



NEIGHBORHOOD LEADER PROGRAM

The Neighborhood Leader Program (NLP) is a grassroots Get Out the Vote program adopted by the Democratic Party of Oregon.

Volunteers who sign up to be Neighborhood Leaders are given lists of Democratic households in their neighborhoods. They are provided training and campaign literature, and access to a website to access and download their lists and record their canvass results. The time frame to contact neighbors is from the time ballots are mailed until election day.

Research shows that personal contact with a neighborhood volunteer asking a voter to vote is the best method to increase turnout, and the NLP has produced results that confirm that.

This fall we are engaging in a Voter Pledge Card campaign, asking voters to fill out a post card pledge to vote in 2018. The Neighborhood Leaders collect these post cards, return them to their county parties, and next year the Democratic Party of Oregon will pay to mail them back to the voters; a pledge from themselves to vote.

Again, research has demonstrated that Pledge to Vote cards can increase turn out by our voters by between 3 - 6%. In tight elections this can definitely be the difference.