



Neighborhood Captain Canvassing Guide

Canvassing Day is established to help you rally your neighbors, collect food and funds, and help make sure no one in our community goes hungry. By going door-to-door or mailbox-to-mailbox, you are able to reach each neighbor. The provided door hangers contain information on the various ways to support your campaign, including donations by mail or online. You are encouraged to canvass the weekend of September 26 or October 3.

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Rules and Safety for Canvassing

Whether you are relying on volunteers, friends, or tackling your neighborhood with your family, nobody should canvass alone. Please make sure everyone has your contact information and canvasses with at least one other person.

Be aware of the weather and dress appropriately. Make sure you bring a water bottle and snacks. Wear comfortable shoes and bring sunscreen.

Inform your neighbors about Canvassing Day for awareness.

Recruiting Volunteers

First, determine the number of volunteers you need to canvass the number of houses in your neighborhood. You can estimate that each person is able to canvass 30 houses per hour. Here are some helpful ways to recruit volunteers:

- Start with your inner circle. Ask family, friends, and neighbors you already know. 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). Share what the canvassing is for with a brief mission tie-in, how much time it will take based on the number of homes, and the date and 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 *It's Spooky to Be Hungry* 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 youth groups, scout troops, school clubs, or sports teams. Other ideas include churches, civic clubs, or neighborhood walking groups. This is a great way for students to earn volunteer hours!

Planning your Canvassing Day Experience

As neighborhood captain, you are the contact person for your volunteers on Canvassing Day. Set a specific time and location to meet.

Communicate the proper attire and share your contact information as mentioned in the *Rules and Safety for Canvassing* section.

Print out and distribute neighborhood maps for your volunteers.

Additional ways to make Canvassing Day a fun experience for all:

- 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.

Additional Resources

If you are organizing a food drive or collecting donations on a specific day, feel free to personalize your door hangers with slips of paper that include these details. We can also provide you with customized QR code sticker sheets that link directly to your campaign page.

You are welcome to pick up additional door hangers or supplies at one of our warehouses during regular business hours. Please contact us if you have any questions!

Neighborhood Contact

Nora Ruotolo, Development Associate

Office Phone: 706-736-1199 ext. 131

Cell Phone: 706-925-1188 (call or text)

Email: nruotolo@goldenharvest.org

Locations

Augusta Warehouse: 3310 Commerce Drive Augusta, GA 30909

Drop Off Hours: Monday-Friday 8:30am-4pm (*Closed for Lunch from 12pm-1pm*)

Aiken Warehouse: 81 Capital Drive, Aiken, SC 29803

Drop Off Hours: Monday-Friday 7:30am-3pm (*Closed for Lunch from 12pm-1pm*)

Canvassing Day Checklist

- Attend a neighborhood captain orientation and pick up your captain kit from Golden Harvest Food Bank. This will include the following materials that you requested when you registered your neighborhood: 2 Spooky t-shirts, door hangers, QR code stickers, yard signs, banners, and food drive collection bins.
- Inform your neighbors that you will be canvassing on your selected date.
- Recruit volunteers for your canvassing team.
- Print out neighborhood maps and pre-determine canvassing routes for your volunteers.
- Communicate all relevant details to your canvassers, including time, date, meeting location, your contact information, and proper attire.
- Prepare for your Canvassing Day experience by gathering water, snacks, and any other items you wish to provide.