

# ORGANIZING A DORM STORM

“Dorm storms,” when volunteers swarm a dorm and knock on doors, are a great way to engage a large amount of people with your campaign. In a short amount of time, you can build support for your campaign, sign-up new volunteers and really build the buzz behind your efforts.



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## STEPS TO ORGANIZING A DORM STORM

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### ***1. Set a goal and create a plan to hit it***

- » Start by asking how many people you want to sign up through the dorm storm.
- » Figure out how many doors you need to hit in order to reach your goal – you can expect to get someone to sign up every four doors you knock on. So if you want 100 people to sign up, you’ll need to knock on 400 doors.
- » Once you’ve determined how many doors you need to knock on, create a plan to reach that goal. How many volunteers will it take to hit your goals? How many doors will each volunteer have to knock, and how long will it take? Consider setting up a “floor captain system” where an experienced volunteer can help oversee the operations.

### ***2. Prep your materials***

- » Make sure you have enough petition cards and clipboards on-hand.
- » Promoting an event too? Make sure to bring along flyers you can leave behind.
- » Recruit volunteers and floor captains

### ***3. Recruit volunteers and floor captains***

- » You’ll need a lot of people to cover the dorms. Sign-up volunteers and floor captains at meetings and during other outreach activities.
- » Before you begin your dorm storm, gather everyone and get them pumped up. Make sure they understand the campaign, and how important it is to do this outreach. Announce your collective goal, and send everyone off!

### ***5. Debrief the dorm storm***

- » After knocking on doors for a couple of hours, pull people back together and debrief the experience. Ask people how it went, and announce how you did towards reaching your goal!