

The logo features a stylized profile of a woman's head with flowing hair on the left. The hair is colored in shades of purple and blue. The top of the head is a semi-circle containing five white stars. To the right of the profile, the word "MOMMS" is written in a large, purple, serif font with a registered trademark symbol (®) at the end. Below "MOMMS" are the words "FOR AMERICA" in a smaller, purple, serif font. To the right of "FOR AMERICA" is the word "ACTION" in a large, purple, serif font. Three horizontal purple lines of varying lengths extend from the right side of the "MOMMS" text, overlapping the "ACTION" text.

**MOMMS**<sup>®</sup>  
FOR AMERICA **ACTION**



# Engaging Communities through Grassroots Efforts

## WHAT:

Canvassing is when someone goes door-to-door to talk to people and ask for their support, usually for a political campaign or a cause. The strategy will be to specifically visit homes that have previously expressed support for our cause.

## WHO:

Door-knocking allows moms to advocate for policies and initiatives that will positively impact their families' lives and their future. Everyone is welcome to participate in contacting voters through door-knocking initiatives.

## WHY:

The ultimate goal of the canvassing initiative is to boost voter turnout. This initiative aims to bring mothers together, encouraging and supporting one another in making their voices heard at the polls. This effort is undertaken with the conviction that mothers play a crucial role in communities and can help shape the future.

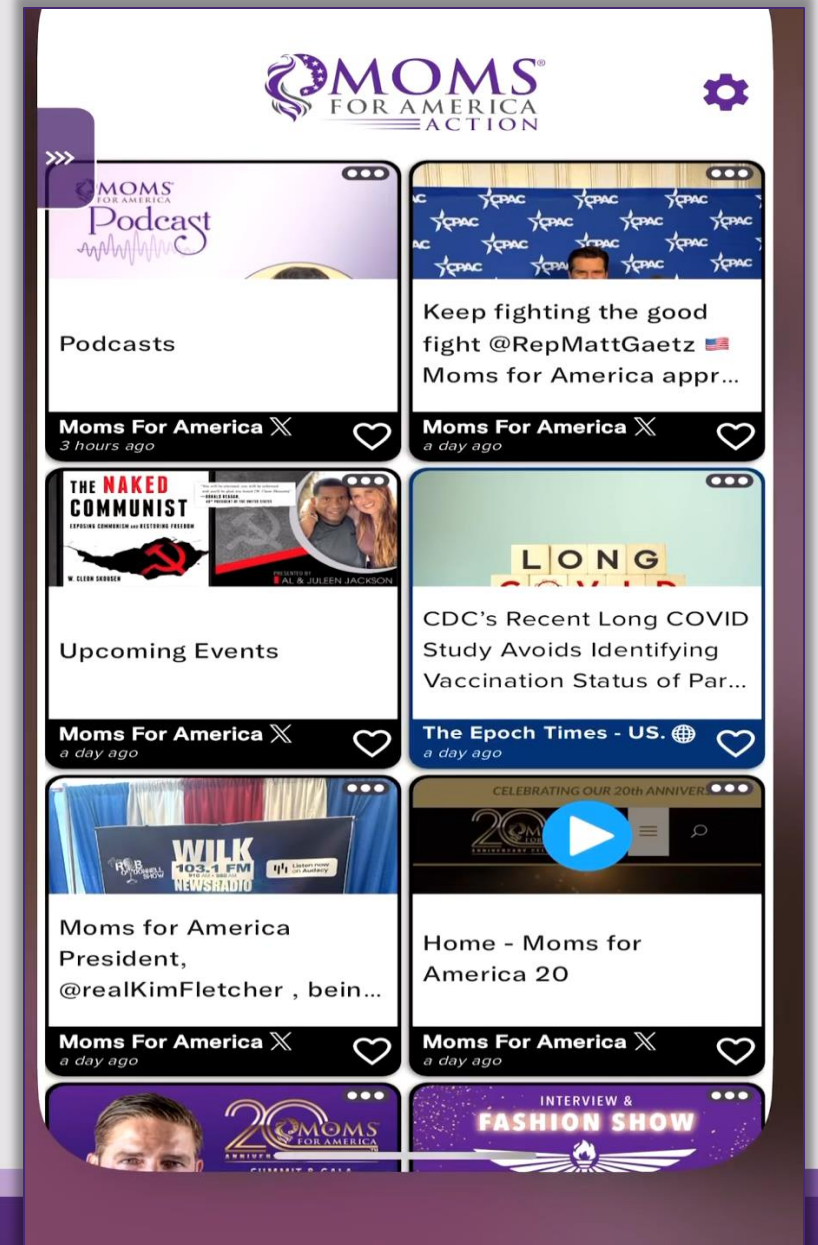
## HOW:

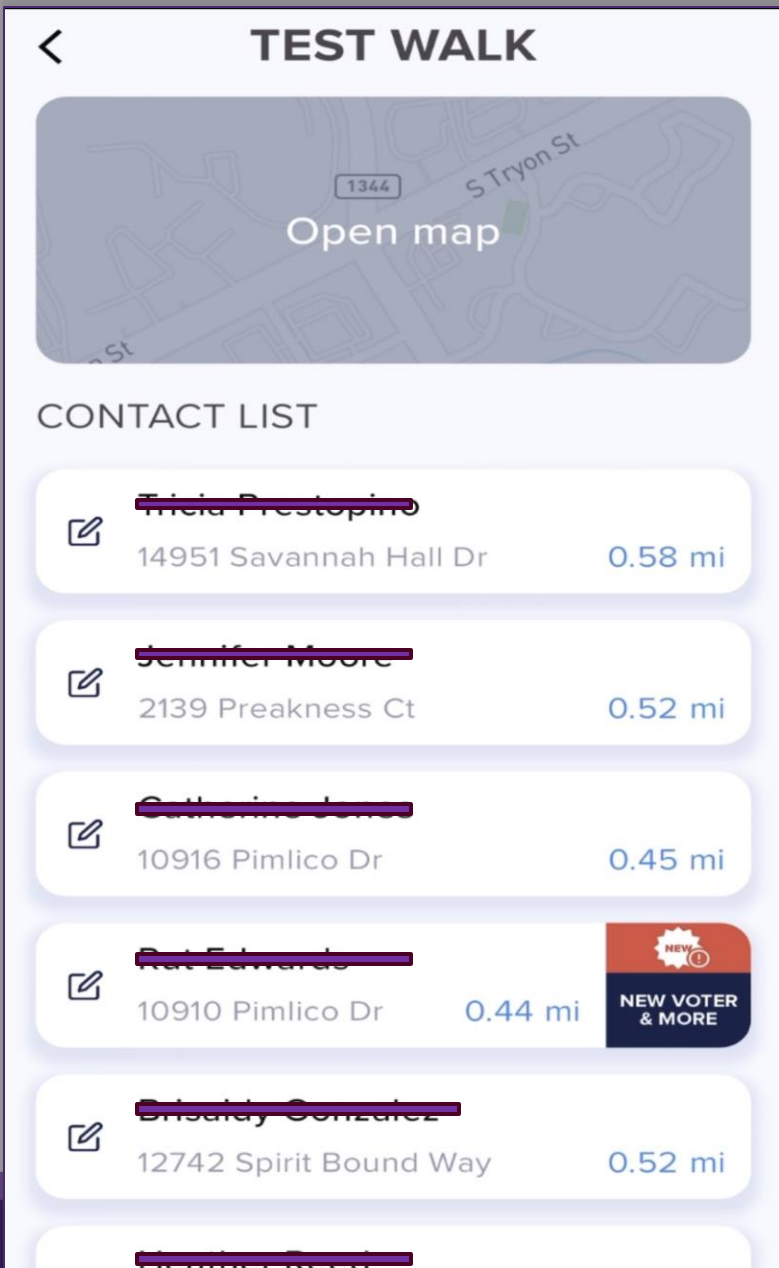
The canvassing process is very simple, broken down into easy steps. Anyone can do it.



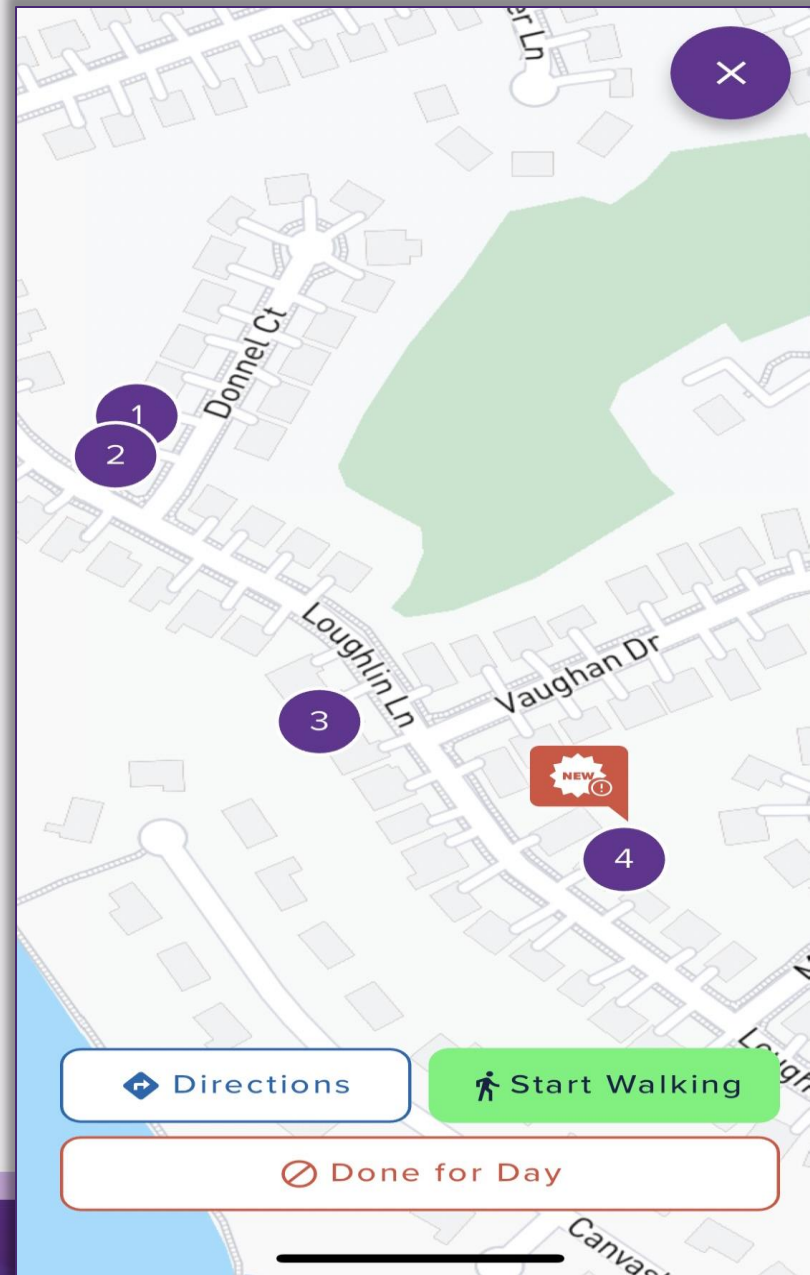
# How To Use Moms for America App

1. Click on the Moms for America APP
2. Click the purple button on the TOP LEFT (>>>)
3. Click on **“Help Knock Doors!”**
4. Click on your designated walking campaign



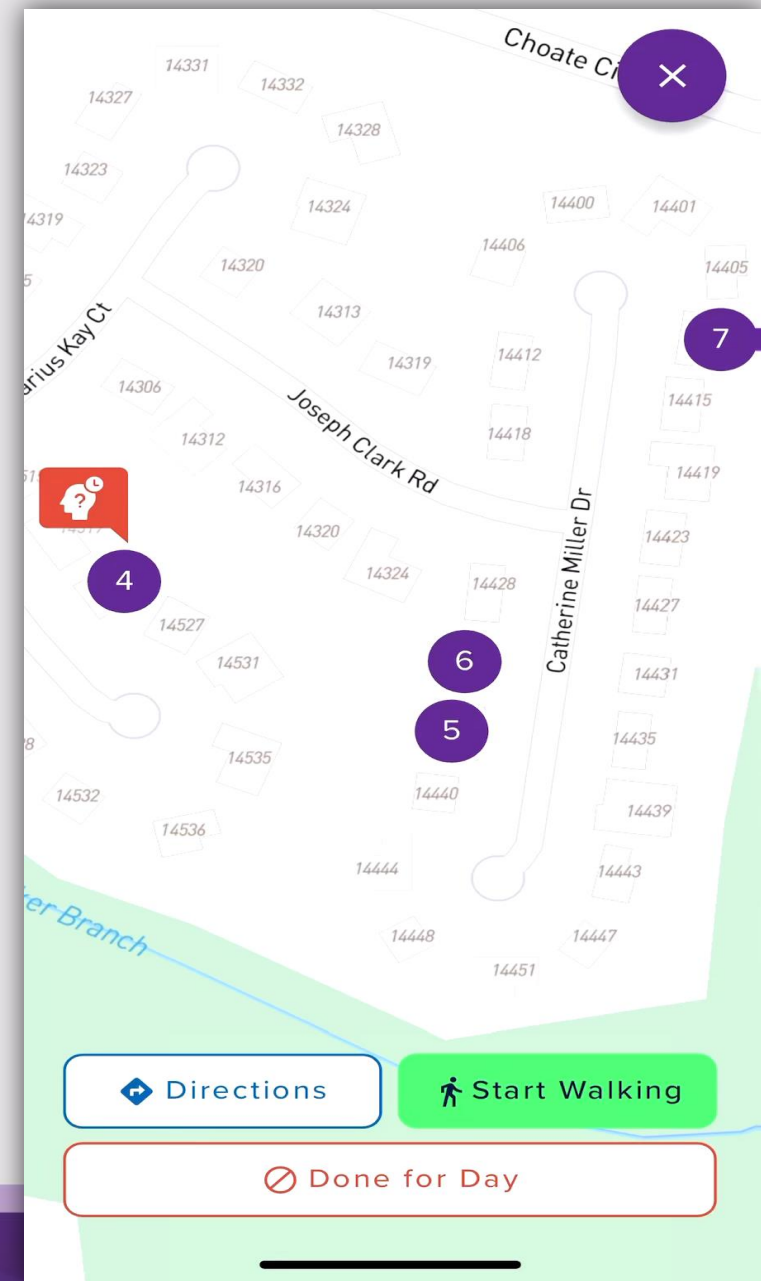


1. Click on “Open map”.
    - This will show you all the homes to knock in your area.
2. Click on “Start Walking” to begin.
3. You do not have to door-knock in the order that the app provides.



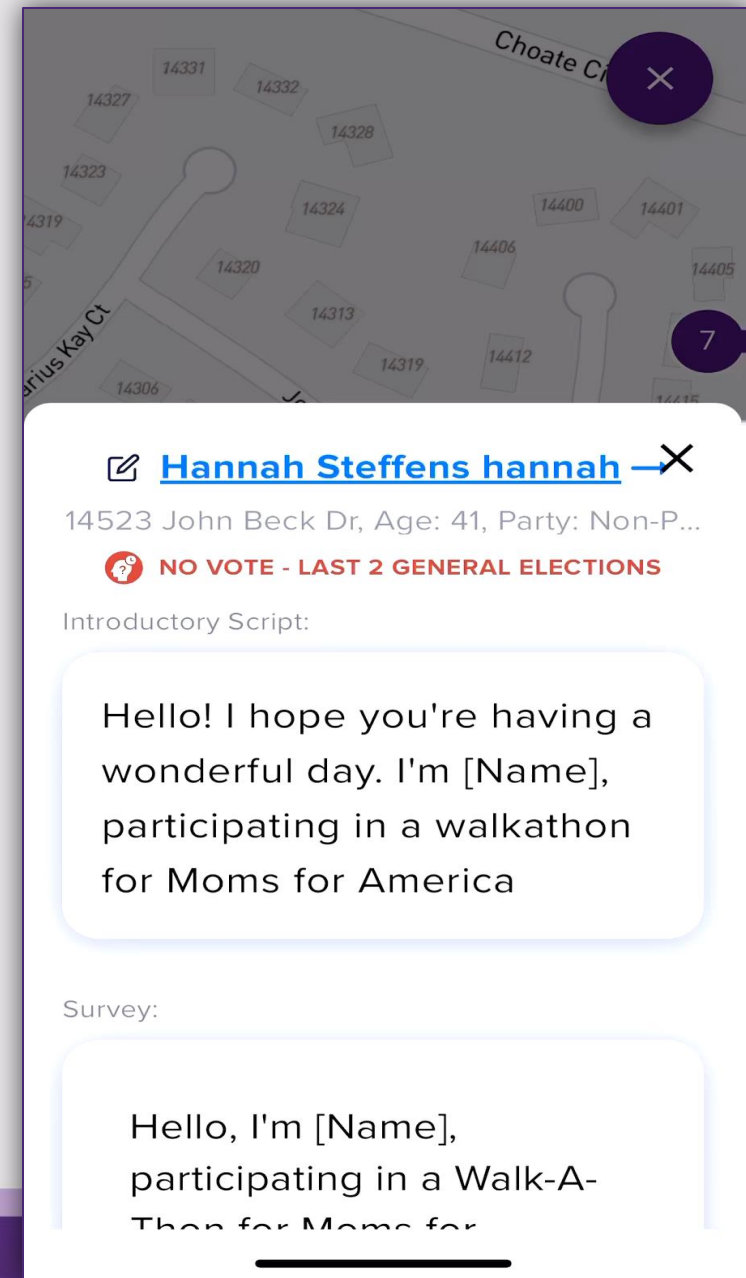
## Next Steps

- Click on “Start Walking” to begin tracking what homes you have knocked on.
- You can pause or end the walk by tapping “Pause” or “Done for Day”.
- Do not refresh the app if you have not finished for the day- The app will lose track of what homes you knocked on.



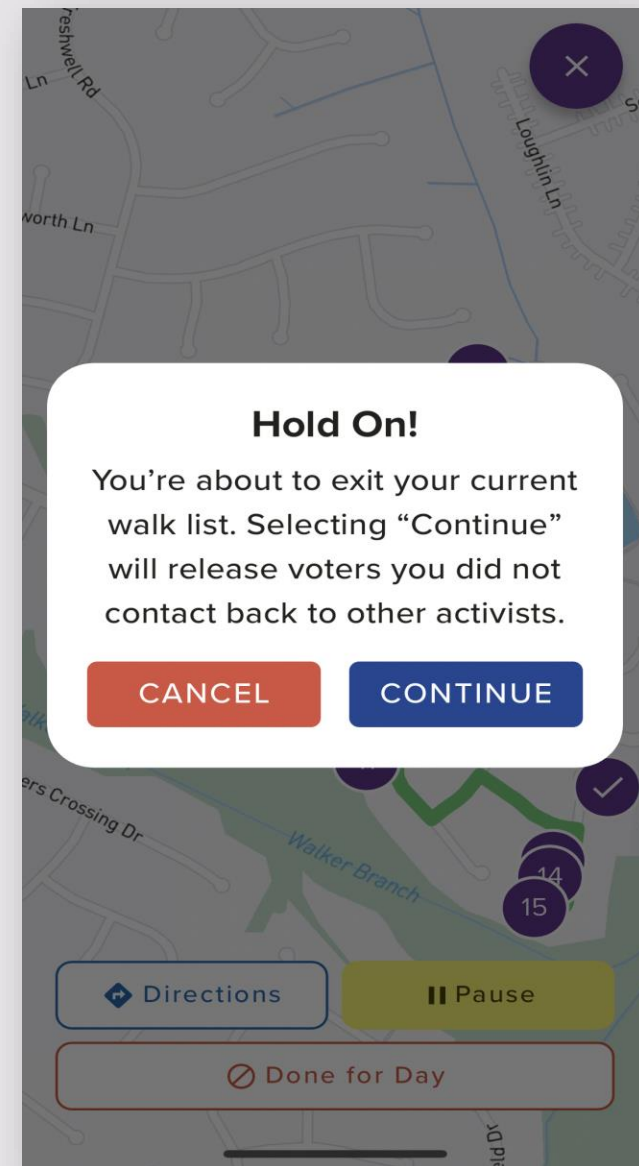
## Next Steps

- Once you've reached a house and someone opens the door, you will say the introductory script and confirm that you are speaking to "name".
- Ask the following scripted questions and read the voter the answer options as you go.
- Once the survey is completed, you can click "Submit".



## Wrapping up for the Day

- Once you are finished door-knocking, you can click on “Done for Day” and this notification will pop up.
- This “Hold On!” message is to prevent loss of tracking but if you are finished, you may click on “Continue” to confirm you are done.



## App Tips to Keep in Mind

You do not have to go in the order that the numbers tell you. Take a look at the surrounding homes and game plan with others on what would be the most efficient way to go.

Remember, in order to skip a home, you must click on the name and scroll to the bottom where it says: "Skip" then click the reason why and submit.

Do not refresh the app page while in the middle of walking! It will not show the houses you knocked on as completed- it would show as a new walk.



# Remember to Take Pictures and Spread the Word!



We will share photos to keep more moms in the loop via social media and get the word out on upcoming grassroots efforts.



This is a chance to empower the community and strengthen the Mom Vote.



Any questions or inquiries, please email Tiffany at [Tiffany@mfaaction.com](mailto:Tiffany@mfaaction.com)





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