

Neighbor to Neighbor MA Education Fund



NEIGHBOR TO NEIGHBOR

Massachusetts Education Fund

FOUNDED: 1996

CURRENT ORGANIZATION BUDGET: \$980,500

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Investment Opportunity

N2N seeks an investment of \$500,000 for the deep canvassing program that advances the adoption of policies supporting climate action and preparedness in Massachusetts. This investment would allow for program development and evaluation, as well as data coordination, implementation of a communications strategy, and digital organizing initiatives. Most importantly, the investment will allow N2N to hire and train 12-14 N2N members to lead groups of volunteers to knock on approximately 100,000 doors altogether.

The events of the past decade have exposed a series of interlocking crises which threaten our society: environmental degradation, economic disparities, and a polarized climate debate. Systemic racism undergirds these multiple crises. In Massachusetts, there are also voting and representation gaps in communities of color. These gaps result in environmental policies that harm everybody, people of color most acutely.

It is therefore particularly important that those most impacted by the catastrophe of climate change lead the shift towards a healthier, cleaner, more livable planet.

To address climate change, people need to speak across differences in local communities to champion policies and leaders who will tackle the crisis with the urgency it requires.

To solve the problems caused by these gaps and the outcomes they produce, Neighbor to Neighbor MA Education Fund (N2N) is engaging in the practice of deep canvassing. This innovative tactic of engagement will take place in communities that are primarily people of color who lack adequate representation on the local city/town and/or state level. The goal is to build the local and regional power needed to change our Commonwealth for the better. For everyone.

Two-Year Goals

- Knock on 125,000+ doors and engage over 15,000 voters in deep canvassing conversations
- 30-50% increase in positive perception of climate change policies
- 40% of engaged voters reporting a positive shift from their initial opinion on the issue surveyed
- 20-25% of voters shifting their opinion by the end of the conversation

Ways to Invest

FINANCIAL

- \$150,000 funds hiring and training of 12-14 members to lead volunteers to knock on 100,000 doors
- \$70,000 funds hiring a digital organizer to amplify campaign outreach
- \$50,000 funds implementation of a communications strategy and digital organizing initiatives

IN-KIND

- Organization support: internal operations
- Legal support
- Fundraising strategy and assistance
- Printing/Swag: print branding materials to optimize visibility

Leadership & Governance

Neighbor to Neighbor is led by Co-Directors – Andrea Nyamekye and Elvis Méndez. Andrea is leading the organization's strategic partnerships, particularly in the climate justice movement, and N2N's fundraising work. Elvis leads N2N's organizing and political strategy. Andrea and Elvis are transforming the organization for the world's new challenges. The N2N Board is comprised of up to 16 members from its chapters. Members who demonstrate exceptional leadership in issue-based efforts and/or on electoral campaigns are encouraged to run for the board. Board members are nominated by the local chapters. The Board is elected at the annual member assembly. The N2N member assembly functions as the highest decision-making body for the organization. Board members continue to serve a variety of functions at the chapter level during their term.

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I'm a proud third generation N2N member. I know that with Neighbor to Neighbor I have the power to create real change for my community.

NELLY MEDINA,

Worcester Chapter Member

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NEIGHBOR TO NEIGHBOR MODEL



ENGAGEMENT: DEEP CANVASSING & OUTREACH

Neighbor to Neighbor is a statewide people's organization championing the interests of historically marginalized communities, including working class people, women, folks of color, and the queer community. N2N is based in the Gateway Cities of Worcester, Springfield, Lynn, Holyoke, and headquartered in Boston. Neighbor to Neighbor's 501(c)3 Education Fund focuses on education, civic engagement, and issue advocacy, while its 501(c)4 Action focuses on teaching and supporting people in underrepresented communities in how to run for elected office. N2N's organizing model is built around a broad-based voter engagement approach leading to the recruitment, training, political education, and mentorship of community leaders who work to advance the collectively-identified interests of their community. Neighbor to Neighbor is a member-led people's organization. This means that the staff and Board are composed of members from the impacted communities N2N serves, the local chapter membership decides the local issues N2N champions, and the statewide membership votes on overall program direction.

Neighbor to Neighbor has worked to achieve a full 2020 Census count in its chapter cities, increase proportionate local and state representation in the halls of power, launch housing justice campaigns and agreed upon economic efforts for disadvantaged communities, and advanced climate justice efforts to safeguard vulnerable neighborhoods.

In 2020, N2N conducted outreach to over 86,000 people and engaged over 6,000 voters in Springfield and Worcester, primarily through phone calls in a traditional electoral organizing approach. Now, it is focusing its outreach efforts on going deep with community members in shifting their perceptions around climate change through Deep Canvassing. Thus, Neighbor to Neighbor has developed the only permanent deep canvassing outreach program in the state.



N2N has been a lifeline for many during this pandemic. Although not necessarily a service organization, it shifted its focus to include mutual aid when it saw that it is what the people needed.



JOSÉ LOUIS MALDONADO VELEZ

Holyoke Chapter Member

THE NEW MAJORITY

Neighbor to Neighbor represents the “new majority”: people of color, immigrants, women, and the working class. N2N’s statewide membership is organizing to create change for communities of color and work for environmental justice. Neighbor to Neighbor member leaders build power to transform the institutions that govern their lives.

In an era of income inequality, environmental degradation, and racism, N2N’s chapters build the power to confront this triple crisis in Massachusetts.

N2N has 15,000 community members who act by registering to vote, signing petitions, calling their legislators, and marching in the streets. Over 280 individual members volunteer each year. At the heart of each Neighbor to Neighbor victory are the 50 leaders who meet regularly to create campaigns, plan public actions, and educate their neighbors door-to-door.

Neighbor to Neighbor seeds the new alternatives that put power and decision-making in the hands of those directly affected. A better world possible, and Neighbor to Neighbor members are the ones who will build it.

FINANCIAL SUSTAINABILITY

N2N has been successful in building strong relationships with its philanthropic partners, and its budget has increased steadily over the years. Funding from foundations constitutes two thirds of the budget, with the remainder coming from individual donors. N2N’s decentralized individual donor fundraising model is unique because all staff participate in cultivating donors.

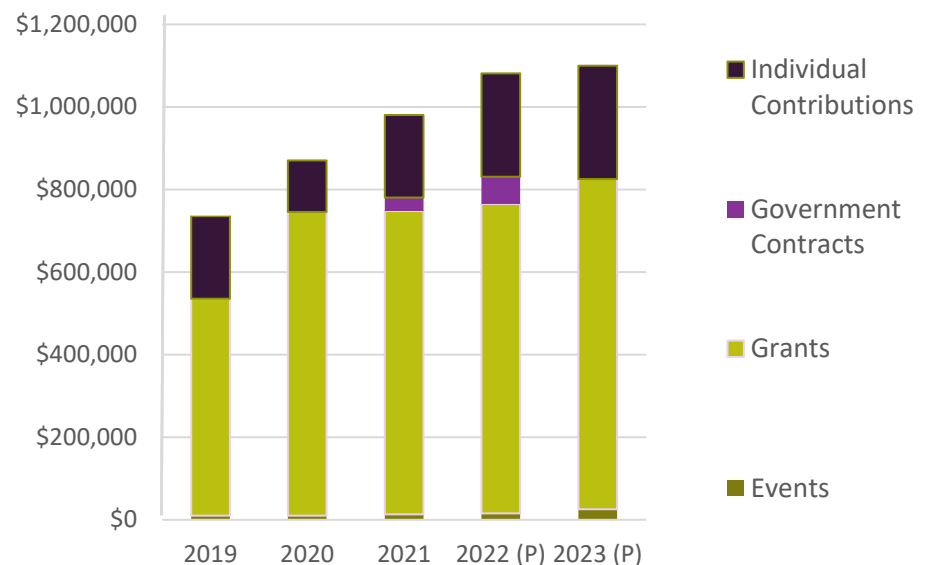
Key Investors

- BARR FOUNDATION
- HERMAN AND FRIEDA L. MILLER FOUNDATION
- THE HYAMS FOUNDATION
- JOSEPHINE & LOUISE CRANE FOUNDATION

Partners

- CENTER FOR ECONOMIC DEMOCRACY
- GREENROOTS
- MA VOTER TABLE
- PEOPLE’S ACTION

Revenue by Source



Success Story:
State Senator Adam Gomez



"Neighbor to Neighbor is building a structure to educate communities and promote the development of local changemakers. I've organized with Neighbor to Neighbor as a member and have seen, firsthand, the impact they've made with the education and support they provide to anyone who has the motivation to engage in community work. Their grassroots training and education played a role in developing a regular community member like me, from joining a neighborhood board, to becoming a city councilor, to recently becoming the first Puerto Rican State Senator in the Commonwealth of Massachusetts."



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Neighbor to Neighbor’s deep canvassing approach signifies a shift to new indicators of growth for the organization. While members still remain at the core of N2N’s efforts, the key performance indicators are contact, movement, and persuasion rates developed by the national organization People’s Action (PA).

Movement rate is defined as any positive movement on the 1-10 scale from a first rating at the beginning to second rating at the end of the conversation (e.g. 5 to 6).

Persuasion rate has been measured as movement from one part of the spectrum to another (typically thought of in three blocks: low/against = 1-3, middle/undecided 4-6, and high/support 7-10) in a positive direction (e.g. a move from 2 to 5)

	FY 2021	FY 2022 (P)	FY 2023 (P)
PROGRAM PERFORMANCE			
Attempts	89,675	100,000	115,000
Contacts	6,251	11,000	17,500
Contact Rate	7%	11%	15%
ORGANIZATIONAL GROWTH/CAPACITY-BUILDING			
Number of staff members	10	11	12
Formation of Advisory Board	N/A	4	6
Number of board members	12	12	12
Total Revenue	\$980,500	\$1,081,000	\$1,100,000

SOCIAL IMPACT

Neighbor to Neighbor’s long-term vision is to make the promise of democracy real in the most vulnerable communities. This means increasing voter participation among working class communities, promoting more women and BIPOC running for elected office, and passing policies that support resilient neighborhoods and a healthier planet.

INDICATOR	2023
Movement rate	50%
Persuasion rate	21%