

# Top Digital Canvassing Tools & Strategies

*For Nonprofits, Advocacy Campaigns, & Grassroots Organizers*



## What Makes a Great Canvassing Tool?

- **Real-Time Data Sync** – No spreadsheets, no lag. Just instant updates.
- **Household-Level Targeting** – Engage families, not just individuals.
- **Custom Surveys** – Capture the right info, on the spot.
- **CRM Integration** – Field data should land in your CRM — automatically.
- **Mapping & Route Tracking** – Visualize progress and streamline fieldwork.
- **Simplicity + Scale** – Easy for new volunteers, powerful for big campaigns.

## Leading Canvassing Tools: How They Stack Up

Tool	CRM Integration	Household Targeting	Mapping & Tracking	Offline Mode	Custom Surveys
CanvassingHub	Built on HubSpot	Full household view	Live, color-coded	In development	Fully customizable
Ecanvasser	Zapier, partial CRM sync	Limited	Yes	Yes	Moderate flexibility
MiniVAN	No native CRM	Individual focus	Yes	Yes	Basic
Votebuilder	Political focus only	Individual only	Yes	Yes	Limited
GroundGame	No CRM	Some	Yes	Yes	Medium

## Meet CanvassingHub: A Smarter Way to Canvass

A purpose-built tool for nonprofits and advocacy groups created by the team here at Nonprofit Tech shop that connects your fieldwork directly to your HubSpot CRM so nothing gets lost between the doorstep and your database.

- ✓ **Built inside HubSpot.** Real-time sync, no third-party tools
- ✓ **Household engagement,** not just individual tracking
- ✓ **Custom surveys, live maps,** and CRM-powered automation
- ✓ **Designed for all types of mission-driven teams.** Nonprofits, grassroots orgs, and advocacy groups

## Quick Strategies for Smarter Outreach



### Start with Good Data

Use CRM insights to inform field conversations.



### Canvass by Household

One visit, multiple connections — more efficient and relevant.



### Customize as You Go

Use flexible surveys to adapt to each interaction.



### Automate Follow-Ups

Trigger next steps (emails, texts, meetings) right from your CRM.

**Curious how CanvassingHub can simplify canvassing for your team?**

Visit our website to learn more: [nonprofittechshop.com](https://nonprofittechshop.com).



nonprofit tech shop