

The Four Cs

- **Connect:** Greet people and be friendly. Be authentic and yourself, try to find a way to connect yourself with them (I'm your neighbour, a fellow voter, I have children too, etc.)
- **Context:** Know what you are asking people to do and why it matters now. If you know why this campaign is important and what impact it will have, people will be more likely to take action. If you're not sure, ask another volunteer.
- **Commitment:** Be clear about what you are asking them to do. For example say: will you sign this petition to _____ (eg. stop the Kinder Morgan pipeline, ban unlimited donations to political parties, etc.)
- **Catapult:** If you notice they are enthusiastic, be sure to tell them how they can do more to help. For example, you can ask them to volunteer, or to tell a friend.