

“NeighborHub”: Building Listening Campaigns

1. Define the Problem

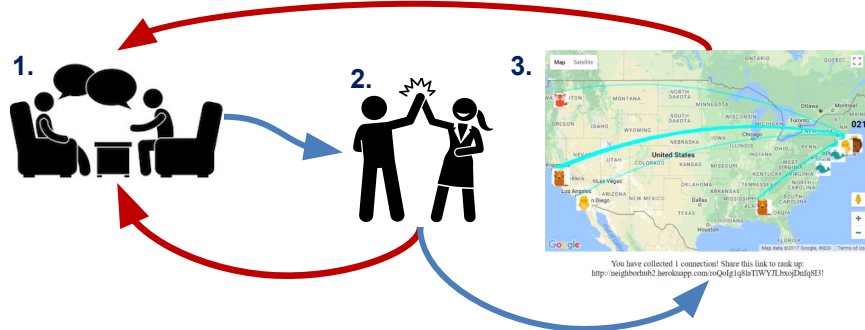
For many American citizens:

- the current political climate is divisive and un-relatable
- the motivation for civic engagement is low

Can technology help connect neighborhoods and communities to politics? Can technology be a tool for conversation about hope and a brighter vision of the future?

2. What is Our Solution

- We’re doing **listening campaigns**!
- Through our tool, YOU have the power to listen to what your friends, neighbors, community members value.
- Then see the results!
- These results matter because we believe values connect neighborhoods to politics on the axis of empathy and empowerment.

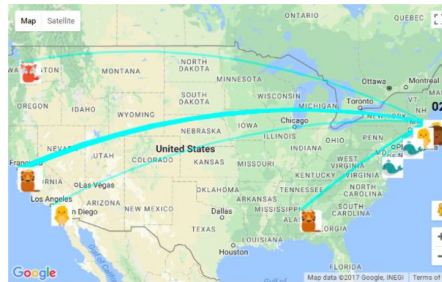


3. What Tests did We Run?

Highlights:

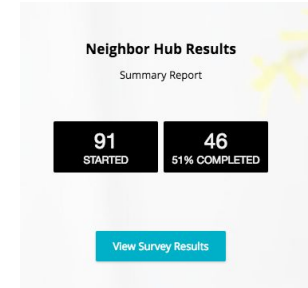
- **Door-to-Door:** trials in door-to-door “de-canvassing”, high traffic areas interviews, student body listening competitions, and individual listening. In high traffic areas we asked people if we could get their feedback on our idea and ask them a few questions.
- **EMBA Game:** Ran a competition between cities where participants were in an existing network and all knew each other. The challenge was to gather the most responses from people within the network from the same home city.
- **Thanksgiving:** Ran a time-limited experiment over thanksgiving weekend, distributed via email and social media.

4. Test Results



You have collected 1 connection! Share this link to ask up:
<http://neighborhub2.herokuapp.com/roQd1q8laTWYtLbsoyDufq813!>

WHAT GIVES YOU HOPE?



5. What Did We Learn and What’s Next?

Topic	Potential Next Steps
Connectivity versus Commitment	<ul style="list-style-type: none"> • Iterate on the questions, perform A/B testing • Build a compelling narrative, what is a compelling reason to act? • Experiment with feedback mechanisms?
Training Participants	<ul style="list-style-type: none"> • Explore the utility of the platform to help campaigns better connect with their constituents.
Iterate on the tool / website	<ul style="list-style-type: none"> • Validate and test the UI • Develop mechanisms to counteract trolling, users being able to enter their own responses • Experiment with ways (and the utility of) users submitting their own questions