

# Signature Gathering Guide

## WHAT IS SIGNATURE GATHERING?

Signature gathering is the process of gathering signatures from registered voters on official forms in order to get a candidate or an initiative on a ballot, sometimes known as a citizen's initiative. These efforts are usually led by a registered campaign or candidate.

## WHY USE SIGNATURE GATHERING?

This is often the only process for candidates or issues to get on a ballot. It is also one of the best ways to identify and grow your list of supporters.

## HOW TO GATHER SIGNATURES?

### Before you begin

- Arrive at the location where you are going to gather signatures
- Look over materials, including script
- Script should include the ask you will be making to people to sign the form
- Ask clarifying questions of organizers

### During the signature gathering

- Be friendly and engage people in conversation around the issue
- Make the clear ask of the member of the public when asking them to sign
- Be sure to encourage the person signing to fulfill the minimum requirements to validate the signature for the campaign
- Be willing and ready to answer questions

### After the signature gathering

- Return materials and signatures to the organizer
- Share how things went, including any potential volunteers

### Helpful Hints

- Show interest in the conversation
- Be enthusiastic
- If they are really excited, ask if they are interested in getting involved and follow up

