



How To Do A Signature Gathering Campaign (Revision date 1-12-2013)

Set up in an orderly fashion. Have all of your supplies readily available and easily assessable. Be fully supplied BEFORE you get there. Have a good supply of pens, plenty of initiatives, clipboards, envelope for signed pages, sign-up sheet for those who want to become members, and brochures from your group with contact information.

You may want to have some “cheat sheets” for talking points. Have your table clean and neat.

It is always advisable that you provide Voter Registration forms at your table as well. Have them fill out the information and then you mail it for them.

Be sure that your clipboards are labeled according to the counties that you are surrounded by. It is good to have at least four offered. Even if you get just one signature from someone who may be from out of town, that is fine, you can still turn it in with just one signature.

Prepare by reading your instructions regarding the requirements for the signatures that you gather.

Get up and greet the people. When you are set up and ready, do not just sit behind your table and wait for people to come to you.

- i. When approaching them always smile and say “hell-o.” Then you may want to say something like this; “Would you like to help me get this initiative on the ballot that will help stop the corruption in the California government?”

1. Do not use the word “petition,” use “initiative.”

- ii. If they waive you off, thank them and tell them to have a great day. Just move on to the next person.
- iii. Always be polite and courteous. Put the shoe on the other foot when you are approaching someone.
- iv. Thank them and acknowledge their effort and sacrifice of time to help out.

Let them talk and they will usually give you an opportunity to find common ground to work with. Most people are upset with the political process and do not need a lot of convincing.

Never lose your cool. It never accomplishes anything positive to stand there and argue. Just thank them for their time and move to the next one.

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