

# GRAPHIC DESIGN PORTFOLIO

John  
Roberson



## NCDEMOCRATS 2018 Second Quarter Update

### BY THE NUMBERS

- 18,000 volunteer recruitment calls made
- 209 volunteers completed shifts
- 175,000 prospective voters called
- Millions of new cell phone numbers added to the voter file for outreach
- 10,732 texts sent to voters
- 40 counties aided in setting up phone banks for the first time

### NC'S MOST DIVERSE SLATE IN HISTORY

65 Women Candidates  
54 Candidates of Color  
21 Women Candidates of Color  
7 LGBTQ Candidates

### PROGRAM LAUNCH

We proudly launched the Eva Clayton Fellowship to train the next generation of North Carolinian and Democratic leaders. As the first African-American woman to represent North Carolina in Congress, Clayton broke barriers and inspired future Democrats. The NCDP is excited to continue her work by reaching out to HBCUs and creating pathways for young African Americans to enter politics.



### PROMISE FOR THE FUTURE

NCDP recently launched "Our Carolina Promise," which outlines our positive agenda for North Carolina jobs, schools, health, and people. For more details, visit [ourcarolinapromise.com](http://ourcarolinapromise.com).



### RURAL NC LISTENING TOUR

Chairman Wayne Goodwin's initiative to listen to and bring change to North Carolina's rural communities underpins a statewide effort to hear rural North Carolinians. So far, Chairman Goodwin has visited 17 rural counties across eastern and southeastern NC, and is headed west this summer.

### ACCOUNTABILITY PROJECT



We recently launched a digital ad campaign to lay the groundwork for success in November. These ads hold vulnerable Republicans across the state accountable for their backroom budget, which prioritizes corporate tax cuts over school funding and appeases the company that dumped GenX into our water.

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## NCDEMOCRATS 2018 Second Quarter Update

### 2018 LEGISLATIVE CANDIDATE GUIDE

One of the most lasting and effective ways for the Party to help candidates is to give them the necessary know-how to put together a winning campaign and deal with all of the surprises and hurdles that come along the way. To do so, the Party just completed our first-ever legislative candidate guide, which is being given to all 170 legislative candidates. It contains guidance on everything from writing stump speeches and creating digital content to using data in the field and staying compliant with campaign finance law.



### DIGITAL EXPANSION

Our digital team is working night and day to help candidates up and down the ballot get their message out online. They're providing graphic design support, social media tips, and email-writing guidance to candidates state-wide to get people seeing and hearing from their Democratic candidates on the issues that matter to them.



One of the most exciting digital tools we are rolling out to candidates is Hustle, an app that allows campaigns to reach voters directly through text message. So far, we've supported or sent close to 100,000 texts.

### LARGEST MIDTERM FIELD PROGRAM EVER

NC Democrats are in it to win it in 2018. We're not leaving anything on the table as we fight to move North Carolina forward - that's why we put together our largest-ever field team for a mid-term election. Here's how they are going to help candidates win back our state, working out of 20 offices statewide:

- Knock over half a million doors
- Place a quarter million calls
- Send three quarters of a million texts
- Recruit volunteers to complete over 20,000 shifts

### "BLUE SCHOOL" AND DIGITAL FIRST CANDIDATE TRAININGS

NCDP staff, along with national political operatives, have criss-crossed the state to conduct candidate trainings on virtually every aspect of a campaign, including social media outreach, data use, digital content creation, and finance planning.



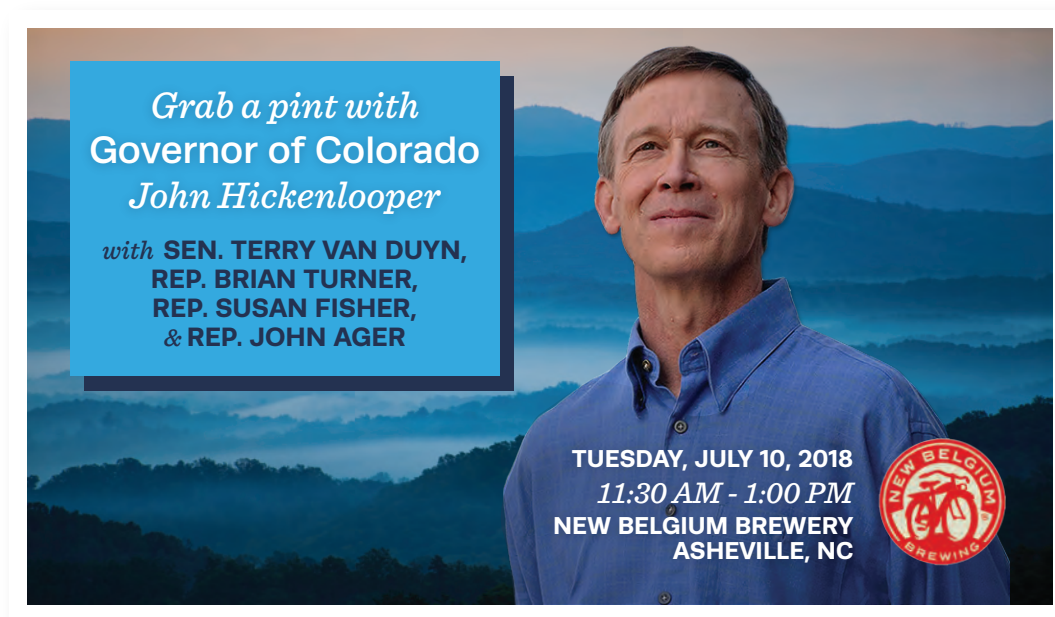
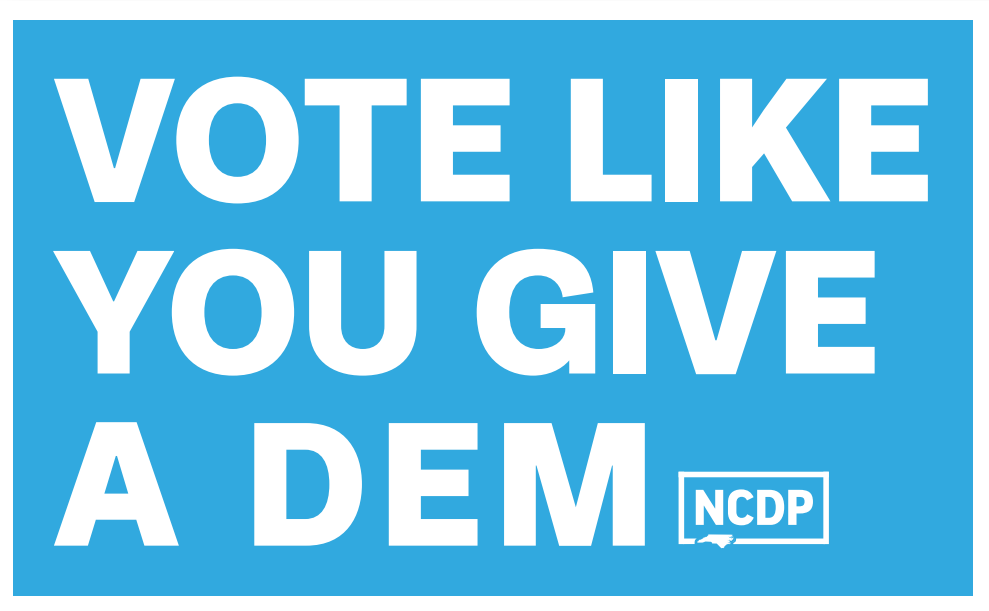
*Without your support, none of this would have been possible - thank you!  
Now - let's not just break the majority - let's take it!*

PAID FOR BY THE NORTH CAROLINA DEMOCRATIC PARTY ([www.NCDP.org](http://www.NCDP.org)).  
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item type	Document
description	Two-page update for high-dollar donors
distribution	Emailed; printed and mailed; printed for meetings

item type	Sticker
description	Promotion
distribution	>1,000 printed



item type	Graphic
description	Event ad
distribution	Posted to party socials

## SanfordHuntFrye 2018

THE NORTH CAROLINA DEMOCRATIC PARTY  
SATURDAY, JUNE 9TH, 2018



WELCOME  
CHAIRMAN  
WAYNE GOODWIN

"VOTE DEMOCRAT" and  
"GOD BLESS AMERICA"

SUNG BY  
THE HOWARD BROTHERS

RECOGNITION OF SPECIAL GUESTS  
NCDP FIRST VICE CHAIR  
AISHA DEW

REMEMBERING TERRY SANFORD  
CHARLES MERCER, esq.

REMARKS  
GOVERNOR  
JAMES B. HUNT, JR.  
SECRETARY OF STATE  
ELAINE MARSHALL

KEYNOTE  
FORMER GOVERNOR OF MARYLAND  
MARTIN J. O'MALLEY

REMARKS  
CHIEF JUSTICE  
HENRY E. FRYE

CLOSING

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## THANK YOU

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RONALD & NANCY EDGERTON · ANNE HUMMEL  
GOVERNOR JAMES B. HUNT, JR. & CAROLYN HUNT  
SAM & SHAUNA SEARCY · LONNA HARKRADER  
DANIEL MOSCA · KATHY MANNING & RANDALL KAPLAN

### DEFENDERS

THE HON. HENRY & SHIRLEY FRYE · MONICA DEANGELIS

### SUPPORTERS

BOB CORDELL · MARK DAUGHTRIDGE · MARILYN FORREST  
THE HON. FRANKLIN FREEMAN, JR. · GEOFF HULSE

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REP. BEVERLY EARLE · PAUL MELBOSTAD  
MALCHUS WATLINGTON · SCOTT HUFFMAN  
ANN MCCrackEN

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RANKIN WHITTINGTON · STATE AUDITOR BETH WOOD  
FRANKLIN CO. DEMOCRATS · DEMOCRATIC WOMEN OF NC

A SPECIAL THANK YOU  
TO THE HOWARD BROTHERS  
AND THEIR MOTHER, JANE.

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item type  
description  
distribution

Document  
Event program for Party fundraising breakfast  
Roughly 350 printed



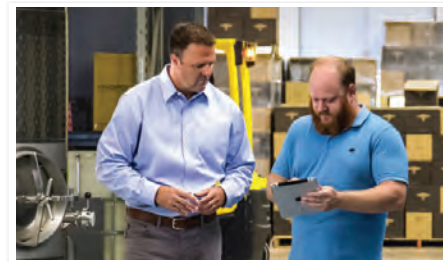
Sam Searcy gives North Carolina Democrats a highly credible challenger in one of the most vulnerable Republican Senate districts in the state where incumbent Tamara Barringer was re-elected with less than 1% of the vote in 2016.

Sam has seen first-hand what happens when families struggle to make ends meet: after losing his childhood home in the 7th grade, Sam started working to support the family when he was 14. **He's running for state Senate to be a voice for families like his own, facing the same challenges his did.**

The creator of several successful small businesses, Sam knows what it takes to balance the books and create good, well-paying jobs. By flipping Senate District 17 in southwest Wake County, Sam is going to join the fight to ensure every child in North Carolina has the same opportunities to live the American Dream that he did.

TAKE COMMON SENSE, NC VALUES TO RALEIGH.  
 BUILD OUR FUTURE THROUGH EDUCATION.  
 SUPPORT AN ECONOMY THAT BENEFITS EVERYONE.  
 END PARTISAN GERRYMANDERING.  
 ENSURE QUALITY, AFFORDABLE HEALTHCARE  
 THAT LEAVES NO ONE BEHIND.

PAID FOR BY FRIENDS OF SAM SEARCY



- North Carolina native
- Business owner and entrepreneur
- Reporting over \$625,000

Find out more and give today!  
[www.SamSearcy.com](http://www.SamSearcy.com)

item type	Document
description	Candidate fundraising prospectus
note	Made to match existing document style/branding



item type  
description  
distribution

Graphics  
Social media posts  
Posted on account with  
~400 followers





## our mission

Plastic straws are one of the many single-use plastics that end up in the world's oceans every day, polluting waters and harming marine life.

We are committed to making Chapel Hill the next town to dramatically reduce its plastic straw usage - a first step towards combating plastic pollution and promoting a healthier planet.

## who we are



### Viviane Mao

is a senior from Suwanee, GA studying economics. She watched the Strawless in Seattle campaign achieve unbelievable successes and wants to achieve comparable impacts here in Chapel Hill.



### John Roberson\*

is a senior from Durham studying public policy. He brings experience in organizational finance and is looking forward to working with restaurants to make it possible to show their commitment to sustainable values.



### Bailey Thomasson

is a senior from Belmont studying biology and marine science. A life-long scuba diver, she's seen first-hand how plastic pollution harms our oceans and wants to be on the front lines of bringing it to an end.



### Henderson Beck

is a senior from High Point studying studio art, sustainability, and urban planning. He works with several existing urban environmental movements and is excited to build this campaign from the ground up.

\*John Roberson is a MacDonald Community Fellow through the Carolina Center for Public Service at UNC-Chapel Hill. We are grateful to Scott MacDonald and the Center for their support.

item type  
description  
distribution

Document (pages 1-2)  
Organization prospectus  
Printed for meetings with prospective partners

## what's at stake

Plastics are a persistent pollutant, forever breaking down into smaller and smaller parts. This debris spoils groundwater, concentrates other pollutants, and poisons nearly every part of the food chain - including the food we eat. To top it off, the effects are often felt most by those already worse off.

## three tiers of action

### people

pledge to #skipthestraw when eating out and purchase reusable straws for home use

### restaurants

implement on-demand straw policy; later switch to non-plastic alternatives

### community

start a wider conversation about moving away from single-use plastics in Chapel Hill

**Over 500 million plastic straws are thrown away daily in the U.S. By 2050, there will be more plastic in the ocean than fish.**

### disclaimers

For some people, particularly people with disabilities, plastic straws are instrumental to their daily lives - that's why we are for *reduction* of plastic straw usage, but not a total ban.

Cutting plastic straw usage won't solve global plastic pollution. However, we've chosen straws as the focus of our work - the first step of many - due to their everyday presence and the *relative* ease for most people to stop using them.

**#losethestrawforall**

## our goal

We want to show that reducing plastic pollution is a financially viable option in Chapel Hill - with the added benefit to businesses of signaling to their customers that they are part of the community - paving the way to find further opportunities to reduce plastic consumption.

## timeline

- 1 survey every restaurant in Chapel Hill about what sustainable business practices they engage in
- 2 publicize restaurants' sustainable practices on our website and promote highly-sustainable businesses on our social media
- 3 work with restaurants to add new, viable, and meaningful sustainable practices to their business models

we'll be following up about showing off your restaurant's sustainability and providing promotional materials, such as window decals.

you can reach us any time at [strawlesschapelhill@gmail.com](mailto:strawlesschapelhill@gmail.com)

**we're excited to start this process with you!**

item type  
description  
distribution

Document (pages 3-4)  
Organization prospectus  
Printed for meetings with prospective partners