



August, 2025

## Membership Drive Challenge Door to Door Tips

### Getting Started: Door-Knocking Tips

For some people, the idea of knocking on doors can be anxiety-provoking. Here are some tips to help with that:

- Buddy up to start. It's easier to get your feet wet with door-knocking if you have a buddy with you. If possible, partner people who are comfortable with door-knocking with someone who is hesitant. Pro tip: If you have block connectors, this is a great time to use their expertise.
- After the first few times, it gets easier, truly;)
- The vast majority of people are very happy to talk to their neighbour and are relieved that you aren't campaigning or wanting something from them.
- Lead with an offer or invitation. Give a free (or discounted) membership or an invitation to a community event like Community League Day to get the conversation started.

### Strategy: Think of the Big Picture

1. Map out the blocks in your neighbourhood
  - This page from the City of Edmonton website can be used for finding a map of your neighbourhood: <https://maps.edmonton.ca/>
  - Ideally houses that front each other will be grouped in the same block. Ask volunteers to choose the block they live on - double win:).
  - Consider having a map blown up at Staples and have it laminated at low cost at the Education Station. This could be good to have after the drive as well.
2. Announce initiative to the community using League communication channels. Let the community know that this is a contest and you want to win so your League has bragging rights (and \$1000).
3. Recruit as many volunteers as you can (let them know any amount of time is appreciated)
4. Create Membership kits (see below for suggested materials)
5. Meet with your team for a brief training, answer questions and give Membership kits. Ask what ideas they have, what support they will need and maybe feed them a treat.

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6. And don't let perfect be the enemy of good: ANY blocks canvassed is a win for the League!

### **Tools: Membership Kits**

Here are some items you might include in kits for your volunteers:

- Clipboard & pen
- Instructions
- Block map
- Button or name tag identifying their role as a League Volunteer
- Invitation to upcoming League events like Community League Day
- Membership cards or QR code (*ask the questions on the back of the card, this is the good stuff*)
- "Sorry I missed you" note with information about the Community League to leave if no one answers the door (ideal but don't let this stop you from going out)

### **Finish Well for the Win: Consolidating Your Data**

The information your volunteers have gathered about their neighbours either using the membership card or QR code, must be captured in one place and we think that is Communal. This allows you to easily tap into the data to connect with community members, inform community programming & events, and connect people with similar interests. AND win the prize because that is where EFCL will pull the membership sales numbers from.

Data entry can be done by the lead of the project if they have the capacity. This may also be a great task for a volunteer who is looking for a tangible, short-term task that they can do on their own time (think youth, great way to invite them in). Just be sure to vet the person fully because they will be interacting with community member information.

Once you have your spreadsheet of information (minimum of 20 entries), you can send it to [help@getcommunal.com](mailto:help@getcommunal.com) for them to upload into your instance.