

# Building and Planning Your Neighborhood Outreach Group (NOG)



*A grassroots Democratic neighborhood outreach  
program to unify our precincts, county, and voting  
community: one neighborhood at a time,  
for a stronger America*

Election 2008

**The Neighborhood Outreach Group (NOG)** is a grassroots program through which dedicated Democrats invite community members who are interested in politics to discuss issues, meet candidates, and share information from and with the Tarrant County Democratic Party (TCDP).

## Initially Planning Your NOG Program

Let's begin with the five "Ws" of planning.

**What:** Regular NOG gatherings to discuss local, state, and national issues, to meet candidates, and to find out what is happening in our local party.

**Who:** Invite people whom you know are interested in the political questions of our day – regardless of party affiliation. Those with clear Democratic leanings are welcome along with Independents with clear progressive values and views. Republicans are welcome if they are willing to affirm that they are reassessing their positions, or can show that they have voted Democratic in at least one recent primary election.

To begin this planning step, we recommend generating a list of approximately 30 names, drawing from your personal *circle of influence*: friends, neighbors (within three blocks in all directions), relatives, co-workers, church friends, school affiliations, service providers (doctors, lawyers, realtors, etc). Next, invite 15-25 of these individuals. Probably, around eight of these will show up for the first meeting. If the group is larger than twelve, we suggest that the group splits into two groups. This helps with regard to meeting space needs and communication needs.



TCDP participants at the 2008  
Texas State Democratic Convention

**When:** Working with the NOG field leadership, the NOG Host initially determines when is the best time to meet, tempered by what is happening in the community, e.g., don't schedule a meeting the week school starts or during a TCDP meeting. Frequency of future meetings is based upon the needs of the group. We initially recommend a one-hour bi-monthly (every two weeks) meeting schedule.

**Where:** Initially, the NOG gathering occurs at the home of the host. If the group grows too large for the space, consult NOG Leadership on meeting your group's space needs.

**Why:** To encourage, promote, and work for progressive leadership in our local, state, and national communities.

## Meeting Preparation

The following are some suggestions for preparing for your first NOG meeting series. Remember, that if you have trouble in any of these areas, please contact the NOG Field Leadership Coordinator or the TCDP office for assistance.

**Select Helpers.** To handle the regularity of the meetings while minimizing the impact on busy lives, we recommend selecting (1) a Clean-Up Helper who helps clean up at the end of each meeting; and (2) an alternate NOG Host who can fill in for the NOG Host when needed.

**Coordinate with Leaders.** To meet the eventual infrastructure coordination requirements, all NOG Hosts will be required to coordinate with their Precinct Chair or the NOG Leadership monthly via conference call or other agreed upon means. This is required so that NOG Hosts receive regular updates from the TCDP, from local candidates requiring support, and from NOG Leadership on program improvements and changes. This also provides the opportunity to learn about group motivation and expansion techniques, as well as fundraising such as sustainable membership drives, etc.

**Agenda & Talking Points.** The Precinct Chair or the NOG Leadership team will assist the NOG Host with an agenda and talking points for the first month, and will regularly provide input from the TCDP. Some basic agenda elements for the first few months include: updates from the TCDP; creation or update of NOG attendance and volunteer list; discussion and planning of NOG projects; discussion of *circle of influence* and other expansion methods; agreement on the next meeting and agenda.

**Meeting Schedules.** Scheduling requires talking with your group and establishing a schedule that meets the majority's needs. Once decided, the Host should contact the NOG Field Coordinator to put the NOG event on the TCDP calendar. Be sure it allows for members to attend other local meetings. Be flexible, as some meeting dates will be scheduled for field activities such as: block walks, fundraisers, voter registration drives, and other GOTV (Get Out The Vote) activities.

**Meeting Structure.** Allowing for the needs of each particular meeting, the NOG Team strongly recommends the following regular meeting structure, regardless of agenda:

- Introduce everyone
- Take attendance/ update volunteer list
- Discuss local issues
- Share announcements
- Discuss GOTV projects/ activities

## About the NOG Organization and Leadership

NOG is now sponsored by the Tarrant County Democratic Party, and has a current mission to help organize each Precinct in the County, a neighborhood at a time. The NOG strategy was created by Mr. Wendell Dorsey, Precinct Chair 4499, a member of the TCDP, who is currently working with the Precinct Development Committee, and other Party leaders. The TCDP now includes active clubs in: Hurst, Euless, Bedford, Colleyville, Grapevine, Southlake, North Richland Hills, Watauga, Keller, Richland Hills, and Haltom City.

### Mission Statement

We are dedicated to building a stronger and more effective Democratic Party, one neighborhood at a time, Precinct by Precinct, until we turn Tarrant County [blue](#).

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

### Goals

- Help grow and unify the Democratic Party at the neighborhood and precinct level.
- Help lay the foundation for building a true Democratic Power Machine.

### Objectives

- Identify and activate voters.
- Expand supporter base and double fundraising capability.
- Fill vacant precinct chairs.
- Educate and empower voters on Democratic issues.
- Encourage voter participation in the democratic process at every level.

### Contact Information

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Feel free to visit the TCDP website at  
[www.tcdn.net](http://www.tcdn.net).