



Neighborhood Organizer

How It Works

You can use the Hub's Neighborhood Organizer to deliver local messages from neighborhood leaders, and to invite neighborhood-based supporters and undecided voters to volunteer, participate in campaign activities, and to attend events such as house parties, debate-watch parties, and community gatherings.

The tool enables the campaign to use a voice of the campaign's choosing to send out introductory messages and invitations. After listening to the introduction, called parties use key-presses to identify themselves as supporters or prospects who might wish to join the campaign or attend an event. Called parties then hear a message from the local campaign organizer or neighborhood leader with information on a particular neighborhood's activities or specific events.

This technology allows the campaign to communicate with voters and activists almost simultaneously across vast regions, while empowering local organizers to deliver the message in their own voices or in another voice of their choosing.

Benefits

- **Empower the grassroots.** Give people at the local level the know-how and the technology to help them lead their neighborhood campaigns.
- **Local stakeholders.** Give local organizers a stake in the campaign's technology by connecting them to technology that has in the past been controlled only by headquarters.
- **Build organization and event attendance quickly.** Use auto call technology to identify and recruit local supporters who would join and help lead their neighborhood's campaign organization. The Neighborhood Organizer is meant to reach people who do not connect to the campaign via the Internet.
- **Localization of messengers and message.** Localize messengers and pre-recorded messages so that voters are hearing directly from their own neighbors. At the same time the Neighborhood Organizer enables campaigns to record, prioritize, and approve the messages to be delivered so they can maintain message discipline.
- **Use your organization more effectively.** Auto calls free-up your volunteers for more productive work. Volunteers are more effective for following up with identified attendees; they need not be tied up for hours and days making crowd-building, ID or recruitment calls.
- **Reporting and Data.** Receive daily reports and data appends with unique voter IDs, bad phone numbers, and "hard counts" of supporters, volunteers, and event RSVPs.

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com

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