

Neighbor-2-Neighbor: "Democracy in Action"

Date: 7-26-2026

Executive Summary

The **Neighbor-2-Neighbor (N2N)** program is a grassroots initiative designed by the Ambassador Victory Team to secure electoral success for Democratic-NPL candidates through localized, peer-to-peer engagement. Launched as a "next-phase" program to complement existing persuasion strategies, N2N empowers supporters to serve as **Victory Team Ambassadors**. The program's core philosophy is that validation from a neighbor is a powerful tool for voter reinforcement and persuasion. While the program encompasses seven distinct initiatives, the **N2N postcard mailing** is designated as the highest-priority "closing argument" to reach targeted voters. By mobilizing volunteers in Bismarck and Mandan and rural communities, the program aims to bridge the gap between candidate messaging and community trust, providing tangible ways for citizens to participate in the democratic process beyond simply casting a ballot.

Program Philosophy and Objectives

The Neighbor-2-Neighbor program is built on the principle that local engagement is the most effective way to influence election outcomes. The program seeks to transform passive supporters into active participants by framing their involvement as a "neighborly thing to do."

Core Objectives

- **Grassroots Empowerment:** Providing supporters with tangible means to contribute directly to the campaign effort relative to their time and resources.
- **Peer-to-Peer Validation:** Utilizing the influence of neighbors to provide positive reinforcement and persuasion for "targeted" voters.
- **Strategic Complement:** Acting as a secondary phase to the door-to-door campaign initiatives already conducted by legislative candidates.
- **Democratic Participation:** Engaging citizens in a manner that the program describes as the most important level of participation next to voting.

Target Audience and Strategic Context

The N2N program does not operate in a vacuum; it is a specialized layer of a broader campaign strategy focused on the Bismarck, Mandan, and communities in our rural districts.

- **Targeted Voters:** The program specifically targets individuals who have a consistent history of voting in general elections within their districts.
- **Existing Foundation:** These voters have already received several persuasion messages through candidate-led door-to-door initiatives.
- **The "Ambassador" Role:** Supporters are recruited as Ambassadors to partner with candidates, providing the local "voice" needed to finalize the persuasion process.

The Seven-Step Initiatives to Victory

The N2N program offers seven distinct pathways for Ambassador participation, allowing volunteers to choose initiatives that align with their time, resources, and abilities. **The Closer: Personal Persuasion Mailing | High Priority.** Ambassadors write handwritten notes to targeted neighbors. This serves as the "closing argument," validating the candidate's commitment to service and giving neighbors "permission" to vote for Democratic-NPL candidates. || **Neighborhood Gatherings (Let's talk Community)** | Organizing block parties or social meetings to allow neighbors to interact with candidates in a personable, informal setting. || **Candidate "Buddy"** | Assisting candidates directly with their ongoing door-to-door canvassing efforts. || **GOTV: Get-Out-The-Vote** | Calling voters to urge people to vote. Providing logistical support to neighbors, including voting assistance and transportation to polling locations. || **Literature Drops** | Collaborating with other volunteers to distribute campaign materials throughout specific neighborhoods. || **Social Media** | Utilizing personal social media platforms to provide "shout-outs" and digital visibility for candidates. || **Lawn Sign Hosting** | Using private property (lawns) as a dedicated space to promote candidate visibility. **Protecting Voting Rights:** encouraging individuals to sign up to be election officials and observers.

Organizing the implementation teams

Individuals will be contacted to participate as coordinators of each of the eight initiatives. We will utilize our website, Facebook page, and VoteBuilder to identify and coordinate each initiative.

Implementation time frame

1. The Closer mailing campaign: September 21- October 5
2. Neighborhood Gatherings: June 15-October 31
3. Candidate Buddies: June 5-October 31
4. Social Media: June 5-November 9
5. Lawn Sign Hosting: June 5-November 3
6. GOTV: September 14- November 3
7. Literature Drops: September 12-October 31
8. Protecting Voting Rights: July 27-November 3

Conclusion (It takes a community)

The Neighbor-2-Neighbor program is a structured attempt to localize campaign influence. By transitioning from general candidate messaging to specific, neighbor-led validation—specifically through the high-priority postcard initiative—the Ambassador Victory Team aims to create a persuasive environment that leads to success on election day. The program is positioned as a critical tool for the Coordinated Campaign Cabinet to empower grassroots supporters and finalize the persuasion of key voters in Bismarck and Mandan.