

NEIGHBORHOOD LEADER PROGRAM

Managing Neighborhood Leaders (NL) – 29 June 2017

Introduction:

The Neighborhood Leader Program (NLP) is intended to increase Democratic voter turn-out and provide support for Democratic candidates through person-to-person contact by volunteer Neighborhood Leaders with their neighbors.

The duties of the NLs are simple:

1. Contact a minimum of 35 Democratic voter households in their neighborhoods using a walk or call list provided by the NLP Coordinator.
2. Engage these voters using a script provided on the walk/call sheets, record voter responses and distribute campaign literature and DPWC slate cards.
3. On the weekend before the election, call those who have not turned in their ballot to remind them to take the ballot to a ballot-collection place.
4. Go online and enter the result of your canvas. Alternatively, return completed walk sheets to the DPWC office or to your House District Leader (HDL).

The Neighborhood Leader Program is managed by one or more NLP Coordinators. This role may be performed by more than one person, depending on the experience of the coordinators. The duties are as follows:

1. Recruit NLs to participate in the program.
2. Cut turf for each enrolled NL and provide the worksheet, the slate card and the instructions
3. Follow up with the NLs to encourage them to make voter contact.
4. Gather results of voter contact and ensure that each NL reports their results.

This manual will train you how to:

1. Locate your Neighborhood Leader on a map
2. Cut their turf
3. Save a list of the NL's assigned voters
4. Create a printable worksheet
5. Check in the turf (needed for NL online report of results)

Requirements:

- VAN account with appropriate permissions
- Ability to cut turf
- PC with Microsoft Internet Explorer (IE) and Adobe Reader installed
- URL for NLP Services to check in a turf (contact the NLP coordinator if you do not have this URL).

1. Determine the location of a new NL

Do a Quick Look Up of the new NL in My Voters. Click on the “Get Map” link. Familiarize yourself with the geographical location of the NL. You will use this geographical knowledge to associate target voters living nearby. Also remember the precinct where this voter resides. It is a good idea to do this lookup in a separate window or tab in your browser. The window permits referencing this map when you cut the turf.

The screenshot shows the 'My Voters' interface for Stephen James Packer. The interface includes a top navigation bar with 'My Voters' and 'My Campaign' tabs. The 'My Voters' tab is active, and a red arrow points to it with the annotation: "Be sure you are on the My Voters tab." The main content area displays a map of the voter's location, with a red arrow pointing to the "Get Map" link and the annotation: "Click the 'Get Map' link to see the NL's neighborhood." The map shows the voter's address, 21355 SW Hillaboro Hwy, Newberg, OR 97132-9413, and a red pin indicating the location. The map also shows surrounding roads like SW Hillaboro Hwy and SW Jaquith Rd, and a scale bar indicating 2000 ft and 500 m. The interface also includes a 'VANID' section with fields for VANID (1764176), State Voter ID (17640766), My CampaignID (100001693), and Canvasser (Add New). A red arrow points to the 'My CampaignID' field with the annotation: "Check that there is a 'My Campaign ID'." The 'Districts' section shows the voter's location in Washington County, Precinct Washington-430, Media Market Portland, OR, Congressional 1, State Senate 12, and State House 24. A red arrow points to the 'Precinct' field with the annotation: "Remember the precinct number for this NL." The interface also includes a 'Salutation' section with a dropdown menu set to 'Steve'.

My Voters My Campaign

Stephen James Packer

VANID 1764176 Go

Be sure you are on the My Voters tab.

Check that there is a "My Campaign ID".

Get Map

Click the "Get Map" link to see the NL's neighborhood.

Remember the precinct number for this NL.

Addresses

Type	Address	Source	Edited
Address	21355 SW Hillaboro Hwy Newberg, OR 97132-9413	Voter File	1/30/15

View Address History Add New Address

Salutation Steve

Districts

County	Washington
Precinct	Washington-430
Media Market	Portland, OR
Congressional	1
State Senate	12
State House	24

Now check if there is a “My Campaign ID” assigned to this NL. If not, contact the NLP Coordinator for help in getting this NL into the NLP database so you can check in a turf. If there is an ID, then click the link for that ID. This will take you to the My Campaign record for the NL. Check that the Activist Code for “NLP-Prospective” is set. This code is often set when the NL signs up but if not set, it must be set in this step. If you added this activist code, you must contact the NLP Coordinator to get the NL into the NLP database so you can check in the turf.

My Voters

My Campaign

Stephen James Packer

My Campaign ID

100001693

Go

Stand...

Script

Form

Clear

Print

Save

Addresses

Type	Address	Source	Edited	
Home Address	21355 SW Hillsboro Hwy Newberg, OR 97132-9413	User Added	8/1/11 (K. Olson)	<div>Get Map</div> <div>Delete</div>

View Address History

Add New Address

Name • Salutation

Name

StephenJamesPacker

Surf

Salutation

Steve

Envelope Name

Steve Packer

Save

Activist Codes

Activist Codes	District	Date	
Party - County: District Leader24	024	7/9/12	Delete
Party - County: Lawn Sign Location		11/5/10	Delete
Party - County: NLP - Previous			Delete
Party - County: NLP-Prospective			Delete
Party - County: Past officer		2/5/09	Delete

My Campaign ID

External ID

7088237

My Campaign ID

100001693

VAN ID

1764176

My Activist

☒

Vital Stats

Party

D

Sex

M

DOB (Age)

07/10/1944 (70)

Date Reg

10/12/2000

Date Created

10/10/2007 9:48:00 PM

☐ Deceased

USPS

Verified

Districts

State

Oregon

County

Washington

Precinct

Washington-430

Congressional

1

State Senate

12

Verify that the NLP-Prospective Activist Code is selected

. Create a Map Region for target voters in the new NL's precinct

For the first NL in a precinct, you will create a Map Region. For subsequent NLs, this region will already exist and you can skip to step 4.

Return to the main menu of the VAN and click on "Create A New List" link. On the Create A New Search page, select the County and the precinct of the NL. Also select the criteria for the target voters. (*Note: the criteria may change with each election. However, for the foreseeable future, we will only target Democrats for the NLP.*) Then click "Run Search".

The screenshot shows the 'Create A New Search' interface. On the left, under 'Location', the 'County' dropdown is set to 'Washington' and the 'Precinct' dropdown is set to 'Washington-430'. Red arrows point to these dropdowns with the text 'Select the county and the precinct for the NL.'. Below this, the 'Party' section has a list of checkboxes: Constitution Party, Progressive, Democrat (checked), Republican, Non-Affiliated, Pacific Green, Libertarian, Working Families, Independent Party, and Other Parties. A red arrow points to the 'Democrat' checkbox with the text 'Select the criteria (Democrat)'. On the right, a sidebar shows 'Step 1: New Search' with options like 'Registration Status = Registered Active' and 'Suppressions'. At the bottom of the sidebar, a green 'Run Search' button is highlighted with a red arrow and the text 'Then click "Run Search"'. The top of the form has buttons for 'New Search', 'Open', and 'Save'.

The search will provide a list of all the target voters in the NL's home precinct.

3. Cut the turf

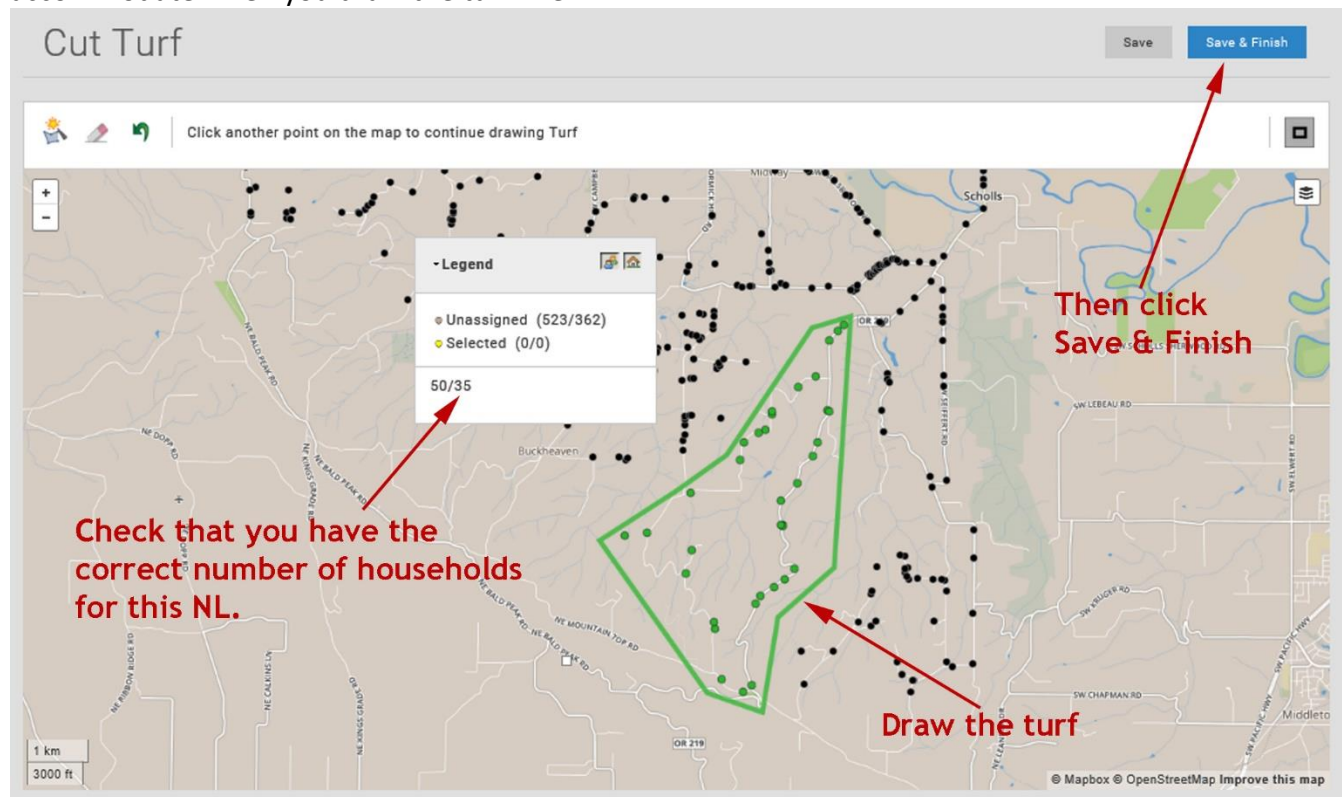
You should now be at the "My List" page. Click on the "Cut Turf" icon.

The screenshot shows the 'My List' page. On the left, there is a summary of the list: 573 People, 273 Phones, 397 Doors, and 398 Mailboxes. Below this is a 'Description' section. In the center, there is a row of icons for various actions: Print, Letters, Labels, Calls, Export, MiniVAN, Counts, Cut Turf, Split, Grid, Script, Form, and Upload. A red arrow points to the 'Cut Turf' icon with the text 'Click Cut Turf'. At the top right, there are buttons for 'Edit Search', 'Load List', 'Save List As', and 'New Search'.

Drawing turf is an art. Distance from the NL is not the only criteria one can use, especially when one has knowledge of the topology and street alignment. With even modest understanding of the area, the streets, and the NL, one can draw a line around target voters that will be a reasonable area to canvass. Occasionally, a spouse will also volunteer as an NL, and the turf should be cut with the nearby neighbors divided so both NLs have a share. A north-south or east-west division sometimes works.

Also, an NL may be located right on or near a precinct line. It is perfectly reasonable to create a second turf for the adjacent precinct to pick up neighbors of the new NL.

Often the new NL will specify the streets and blocks they would prefer to canvass. This is very easy to accommodate when you draw the turf line.



When satisfied with the turf, click Save & Finish. The "Save My Map Region" dialog box gives you the opportunity to select the folder and create a Region Name. Use the naming convention* for saving the Map Region. This map region will be used later for a subsequent NL in the same precinct. Click "Save".

The screenshot shows the 'Save My Map Region' dialog box. It has a 'Folder' dropdown menu, a 'New Folder' checkbox, a 'New Folder' text input field, a 'Region Name' text input field, and a 'Description' text input field. A 'Save' button is at the bottom right. Red arrows point from text annotations to the 'New Folder' and 'Region Name' fields. The annotations are: 'Select the appropriate Folder.' and 'Use the naming convention to remember this Map Region.'.

(* See File and Folder Naming convention at the end of the document)

Go to step 5.

4. Load an existing map region and cut additional turf

Open the folder for your house district. Here you will find the map regions that have already been created. Click on “View Map” and you will resume cutting turf with the region. Using this map, you can create a new turf which will not overlap voters already assigned to another NL.

HD24 Pct430

Print All Edit Folder

File Name Type Owner Date From Date To Status

Remember Me Save / Refresh

Type	Name	Description	People	Owner	Date Created	View Map	Refresh	Print Region	Edit	Status
Map Region	HD24 Pct430			Packer, S.	2/8/15	View Map	Refresh	Print Region	Edit	
Map Turf	HD24 Pct430 Turf 01		50	Packer, S.	2/8/15				Edit	

2 Items - 1 Page

Cut a second turf and save it as turf2. Then click Finish.

Cut Turf

Save Save & Finish

HD24 Pct430

Click on the map to start drawing Turf. Edit by dragging Turf boundaries

Legend

- Unassigned (472/328)
- Selected (0/0)
- Turf 1 (50/35)

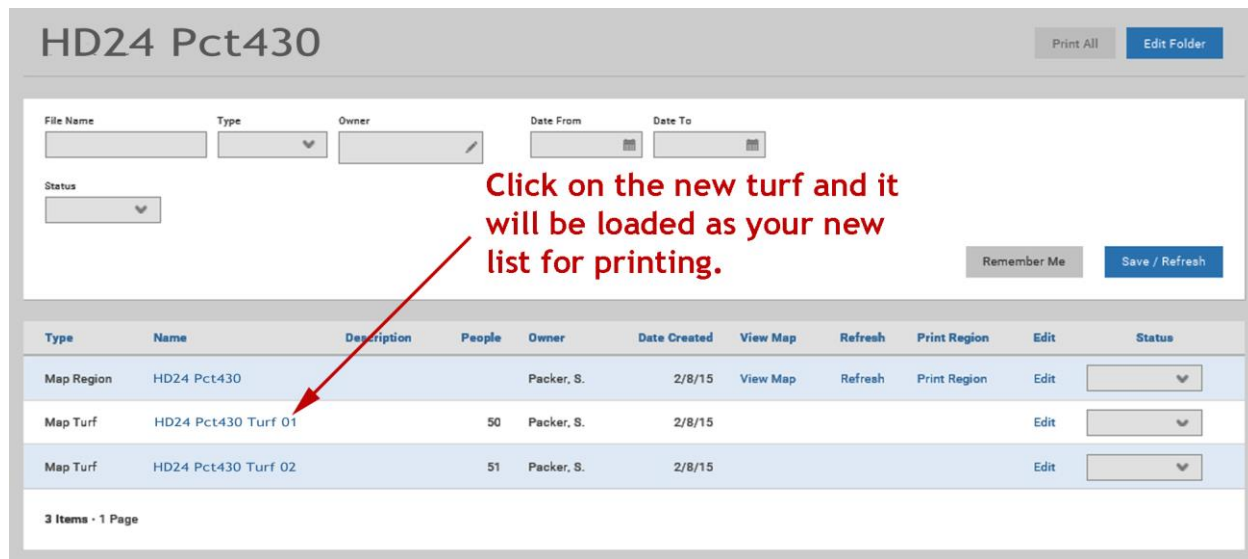
51/34

Click Save & Finish

Cut the second turf

5. Load the new turf to prepare for printing

Now Click on Main Menu, then “View My Folders” and select the folder where you saved this list. Here you will see the Map Region and the Turf you created, both with the name you created when you saved the region. Now click the name of the turf to use it as a list.



HD24 Pct430

Print All Edit Folder

File Name Type Owner Date From Date To

Status

Remember Me Save / Refresh

Click on the new turf and it will be loaded as your new list for printing.

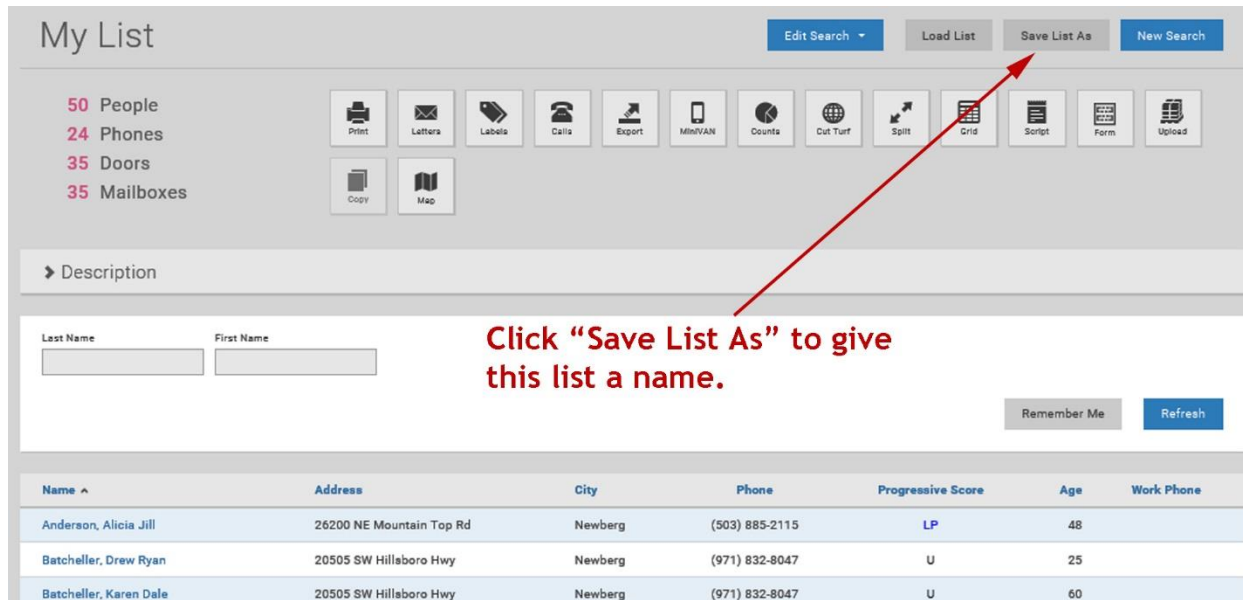
Type	Name	Description	People	Owner	Date Created	View Map	Refresh	Print Region	Edit	Status
Map Region	HD24 Pct430			Packer, S.	2/8/15	View Map	Refresh	Print Region	Edit	
Map Turf	HD24 Pct430 Turf 01		50	Packer, S.	2/8/15				Edit	
Map Turf	HD24 Pct430 Turf 02		51	Packer, S.	2/8/15				Edit	

3 Items - 1 Page

6. Save the turf as a list

The VAN permits you to change the name of a turf by clicking Edit. However, when you cut a new turf, the VAN will override the edits and return to the original name making it impossible to use a naming convention for the Map Turf to include the name of the NL. With many turf, remembering the NLs associated with each turf will be difficult. Also, the turfs will be updated with new voters whenever the party updates the VoterFile with new registered voters. We can save a turf as a list and fix the names for a specific election cycle. And we can name the list with a convention to easily remember the assigned NL. The list and the list name will not be altered by any activity to create or update Map Regions or Map Turfs.

Click save and save this turf as a list.



My List

Edit Search Load List Save List As New Search

50 People
24 Phones
35 Doors
35 Mailboxes

Print Letters Labels Calls Export MiniVAN Counts Cut Turf Split Grid Script Form Upload

Copy Map

Description

Last Name First Name

Remember Me Refresh

Click “Save List As” to give this list a name.

Name	Address	City	Phone	Progressive Score	Age	Work Phone
Anderson, Alicia Jill	26200 NE Mountain Top Rd	Newberg	(503) 885-2115	LP	48	
Batcheller, Drew Ryan	20505 SW Hillsboro Hwy	Newberg	(971) 832-8047	U	25	
Batcheller, Karen Dale	20505 SW Hillsboro Hwy	Newberg	(971) 832-8047	U	60	

Select “Saved List” and then select “New List”. Select the appropriate folder for this election and name the file. The file name will contain the election cycle id, the precinct, the name of the NL and the turf number. *(See the naming convention at the end of the document.)*

The screenshot shows the 'Save My List' form. Red arrows and text provide instructions:

- An arrow points to the 'Saved List (Fixed set of People)' radio button with the text 'Select the “Saved List” option.’
- An arrow points to the 'New List' radio button with the text 'Select “New List.”’
- An arrow points to the 'Folder' dropdown menu (showing 'HD24 Pct430') with the text 'Select the appropriate Folder.’
- An arrow points to the 'Name' text input field (containing 'HD24 Pct430 Turf 01 Steve Packer') with the text 'Name the list using the naming Convention.’
- An arrow points to the 'Save' button with the text 'Click Save’.

The purpose of saving this list is to create a record of the turfs given to the NL and to help remember the name of the NL assigned to a specific turf. *(See the file naming convention at the end of the document.)*

7. Print the list

Now click on “Print” to create the printed walk sheets.

The screenshot shows the 'My List' page. A red arrow points to the 'Print' button in the top toolbar with the text 'Click Print to create a walk sheet'. Below the toolbar, there is a 'Description' section with input fields for 'Last Name' and 'First Name', and a 'Refresh' button. At the bottom, there is a table with the following data:

Name ^	Address	City	Phone	Progressive Score	Age	Work Phone
Anderson, Alicia Jill	26200 NE Mountain Top Rd	Newberg	(503) 885-2115	LP	48	
Batcheller, Drew Ryan	20505 SW Hillsboro Hwy	Newberg	(971) 832-8047	U	25	
Batcheller, Karen Dale	20505 SW Hillsboro Hwy	Newberg	(971) 832-8047	U	60	

8. Set up the print options

On the Print screen, select the Report Format and Script. These will be different for each election so be sure to select the current format and script. They should be marked with either a revision number or a date to help you select the right ones. Use the naming convention in the title so the printed sheets can be matched with the NL at the end of the campaign. It can be confusing to have a pile of unmarked sheets when doing data entry.

The sort order should always be Street Name, Street Number, and Apartment. This will make all the walk lists ordered for walking but also ordered for subsequent data entry. The list order will be maintained when we get an online data entry option for the NLs. Clear all the Page Breaks to save paper.

Press Next to get the PDF file. Save this file for either printing yourself or for sending in an email to your NL.

The screenshot shows the 'Print' screen with various configuration options. Red arrows and text provide instructions:

- Select the report format for this election cycle.** (Points to the 'Report Format' dropdown menu)
- The script and all other options should be automatically selected.** (Points to the 'Script' dropdown menu)
- Filling in the title is important as a way to identify the walk sheet. (Use the naming convention)** (Points to the 'Title' text field)
- Click Next** (Points to the 'Next' button at the bottom right)

The form includes the following sections:

- Report Format:** NLP Contact 2015
- Script:** NLP Contact 2015
- Contacted How:** Walk
- Title:** HD24 Pct430 Turf 01 Steve Packer
- Clear Sort Order** button
- Sort Order** (7 rows):
 - Sort Order1: County (Asc/Desc, Show Group Header, Page Breaks)
 - Sort Order2: Precinct (Asc/Desc, Show Group Header, Page Breaks)
 - Sort Order3: Street Name (Asc/Desc, Show Group Header, Page Breaks)
 - Sort Order4: Street Number (Asc/Desc, Show Group Header, Page Breaks)
 - Sort Order5: Apartment (Asc/Desc, Show Group Header, Page Breaks)
 - Sort Order6: Name (Asc/Desc, Show Group Header, Page Breaks)
 - Sort Order7: (Asc/Desc, Show Group Header, Page Breaks)
- Header Style:** Single Row (selected), Multi Row, Include Field Labels
- Print People:** Print People (checked), Print Last Name Range, Print Address Range, Do Not Print Range
- Print Map:** Print Map (checked), With markers, Without Markers
- Driving Directions:** None (selected), To Turf
- Print Footer:** Print Footer (List Number, Page Number, and Date Generated) (checked), Print Early Vote Location Cover Sheet, Print Two Copies of Cover Sheet, Exclude Anyone Who Has Early or Absentee Voted, Exclude Anyone Who Has Voted on Election Day, Format for Clipboard

It is very important to review the PDF before printing it. Check the list of voters for error and if the list is not ok, delete the PDF and the list and start over.

9. Save the PDF of the turf to your local system

Go to the home screen and look for the “My PDF Files” and click this link.

The screenshot shows the DNC VOTEBUILDER Oregon interface. The top navigation bar includes the logo, the name 'Oregon', and a user profile for 'Steve Packer CP-Washington'. Below the navigation bar, there are tabs for 'My Voters' and 'My Campaign'. The main content area is divided into three columns. The left column contains a 'Welcome Steve' message and a list of links: 'Account Requests' (0), 'My Requests' (0), 'My Export Files' (0), 'My PDF Files' (1), 'Counts/Crosstabs Outputs' (0), 'Follow Up Calls' (0), 'Support Requests' (3 New), 'Contact the Admin', 'Request a User Account', 'NGP VAN Help and Training Guides', and 'VoteBuilder Documentation Link'. The middle column has a 'Quick Look Up' section with a 'Quick Look Up' button and a 'Lists' section with links for 'Create A New List', 'Go to My List (50 People)', and 'View My Folders'. The right column has a 'Load Data' section with links for 'Quick Mark', 'Scan Bar Codes', 'Script View', 'Grid View', 'Form View', 'Run Bulk Uploads', and 'MiniVAN'. A red arrow points to the 'My PDF Files' link in the left sidebar, and a red text box above it says 'Click here to find your PDF to print or email to your NL.'

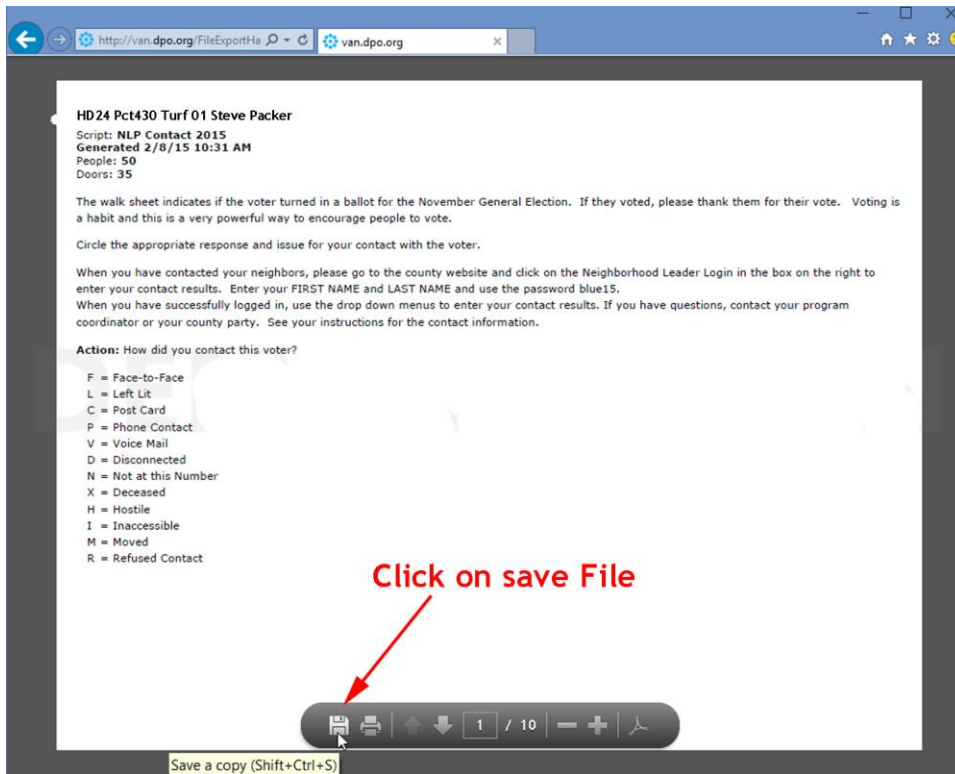
Then, click on the “Download File” link. The actions taken by the browser will be browser specific. In the case of Internet Explorer, you will see the image of the PDF.

The screenshot shows the 'PDF Print Jobs' page. It has a header section with filters for 'Created From', 'Created To', 'Created By' (Packer, Steve), 'Type', 'Title', and 'Map Region Source Folder'. Below the filters are buttons for 'Remember Me', 'Clear', and 'Refresh'. The main section is titled 'PDF Printing Instructions' and contains a table with the following data:

<input type="checkbox"/>	Title	Type	Created	Created By	File Size	Download Link	Delete
<input type="checkbox"/>	HD 24 Pct430 Steve Packer	List with Map	2/8/15 10:31 AM	Packer, Steve	124 KB	Download File	Delete

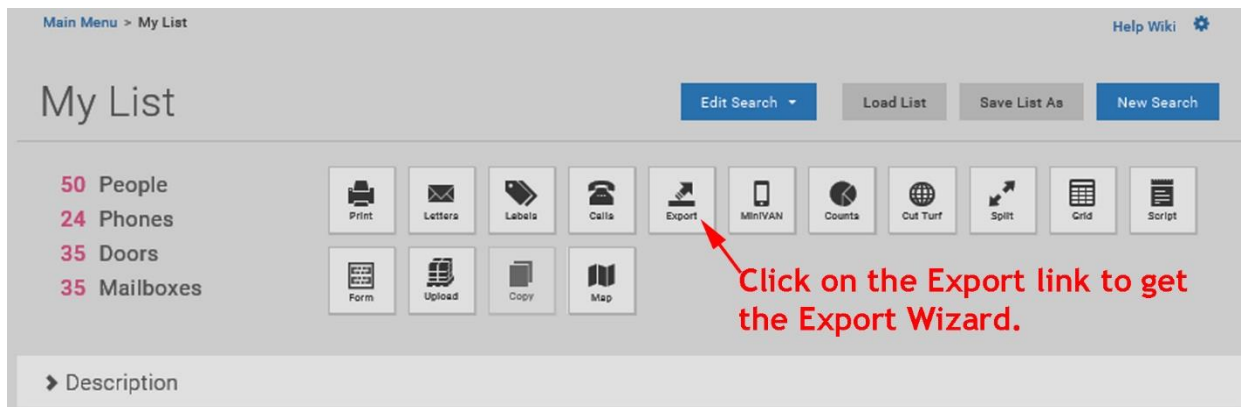
Below the table, it says '1 PDF Print Job - 1 Page'. A red arrow points to the 'Download File' link in the table, and a red text box above it says 'Click here to download the PDF file.'

With IE, the PDF will be displayed in a window. Move the cursor to the bottom of the page to reveal the command popup. Click on the file icon and save the PDF where you can find it later.

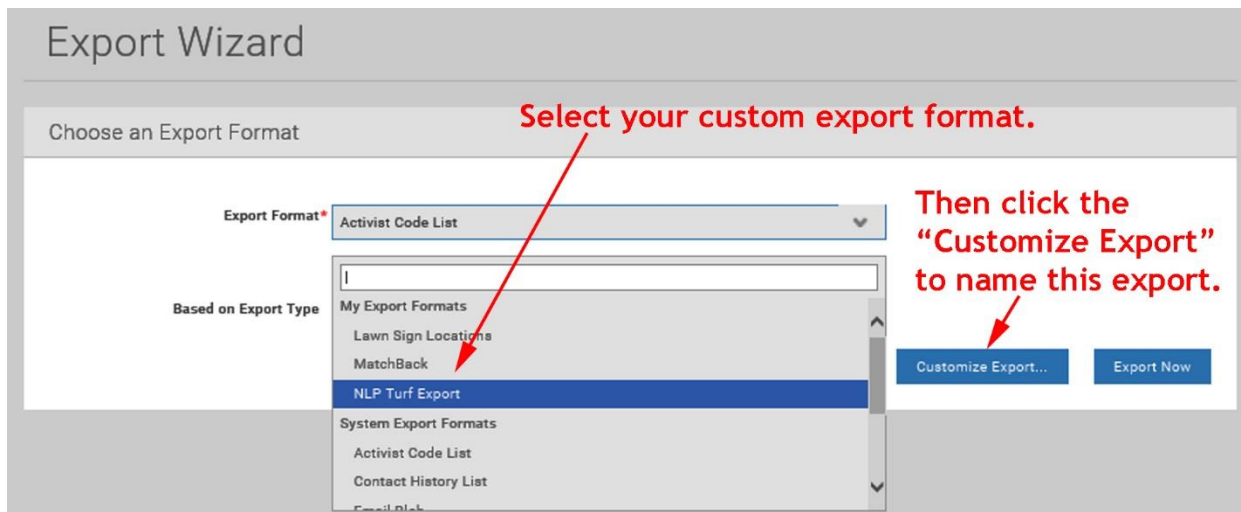


10. Export a copy of the turf

The list of voters assigned to this NL needs to be exported to populate the NLP database for subsequent NL reporting of canvass results. Go to My List and click on the Export icon.



In the Export Format select box, select the Export format you previously build and saved. If you have not already saved a custom export format, do so now. See Chapter 12.



When you have selected the necessary fields which are listed here, select the Export File Type for Text(txt). Then name the file using the naming convention used elsewhere. Finally, check the box of Save as New Export Format. This gives you the option to enter an Export Format Name. Then click “Save and Export”.

Export Wizard

NLP Turf Export

Based on Export Type

Person

VANID

Name

×

Salutation

×

Age

×

Voting Address (Separate Fields)

×

County

×

Legislative Districts

×

Precinct

×

Home Phone

×

Cell Phone

×

Mailing Address

×

Voting History

×

State Voter ID

×

Date of Reg

×

Date Effective Registration

×

Export File Type

☐ Excel (.xls) ☒ Text (.txt)

☐ Save as New Export Format

Export File Name

WNP2017Pct430 Turf01 Steve PackerI

Then click Export

Cancel

Export

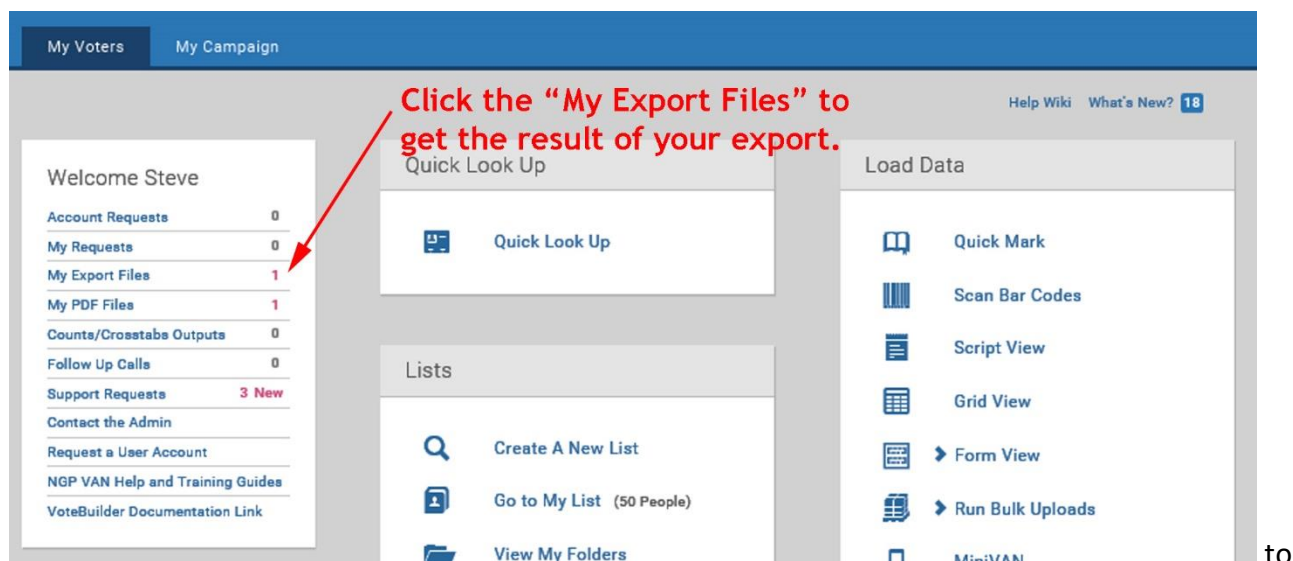
Use the naming convention to name this export.

Then click Export

REV 11 - 2/6/15

Page 13

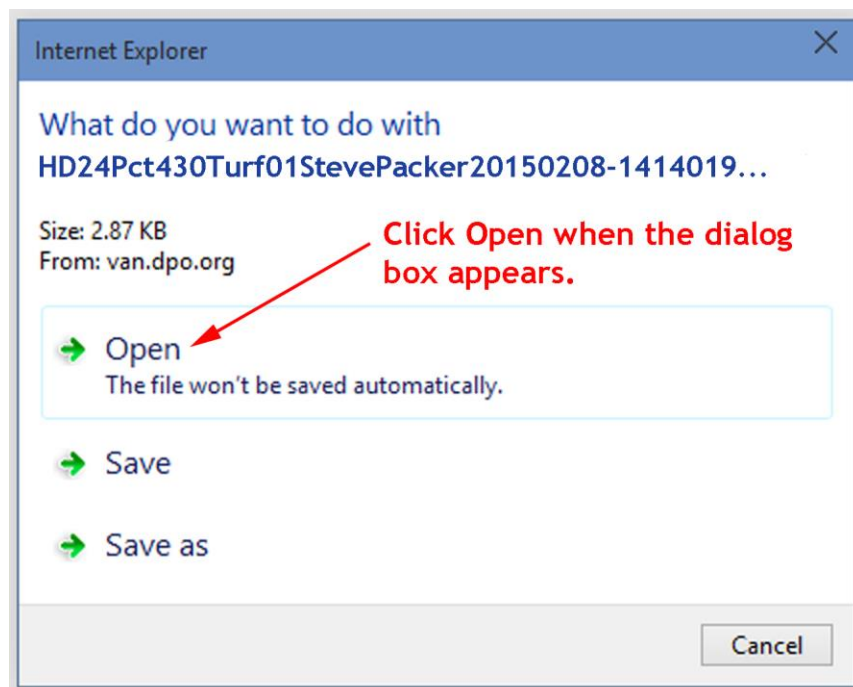
The export of a list can take some time, often depending on the nation-wide demand on the servers. Return to the VoterBuilder main page and check “My Export Files”.



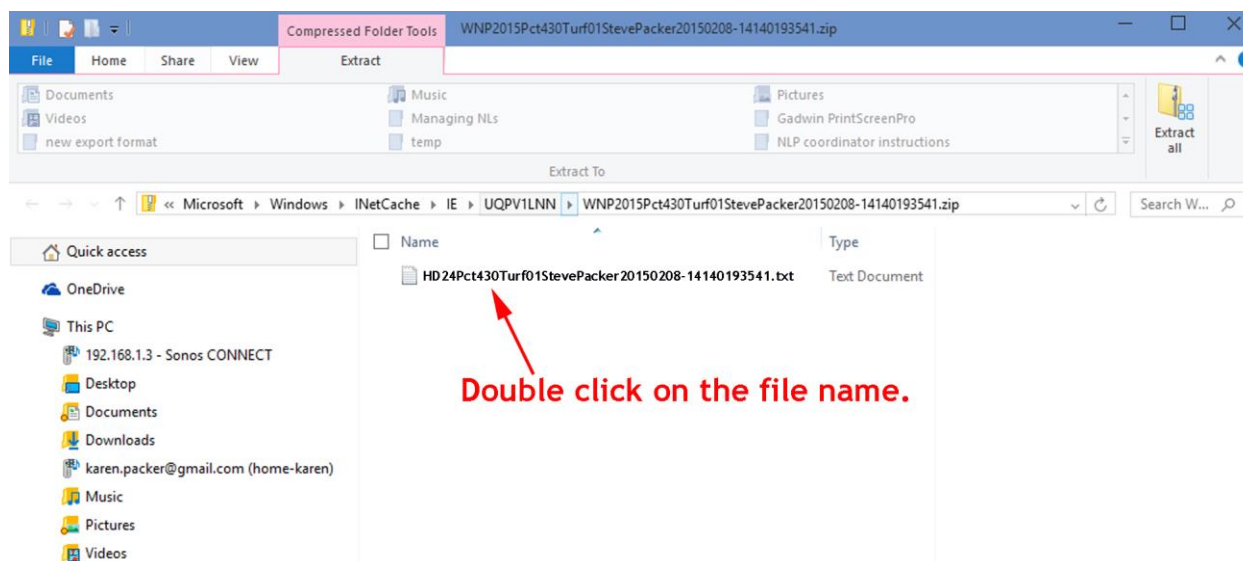
If the export is not complete, the Export File will be greyed out. When the export is done, click the “Download File” link. The behavior of the download is browser specific and there are many ways to complete the download and save the file on your local system.



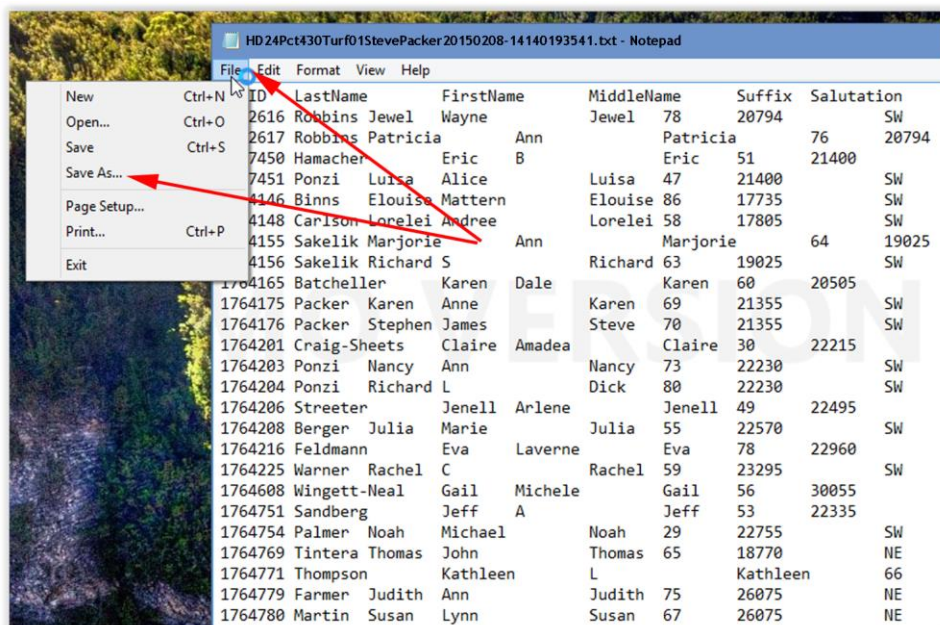
For Internet Explorer, you get a popup asking what to do with the file. Click the Open option..



The File Explorer will popup and reveal the file. This file is compressed in a ZIP file format. Double click on the file name and Windows will unzip the content and display the file.



When the unzip file pops up, click on File and then Save As... to save the file somewhere where you can find it later.



11. Check in this new turf into the NLP Services

The last step in for creating a turf for an NL is to check in the turf to the NLP services. This will make the turf available to the NL and provide a method for the NL to enter the results of the canvass. Enter the First Name, Last Name and Turf for this NL. The database retains both the legal first name (from voter registration) and the Salutation (or nickname). For this form, use the Salutation as the First Name.

Then choose the turf file name. This is the file you saved earlier from the export of the list. And choose the PDF file you also saved. Clicking “Checkin an NL Turf” will enter the turf in the database.

NLP Services Home My account Log out

Add turf to Voter Database

Description of turf check in
The NL turf file is a Standard Text export from the VoterFile in tab delimited format. The fields we want in the export are Name, Salutation, Voting Address, Home phone, Cell phone, County, Precinct, Legislative Districts and State Voter ID. The NL turf PDF is the output from the VAN Print function which creates the worksheets. It should be in PDF format. Similarly, the SC turf PDF is the skinny worksheets for dropping slate cards.

First Name * **Last Name *** **Turf Name**

Neighborhood Leader
Use the following fields to upload a turf for an NL

NL turf file name
 no file selected

NL turf PDF name
 no file selected

Fill in the NL Name and Turf Name, choose the turf export file and turf PDF you saved earlier, and click “Checkin an NL turf”.

Powered by [Drupal](#)

A turf can be checked in only for an NL that is registered. If this is a new NL, contact the NLP coordinator and a registration record will be created for this new NL.

12. Create a new Export Format

When you are cutting a turf for the first time, it is convenient to create an Export Format with all the required fields set. This reduces the time to request an export of a turf and eliminates the repetitive action of adding fields to the generic export. To create a new Export Format, look for the Exports link on the main page. Make sure you have the My Voters tab selected. Click this link and then click on the Export Formats link. This will take you to the list of existing export formats.

Welcome Steve

- Account Requests 0
- My Requests 0
- My Export Files 0
- My PDF Files 0
- Counts/Crosstabs Outputs 0
- Follow Up Calls 0
- Support Requests 3 New
- Contact the Admin
- Request a User Account
- NGP VAN Help and Training Guides
- VoteBuilder Documentation Link

Quick Look Up

- Quick Look Up

Load Data

- Quick Mark
- Scan Bar Codes
- Script View
- Grid View
- Form View
- Run Bulk Uploads
- MiniVAN

Quick Tasks

- Relationships
- Virtual Phone Bank

Get Out The Vote

- Get Out The Vote

Lists

- Create A New List
- Go to My List (50 People)
- View My Folders
- Manage Turf

Export Formats

- Letters
- Phone Services
- Users
- Codes - Questions - Scripts
- Monitor the System
- Distributed Contacts

On the Export Formats page, click the link in the upper right hand corner for Add New Export Format.

Export Formats

Add New Export Format

Format Name Based on Export Type

Remember Me Refresh

Format Name	Based on Export Type	Date Created
Lawn Sign Locations	People	9/4/14
MatchBack	People	3/3/14

3 Export Formats - 1 Page

The New Export Format page will have only one field selected. This default field is VANID. Use the empty line with the arrow to select additional fields for your new export. Select all the fields you see on this list. You can have more fields but you must have at least these listed here. The order is not important. However, you can move items to change the order by dragging the icon on the left of the field name. And, you can delete a field by clicking the X on the right of the field line.

Then select Text(.txt) type, create a name you can remember, and click Save.

Based on Export Type Person

One record for every person in your list, including fields that you choose

	VANID	
	Name	
	Salutation	
	Age	
	Voting Address (Separate Fields)	
	County	
	Legislative Districts	
	Precinct	
	Home Phone	
	Cell Phone	
	Mailing Address	
	Voting History	
	State Voter ID	
	Date of Reg	
	Date Effective Registration	

A new export format will have only VANID. You have to add the fields you want.

Use the arrow to select additional fields. Be sure your export format includes all those listed here.

Export File Type ☐ Excel (.xls) ☒ Text (.txt)

Export Format Name NLP Turf Export

Description

Create a name for your export format and select the Text type.

Then Click Save.

Created By Packer, S. (2/07/15), CP-Washington

Cancel Delete Save

Naming Conventions

A key feature of the NLP is a continued relationship between the NL and the voters living in the neighborhood. This relationship will endure for subsequent elections and should make subsequent contact by an NL easier. Thus, we must keep track of the voter assignments for each NL so we can recover them for subsequent elections. The VoterFile provides a feature where we can save any list of voters we create. We use the list to associate the turf with an NL using some sort of naming convention. Such a convention will help subsequent administrators with managing existing NLs. And, when you save a Map Region, the names of the turfs have a pattern that is helpful to use as the name for the list.

Recommended Map Region name:

HDxx Pctppp, where xx is the HD number and ppp is the precinct number used by VoteBuilder.

Recommended turf name:

HDxx Pctppp Turf nn
(this is the default)

Recommended list name:

HDxx Pctppp Turf nn NLname

VoteBuilder has a few restrictions on the naming of map regions and lists. Occasionally, there may be a conflict with another county if the HD and the Precinct are the same. In that rare case, add a letter after the precinct number.

As the NLP grows, we will have large numbers of NLs to manage. Finding a list in a folder with large numbers of map regions and turfs can be very difficult. The VoterFile provides for creation of folders for organizing lists but these folders cannot be nested. Some convention is needed to create folders where the content is of a manageable size. As the NLP matures, the naming convention for folders will evolve to keep the contents manageable but for now an Oregon House District seems like a reasonable size. Folder holding NLP lists should be named with the county and the house district.

Recommend folder naming convention:

County NLP HDxx where xx is the house district number, County is replaced by the actual county name or abbreviation.

Size of the list for Voter assignments

The default agreement with a new NL is to contact a list of approximately 35 Democratic households. In practice, this is about 50 voters. Most NLs don't seem to mind that the list is for a few more or less doors depending on the distribution of available target voters.

Many new NLs request considerably more than 35 households and some request additional names after they experience their first election. Lists are printed out before the election and the NL carries this list to find the voter and record the result of the contact. After the canvass, the results have to be entered into the database, either by the NL or some other volunteer.

Lists of more than 100 names are difficult to manage, both from the amount of the paper to print and the eventual automation of the data entry. List sizes should be kept to less than 100 voters. If an NL wants more than 100 voters then create a second list for them. The two or more lists will carry a different turf name in the Notes field.

Rural (or any unwalkable area) Option

Many areas are too difficult to walk. In these cases, a NLP list can be created for a new NL but the contact will be done with a mailing. Ideally, this mailing will be the county party slate card printed in a postcard format. This card will have space for a return address sticker and a short note from the NL. Sometime near the end of the voting period, typically when the last reports of ballots received are published, a follow-up phone call can be made to encourage the non-voters to get their ballot in. These two tasks are proving to be just as effective as a personal face-to-face contact. The turf cutting activity is identical to that for a canvas as one will be assigning nearby neighbors to the new NL.