



A conservative takeover in the U.S. Senate looms...

We can pick up one in the blue
column, **BUT NOT WITHOUT YOU.**

you can tip the scales.

Massachusetts trends far more conservative in the last 20 years. **There are three reasons why...**

1

Independents are voting more for Republicans.

Contrary to what you might think, Massachusetts is **not** a Democratic stronghold.

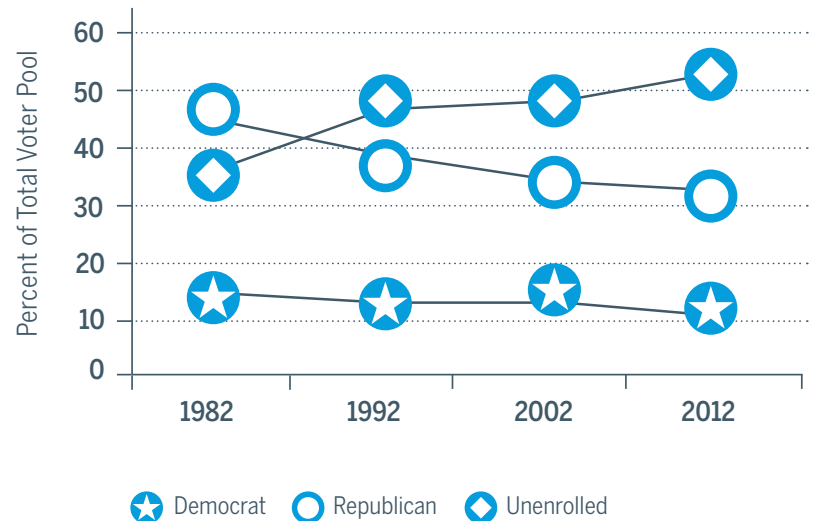
The majority of voters are registered “unenrolled” (what we call our “independents”).

Since 1992, these voters have ruled Massachusetts’ politics. And they are getting more conservative. Adding insult to injury, the number of registered Democrats also keeps falling.

That’s how Massachusetts ended up with a governor named Mitt from 2003 to 2007. And how Scott Brown got himself elected in 2010.

It doesn’t have to be this way...

Party Enrollment in Massachusetts Over Time



In the last ten years, the number of people of color in Massachusetts has increased by 40%.



2 Infrequent voters are more progressive but getting ignored.

Like the Irish and Italians before them, a new wave of immigrants from Latin American, Africa and Asia has settled in the Bay State.

This new “rising electorate” can change the face of politics in Massachusetts.

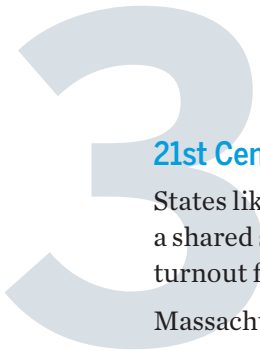
If only they’d vote...

People often think it’s not a good investment to target these infrequent voters.

These are the same people spending money to get unenrolled voters to the polls, only to have an increasing number of them turn around and vote Republican when they get there.

We’ve got a better plan for you...

A 3-part problem



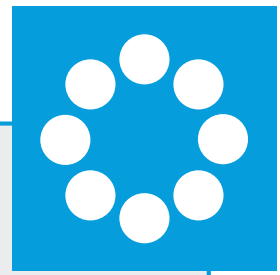
21st Century technology is out of reach.

States like New Mexico and Michigan have had a shared statewide database to coordinate voter turnout for more than five years.

Massachusetts hasn't. And still doesn't.

We're talking about a system called VAN (Voter Activation Network).” This cutting-edge technology lets organizations sync their data rather than operate in isolation and duplicate efforts. VAN also gives you 2010 Census and consumer research data to use for much more precise voter targeting.

We can't win without this system.



All People by General Voting, Muni Voting Export To Excel

Crossstab by Age, Party
Crossstab by Sex

Show Group Totals

Section 1: Crossover 1: Age, Crossover 2: Party, Crossover 3: Sex, Crossover 4: Party, Crossover 5: Party

Show Percentages

Columns: General Voting, Muni Voting, 10 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 65+, Unknown, Unknown

General Voting	Muni Voting	Age																					
		10 to 24			25 to 34			35 to 44			45 to 54			55 to 64			65+			Unknown			
		Dem	Rep	Unknown	Dem	Rep	Unknown	Dem	Rep	Unknown	Dem	Rep	Unknown	Dem	Rep	Unknown	Dem	Rep	Unknown	Dem	Rep	Unknown	
0 of 2	0 of 2	56,381	16,284	115,061	66,835	25,836	192,254	89,206	34,725	192,065	63,191	10,061	69,252	50,141	14,170	55,692	32	16	56				
0 of 2	1 of 2	65	5	69	494	58	480	890	122	542	692	61	617	1,265	137	617	0	0	0				
0 of 2	2 of 2	2	1	0	38	1	27	92	0	67	191	16	56	226	32	124	0	0	0				
0 of 2	3 of 2	0	0	0	2	0	3	0	0	1	10	0	5	26	1	13	0	0	0				
1 of 2	0 of 2	40,475	8,295	75,265	69,522	21,822	122,151	97,204	41,495	172,042	69,475	22,019	124,131	94,664	17,126	56,600	8	3	18				
1 of 2	1 of 2	212	17	211	1,325	126	1,892	1,858	261	1,211	1,395	249	1,235	2,265	230	952	0	0	0				
1 of 2	2 of 2	0	2	7	197	17	130	924	44	266	748	63	410	1,269	122	648	0	0	0				
1 of 2	3 of 2	0	0	0	7	0	15	50	5	21	96	9	37	228	18	109	0	0	0				
2 of 2	0 of 2	8,667	1,622	10,262	47,695	12,246	66,467	129,565	66,669	239,277	226,931	75,270	342,932	230,480	67,615	253,695	11	16	31				
2 of 2	1 of 2	267	25	213	1,974	168	1,836	4,738	819	2,215	5,616	568	3,443	5,244	534	2,425	0	0	0				
2 of 2	2 of 2	23	11	18	612	70	405	2,252	272	1,263	5,620	368	2,752	2,043	481	2,595	0	0	0				
2 of 2	3 of 2	0	0	0	70	3	54	926	23	202	930	42	348	1,267	98	429	0	0	0				
3 of 2	0 of 2	623	61	468	6,951	1,352	9,735	19,461	2,669	13,868	23,026	3,426	15,931	20,576	2,711	16,637	1	0	0				
3 of 2	1 of 2	129	9	69	1,975	182	1,395	9,266	695	4,211	11,290	1,259	6,791	10,271	1,320	5,252	0	0	0				
3 of 2	2 of 2	21	3	14	731	36	454	3,267	285	2,215	7,752	465	3,574	5,269	645	2,153	0	0	0				
3 of 2	3 of 2	0	0	0	192	8	30	2,406	123	1,204	6,221	214	2,146	2,521	337	2,287	0	0	0				
Total		108,172	28,238	232,947	217,738	81,320	363,338	362,232	147,960	636,546	424,138	131,264	613,621	370,274	105,692	402,296	92	26	196				

This sample report produced by VAN shows its sophisticated voter targeting capabilities.

A network diagram consisting of approximately 15 blue circular nodes connected by thin, light blue lines. The nodes are arranged in a somewhat irregular, interconnected pattern across the frame. The background is a solid, medium blue color.

Pull it all together and you've got the erosion
of progressive political power in Massachusetts.

BUT DON'T LOSE HOPE...



Be Energy Smart!
40%

53

53

ORGANIZE

FOR TO
BOR
TS

NEIGHBOR
TO
NEIGHBOR
MASSACHUSETTS

IS SOCIAL FORUM

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Lorem
ipsum dolor sit amet, consectetur.

You can send Republican Senator **Scott Brown packing on November 6th.**

Everything is at stake in November.

If we lose the Senate...you can imagine the even
more intense assault on everything you care about.

It's no secret that one of the keys to maintaining a
Democratic Senate lies in Massachusetts.

Progressive Democrat Elizabeth Warren has a real
chance to beat Scott Brown and win back Teddy
Kennedy's seat.

But we need you behind us to help mobilize this
rising electorate...

... and fast.

The opportunity in 2012

It will take three things to **win this fight**

1

Getting started now.

Every minute left until Election Day counts.

One call... one knock on the door... one TV commercial—this is not enough to convince a new voter to get to the polls.

On average, each voter must be contacted six times in-person and by phone over five months. The pitch must go beyond the candidates on the ballot. The election must be connected to their real lives. And the messenger must be someone local who has built trust in the neighborhood.

That's the only way to convince a single mother working three part-time jobs that it's worth participating in a system she thinks has nothing to do with her or her family.

And it takes time...

2

Putting more boots on the ground.

We need an army of organizers knocking doors across the state from now until November 6th.

That means hiring six permanent organizers and six temporary organizers to bolster our current team of veterans.

We also need to buy VAN. Without this secret weapon, the effectiveness of our organizing will suffer. We need every tool at our disposal to win this critical fight.

With 12 new organizers and access to state of the art technology, we could make 148,264 voter contacts for Elizabeth Warren.”

The price tag? \$640,360

3

You.

The key to electing Democrat Elizabeth Warren is you.

Clearly, it will take a significant investment to get these new voters to the polls. And we're depending on your financial support to help us get there.

It's going to cost real money to pull off the largest grassroots campaign in the history of Massachusetts politics.

But, the cost of losing the Senate is far higher.

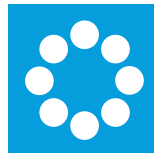
Will you join us?



The pitch must go beyond the candidates on the ballot. The election must be connected to their real lives.

12 
new organizers

+



VAN

+

YOU

=



148,264

voter contacts for Elizabeth Warren

Why is Neighbor to Neighbor the **best organization for the job?**

1

A successful track record.

N2N-MA knows how to win. It's that simple.

In 1996, N2N-MA led successful campaigns to oust Republican Congressmen Peter Blute and Peter Torkildsen, and send liberal Democrats Jim McGovern and John Tierney to Washington in their place.

McGovern won a surprise landslide victory. And N2N-MA's newly-registered voters delivered more than 15,000 votes for Tierney in a race won by less than 7,500.

In 2004, N2N made more than 90,000 phone calls to undecided voters in Pennsylvania in support of John Kerry. Pennsylvania went blue by just 2.5%.

2

A proven model.

Neighbor to Neighbor Massachusetts Action Fund (N2N-MA) has a tried-and-true model of electoral organizing honed over the past 15 years.

In 2010, we made over 93,000 contacts with voters statewide. The result? Voter turnout in our areas increased by an average of 300% over the 2006 election.

And—with your help—we are poised to unleash that power again in 2012.

Our past success is clear.
2012 is in your hands.

ARE YOU WITH US?

A cost-effective operation.

94.7% of all donations go directly to on-the-ground organizing. We stretch every dollar as far as possible. And then we stretch it some more.

No other political machine will use your gift more wisely.

“Neighbor to Neighbor is a vital advocate and voice in elections. They are a leader in grassroots organizing, and have consistently delivered for progressive candidates when they are needed most.”

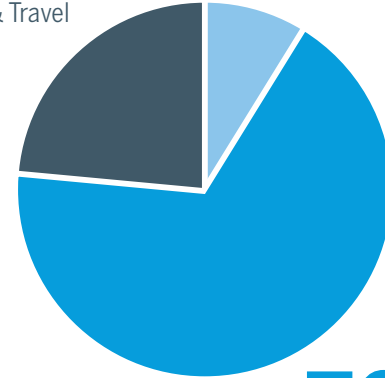
CONGRESSMAN JIM MCGOVERN

23.8%

PROGRAM: Materials, Technology & Travel

5.3%

OVERHEAD



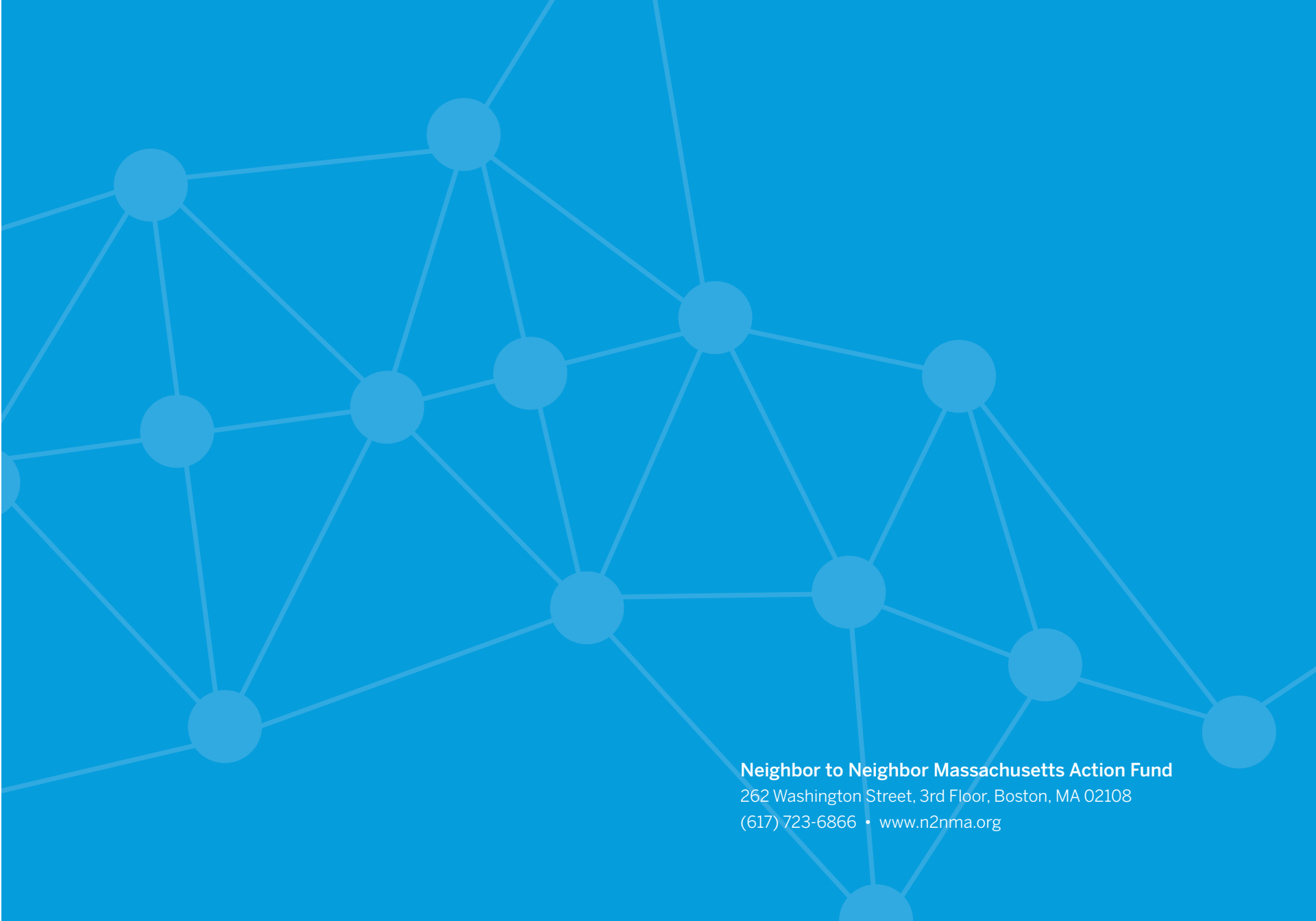
Allocation of Funds

70.9%

PROGRAM: Salaries & Benefits

To donate or for more information, please contact Wilnelia Rivera, Political Director of Neighbor to Neighbor Massachusetts Action Fund, at 617-723-6866, ext. 303 or wilnelia@n2nma.org.

Why neighbor to neighbor?



Neighbor to Neighbor Massachusetts Action Fund

262 Washington Street, 3rd Floor, Boston, MA 02108

(617) 723-6866 • www.n2nma.org