

DEEP CANVASSING

What is Deep Canvassing?

Deep canvassing focuses on fostering cooperation based on personal experiences in order to guide individuals away from bias, stigma, or fear, and moves them toward empathy and a readiness to contemplate progressive solutions.

01. Establish rapport. Assure the other person you aren't out to shame them, and then ask for consent to explore their reasoning.



02. Ask how strongly they feel about an issue on a scale of 1-10.



03. Share a story about someone affected by the issue.



04. Ask a second time how strongly they feel.



05. If the number moved, ask "Why does that number feel right to you?"
If the number didn't move, ask "How does the story make you feel?"



06. Repeat back in your own words, confirm the accuracy of your summary.



07. Ask if there was a time in their life they felt that way, and if so, what led to their current attitude?



08. Listen, summarize, repeat.



09. Briefly share your personal story of how you reached your position, but do not argue.



10. Ask for their rating a final time, then wrap up and wish them well.



Available Resources

UCLA Leadership LAB Team (Prof. Steve Deline): www.netrootsnation.org/profile/steve-deline/
Check Out the Website at: www.newconvo.org/what-is-deep-canvassing