes, floods, etc.), but will canvass on rainy days.

Zero Tolerance of Sexual Harassment:

Sexual harassment in the workplace is unlawful under federal and state law and is grounds for dismissal. Further, any retaliation against a person for complaining about sexual harassment or cooperating in an investigation of such a complaint is unlawful and is grounds for dismissal. A copy of the full sexual harassment policy should be posted in the office and can be obtained from a Director in your office.

Note on Employer:

All employees in Grassroots Campaigns outreach offices are employees of Grassroots Campaigns, Inc., not the client (PPAF, ACLU, etc.) on behalf of whom we are running a campaign.

I, _____, have read, understand, and agree to the above terms and conditions of the GCI pay policy.
(employee name - print)

(employee signature)

(date)

Personnel Policies – PM Street - Summer 2010

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Canvassing -- systematically talking with people face-to-face and asking for their support -- has been an engine of political change throughout history. Here are a few specific reasons why we do it:

Why we Canvass:

- **To Raise Money and Build Resources in a People-Powered Way** - Canvassing generates new grassroots contributions from a wide range of individuals.
- **To Build Organizations** - Canvassing builds lists of new members and supporters for a variety of progressive groups.
- **To Raise Awareness and Increase Name Recognition** - Canvassing makes organizations and campaigns more visible.
- **Creates Activism at the Grassroots Level**-Those that do give to you, whether sustained level or one-time, are not just names on a list, but an active membership base. They are more likely to volunteer and stay involved in the future.
- **To Deepen Democratic Participation** - Canvassing increases the level of participation in our political system.

Interview process:

Applicants begin with a short initial interview. Most applicants continue to the second interview, a full day in the field interview and training, or Observation Day, which typically runs from 1:30 to 10:30 pm. For the first hour of the day you will shadow an experienced staff member in the field, to give you an opportunity to understand the duties involved, and to give us an opportunity to see you in action. During part of the time you will canvass independently, for which you will be paid minimum wage. If you do well during the Observation Day you will be hired provisionally to begin the next day as a full-time canvasser.

Daily Schedule:

1:30-1:40	New Staff arrives, fills out tax forms
1:40-2:00	Overview and Orientation
2:00 -2:10	Announcements
2:10-2:55	Rap practice
2:55-3:00	Crew calls and cheer, meet your trainer
3:00-3:30	Travel to turf
3:30-4:00	LUNCH
4:00-4:30	New staff shadows trainer while they canvass
4:30-5:00	New staff and trainer alternate contacts
5:00-5:10	Break
5:10-7:30	New staff is dropped off and canvasses on their own
7:30-7:40	Break
7:40-9:00	Canvass
9:00-9:45	Picks ups and travel back to office
9:45-10:30	Cash out and debrief

What to Bring:

- **Weather appropriate clothing** - It's best to check the weather before you leave home and dress accordingly.
- **Money for lunch/food from home** – Be prepared to grab a bite to eat before the canvass. We grab food on our way out to the field, so bring money for lunch or a sack lunch from home.
- **Identification for Tax Purposes** –Two forms of ID. (See I-9 form for acceptable forms of ID). Please Note: You will not be able to do an Observation Day without this.

Canvassing Basics:

The most successful approach to canvassing involves doing the following things:

- **Warm and friendly greeting** -A smile and a wave can go a long way. Shake someone's hand when they stop. Introduce yourself and ask their name.
- **Ask everyone** - Everybody that walks by could stop for you and most people do care or you should at least ask them to.
- **Standard Canvassing Presentation**- (given to you along with this page). GCI staff test different messages to find the most resonant way to explain our campaigns. That language is reflected in the standard 'rap'. Learn and use it, adding your own enthusiasm for the cause we're working towards
- **Leave on a Postive Note**- Canvassing is about getting people to take action right away, but it's also about planting the seed for future interest or involvement. Leave good impressions with those you talk to.

Be safe! Wear a seatbelt at all times while traveling to and from turf. You should never enter a person's home while canvassing. If you have any further questions regarding safety rules and policies, please consult the staff policies (given to you along with this page)

QUESTIONS: Should you have any questions, please call our campaign office.

***PLEASE NOTE: An observation day does not guarantee a position on staff. The final decision will be made by a canvass director in consultation with the supervisors in the field.**

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