



Neighborhood Captain Canvassing Guide 2025

Hi neighborhood captains! Thank you for linking arms with us to scare away hunger. Your support is crucial to the success of It's Spooky to Be Hungry this year. Below you will find more information about canvassing your neighborhoods. Please read through the details thoroughly.

What is Canvassing Day?

- Canvassing Day is established to help launch your Spooky campaign. Groups will put door hangers at homes in your neighborhood to encourage participation.

When is Canvassing Day?

- Neighborhoods will canvass on Saturday, October 4th between 9am-12pm. Larger neighborhoods may require more time canvassing, so try to wrap up by 2pm. Golden Harvest Food Bank can provide volunteers to assist you.
- If this date does not work for you, you are welcome to coordinate another day to canvass at your convenience.

Can I have help canvassing?

- Golden Harvest Food Bank will gladly provide volunteers to help you canvass your neighborhood **only on Saturday, October 4th**. Please email Nora Ruotolo, Development Associate (nruotolo@goldenharvest.org), with the number of volunteers you need.

How do I organize Canvassing Day for my volunteers?

- You are the contact person for your volunteers on Canvassing Day. Set a specific time and location to meet.
- Communicate the proper attire. We will be outside rain or shine. Encourage volunteers to bring weather appropriate and modest clothing, comfortable walking shoes, a hat, sunscreen, and a water bottle.
- Print out and distribute neighborhood maps for your volunteers.
- Make sure your volunteers have a way to contact you in case of an emergency.

Other important things to note:



- As neighborhood captain, you will be stationed at your canvassing team's meeting location (rally point) to provide direction and assist where needed.
- Inform your neighbors about Canvassing Day for awareness.
- Send out volunteers in pairs or groups. Nobody should canvass by themselves.

Canvassing Day can be as fun as you make it! We encourage you to embrace your creativity and provide a rewarding experience for your volunteers.

Canvassing Day ideas:

- Offer refreshments at the start or finish. You can provide coffee, donuts, cookies, or other snacks.
- Organize it as a walk-and-talk event with pairs or small groups.
- Encourage participants to wear costumes to match the Spooky theme.
- Provide a small token, like a Halloween-themed treat bag or sticker, to recognize and appreciate your volunteers.

While Golden Harvest Food Bank is happy to provide you with a volunteer team to canvass, you are welcome to recruit your own. Below are some helpful tips to encourage participation.

Canvassing recruitment:

- Start with your inner circle. Ask family, friends, and neighbors you already know because people are more likely to help when personally invited. Make it clear the commitment is short and simple – walking the neighborhood to place door hangers at homes.
- Use neighborhood communication channels (Facebook groups, Nextdoor, or HOA emails) to share what the canvassing is for (brief mission tie-in), how much time it takes (based on number of homes), and the date/meeting location. Include a photo of the campaign door hanger to catch attention.
- Give flexible options. Let people choose their own small section of the neighborhood if they can't come at the group time.



- Highlight the impact. Share how Spooky helps feed local families through Golden Harvest Food Bank. Use short, emotional messages like: "A quick walk today helps a neighbor eat tomorrow."
- Partner with local groups like youth groups, scout troops, school clubs, or sports teams to help for service hours. Other ideas include churches, civic clubs, or neighborhood walking groups. This is a great way for students to earn volunteer hours!