

Status: Draft (Collaborative)

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Last Updated: 1/19/2026

Call 5 People - High Level Concept

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Call Five People

Purpose

This document explains the *Call Five People* engagement model—a peer-to-peer strategy for civic and voter engagement that prioritizes trust, authenticity, and real conversation over mass outreach. It is intended to provide conceptual grounding for the Voter Engagement App and related use cases.

This document focuses on **why the model exists and how it works at a high level**, not on implementation details, user interfaces, or technical architecture.

The Core Idea

Traditional political outreach attempts to reach voters directly through mass email, texts, phone banks, and advertising. These approaches often suffer from low trust, low response rates, and shallow engagement.

The *Call Five People* model takes a different approach.

Instead of trying to contact every voter directly, the campaign asks each engaged supporter to **Personally contact five people they already know** (friends, family, neighbors, coworkers).

These conversations are voluntary, personal, and grounded in existing social relationships.

Why Personal Connections Matter

People are far more likely to engage when contact comes from someone they trust.

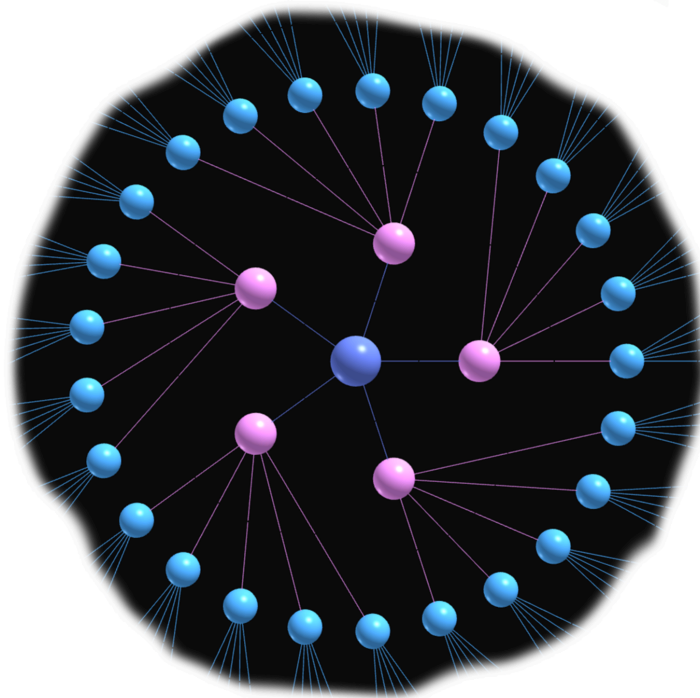
When outreach happens through personal networks, recipients are more likely to:

- Answer the phone or read the message
- Trust the messenger
- Engage in a real, two-way conversation

This replaces cold outreach with **trusted social connections**.

Diagram 1: Peer-to-Peer Engagement at the Individual Level

This diagram shows an engaged supporter (the middle blue sphere) personally contacting five people they already know (friends, family, neighbors, coworkers), illustrating how trust and responsiveness increase when outreach flows through existing relationships. With each addition the network size increases by 5x.



The diagram highlights the *qualitative* advantage of the model:

- Outreach is **personal**, not anonymous
- Engagement is **conversational**, not broadcast
- Trust is **inherited from the relationship**, not asserted by a campaign

The goal at this level is not scale—it is **meaningful engagement**.

Here's a link to an animation of the concept: [Animation](#)

Why “Five” Is the Magic Number

Five is an intentional choice.

It is:

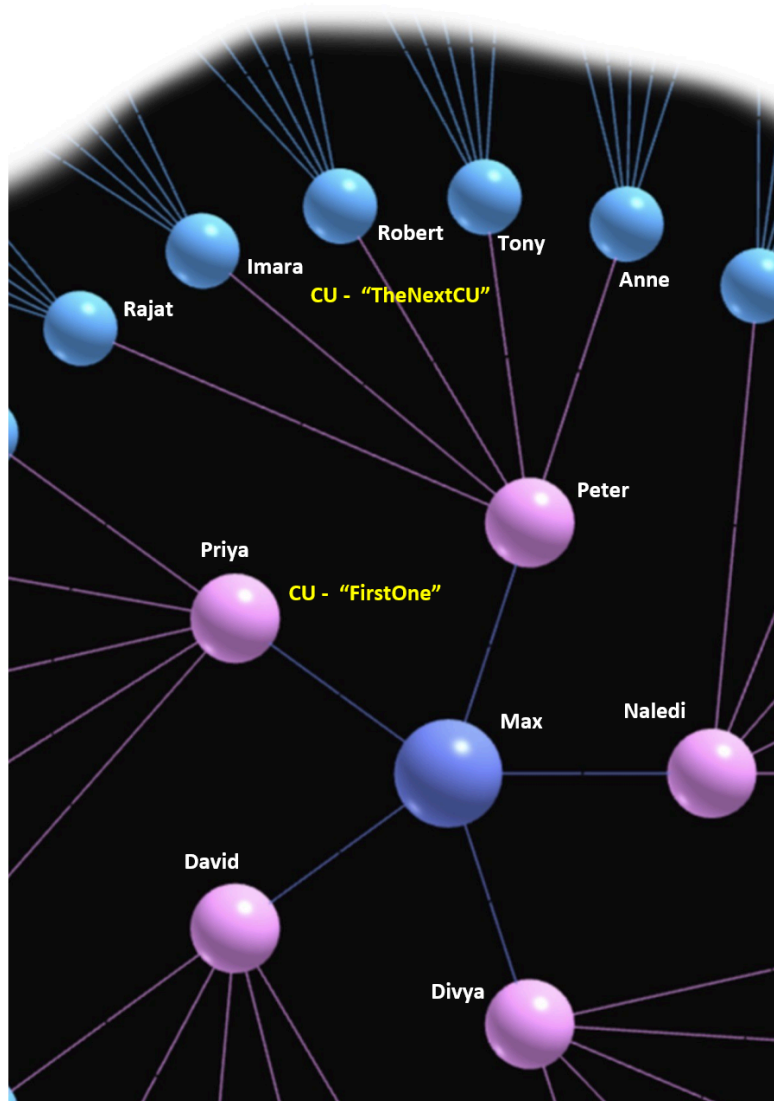
- **Small enough** that almost anyone can do it

- **Large enough** to scale quickly

Asking people to contact dozens of others quickly becomes burdensome. Asking them to contact one or two limits reach. Five strikes a practical balance between effort and impact.

Diagram 2: Overlapping Civic Groups (Concrete Example)

Diagram 2 illustrates how the Call Five People model works in practice by showing two Civic Groups (CGs) and their members, as well as how individuals can participate in the broader network without belonging to multiple Groups.



The diagram emphasizes three core ideas:

- Civic Groups are **small, named groups** (typically five people)
- Groups exist **within a larger social graph**

- Individuals may connect with and have dialogue with groups **without being members of multiple groups**

Diagram 2 — Questions & Answers

These questions are just to get you thinking...

Q. How many Civic Groups (CGs) are pictured in Diagram 2?

A. Two Civic Groups are shown.

Q. What are the CU names?

A. **FirstOne** and **TheNextCU**

Q. Who are the members of **FirstOne**?

A. Peter, Priya, David, Divya, Naledi

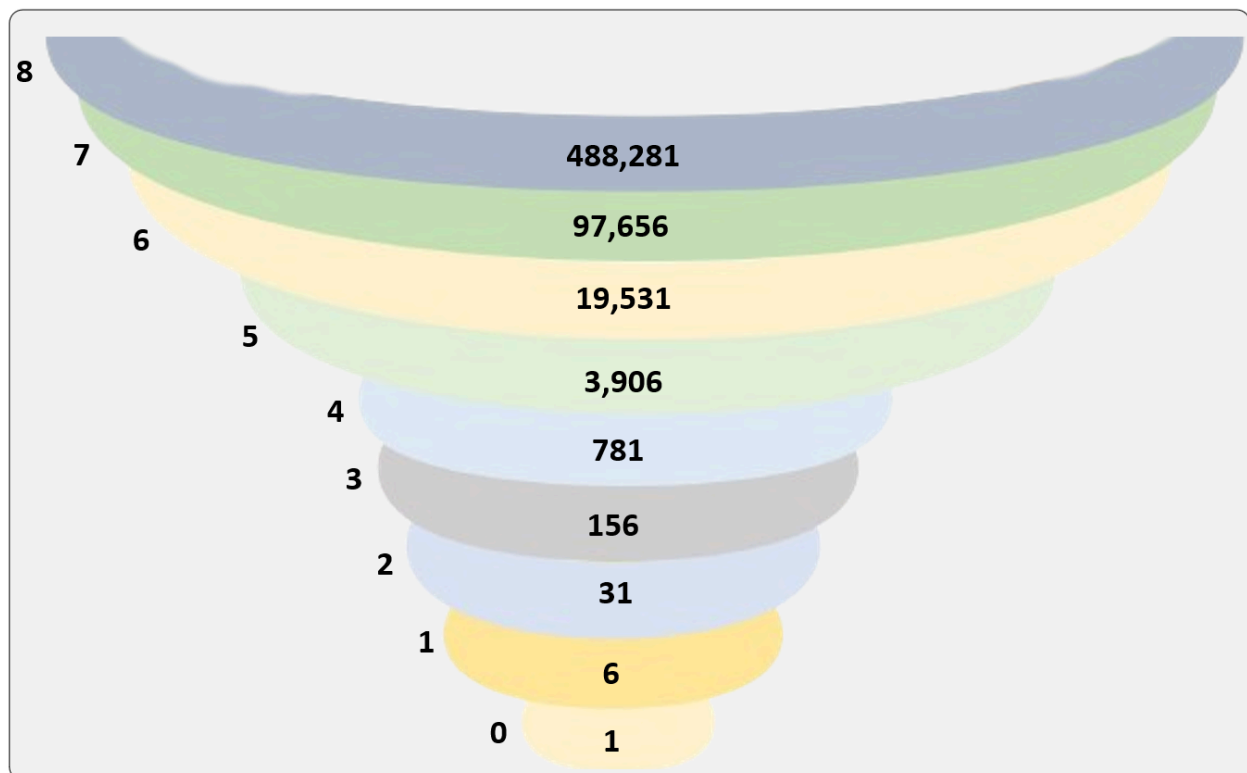
Q. Who are the members of **TheNextCU**?

A. Rajat, Imara, Robert, Tony, Anne

Q. Is Max a member of **FirstOne**?

A. No.

Diagram 3: Network Growth Through Repetition



This diagram visualizes how [outreach expands](#) as participants repeat the process, forming successive layers of engagement.

At the center is a single participant. That person contacts five people. Some of those people then contact five more, and so on.

Rather than growing in a straight line, the network expands outward in **layers**, with each layer representing another round of voluntary participation.

In the example shown, five layers result in **3,905 people reached** ($5^1 + 5^2 + 5^3 + 5^4 + 5^5$).

The exact numbers are less important than the insight:

small acts of personal engagement can compound into large networks without mass messaging or centralized control.

A Distributed Engagement Model

This approach is sometimes described as a *distributed outreach model*.

Instead of a central authority broadcasting messages outward, engagement grows sideways through overlapping personal networks.

Each participant:

- Acts independently
- Chooses who to contact
- Engages at their own pace

The campaign's role shifts from controlling messaging to **supporting informed, respectful conversations**.

What This Model Is — and Is Not

This model is:

- Voluntary
- Relationship-based
- Conversation-oriented
- Trust-driven

This model is not:

- Mass persuasion
- Automated messaging
- Behavioral targeting
- A replacement for democratic choice

Participation is optional at every step. Growth depends on willingness, not obligation.

Relationship to the Voter Engagement App

The Voter Engagement App is designed to *support* this model by:

- Helping voters articulate questions or concerns
- Providing consistent, traceable candidate responses
- Lowering barriers to thoughtful participation

The app does **not** replace human conversation.

It exists to **prepare, inform, and support** those conversations.

Why This Matters

Healthy democracies depend on:

- Trust
- Dialogue
- Accountability

The Call Five People model recognizes that these qualities are most likely to emerge **between people who already know each other**.

By grounding civic engagement in personal relationships, the model aims to foster deeper understanding rather than louder messaging.

At scale, trust moves faster than advertising.