

**LEAFLET EVERY DOORSTEP  
PILOT PROJECT SUMMARY**

**March 21, 2024**

## I. Introduction

Leaflet Every Doorstep was a pilot project of the Durham County Democratic Party.

Four of the 59 precincts in Durham County, North Carolina, participated in the project. The four pilot precincts spent April through October 2023 **creating leaflets, recruiting volunteers, and designing efficient systems** for these volunteers to distribute leaflets each month and report back to their precinct organizer regarding the addresses they hit. The project was run entirely by volunteers.

Each pilot precinct had between one dozen and four dozen volunteers dropping leaflets on between 850 and 1,400 doorsteps, for a total of approximately **4,000 doorsteps**. **Each of these doorsteps received either five or six leaflets over the seven-month leafleting period.**

Each of the six leaflets was one page, black text on blue paper, with the front in English and the back in Spanish (except for the first leaflet, which had only one side in English).

The first four leaflets each addressed a different topic – gun violence, reproductive freedom, public education, and voting rights – and described the difference between what the Republicans and Democrats are doing in the state capital and in Washington DC regarding the issue. The last two leaflets explained the importance of voting in the municipal election held in November 2023.

All leaflets can be viewed on the project website: <https://leafleteverydoorstep.com>.

During the project period, Durham County as a whole had approximately 231,111 registered voters, 53% Democrat, 36% Unaffiliated, and 10% Republican. The four pilot precincts skewed a little more Democrat than the county as a whole: from 58 to 63% Democrat. The number of Unaffiliated ranged from 33 to 37%, and the number of Republican ranged from 3 to 6%.

The sole cost of the project was printing, which was paid for primarily by collections from volunteers and others. Because 21 other Durham precincts also requested copies of these leaflets, the project printed approximately 40,000 leaflets, at a total cost of \$5,485, of which only \$1,127 was subsidized by the county party. This report covers only the experiences of the four pilot precincts: precincts 3, 4, 9, and 20.

## II. Rationale

The project was designed to accomplish a variety of important goals to strengthen the Democratic Party:

1. **Arm the Democratic base with clear messaging** they can use to inform others.
2. **Build the Democratic brand, independent of any particular candidate**, by informing persuadable people of the very stark difference between what the Republican and Democratic Parties stand for.
3. **Deliver messages from a trusted source: neighbors**. (This approach is supported by research as being effective. Moreover, this is not the “lit drop” that is described in some research studies, as it is not a one-time drop of candidate literature by people helicoptered in to an area to do the drops.)
4. **Repeatedly deliver the same underlying message**. (This approach is supported by research as being effective.)
5. **Provide tangible documents that can be passed on by hand or photographed and forwarded electronically**.
6. **Show people that their neighbors are engaged in volunteering**, thus encouraging others to volunteer. (This approach is supported by research as being effective.)

7. **Make action easy by doing it close to home and on their own time** over a 10-day period.
8. **Create a habit and culture of action.**
9. **Increase the self-confidence of volunteers**, thus making it more likely they will do other volunteer activities.
10. **Increase the pool of volunteers** that can be recruited for canvassing and other activities.
11. **Build a neighborhood-based ongoing organization** that makes people feel part of something bigger than themselves and serves as a basis for continuous engagement in democracy. (There are 150,000 precincts across America – our most under-used infrastructure.)
12. **Illustrate that the Democratic Party was doing something** long before any other organized campaign activity was taking place in the county, thus giving it credibility. (This activity helped motivate many more donations to the local party than ever before in its history, enabling the hiring of the county party's first-time ever full-time paid organizer.)
13. **Create buzz, spark conversations**, and keep the values of the Democratic Party in the forefront of people's consciousness.
14. **Create a system that is easily replicable** and that can be scaled down to small targeted neighborhoods or up to large geographic areas.

### **III. Creating the leaflets**

A team of seven volunteers produced the leaflets each month. Each of these volunteers had some relevant background, but they supplemented it with free online training during the project period to help them understand current best practices in the political landscape. They found particularly valuable the ASO Communications material on use of the 3V framework: describe our Values, the Villains and their motivation, and our Vision.

At the beginning of the project, the team decided to add a QR code to the leaflets, connecting to a website that provided sources for each of the assertions made in the leaflets. The purpose of this was to add credibility to the leaflets, provide readers with more information, and provide a place where leaflet recipients could connect with the project in order to volunteer or to stop receiving leaflets.

Each month, the team agreed on a topic and conducted research to sift through facts and select key points that could be condensed into a few bullet points that were simple and clear. This process was labor intensive, taking about a week, with emails flying back and forth and many versions revised until the group decided on a final draft.

One member of the team was in charge of sending the final draft to the volunteer Spanish translator, where it was translated and proofread by a second native Spanish speaker. This team member at the same time sent the final English draft to all the precinct chairs in the county to ask whether they would also like to order leaflets, with a deadline for ordering (usually two days away).

A second member of the team then put both versions of the leaflet into CANVA — a formatting application. That draft was then returned — electronically — and the team did a final proof to make sure it looked good on the page.

A third member of the team was in charge of liaison with the printer. She determined the total number of leaflets to be printed that month, got the price from the printer, and made sure funds were available to pay the printer. (More on funding below.) She received the delivery from the printer (usually around 5 days later) and divided the order into batches for each precinct. The printer divided each box of leaflets into groups of 100, so it was fairly easy to divide up each precinct's portion.

Each month there was a timeline so that the team knew when to finish each step of the process in time for the leaflets to be available for delivery to precincts by around the 20th of the month. That schedule allowed for each precinct to have about 10 days for volunteers to distribute their leaflets within their precinct by the end of the month.

There was a total of six monthly leaflets from April through October, with the month of May skipped due to a desire to revise the distribution system based on the first month's experience.

Everyone engaged in this leaflet-creation process agrees that it would be far preferable to have available from the state or national Democratic Party a readily-available menu of talking points such as those used in these leaflets. In the future, nobody should have to go through such a laborious process.

#### **IV. Distribution to precincts and volunteers**

Once the printer delivered the leaflets to one location, one team member divided up the leaflets into the total requested by each precinct, notified each precinct organizer that they were ready for pick-up, and set the stacks of labeled leaflets on her porch. Each precinct had someone pick up their stack of leaflets, which ranged from 900 to 1400 leaflets in each of the four pilot precincts, plus as few as 50 leaflets in other precincts.

Each precinct organizer then divided their leaflets into packs for each volunteer, depending upon how many addresses were in each walk route. Each volunteer typically received two or three extra leaflets to share with interested neighbors, friends, or family.

In **Precinct 3**, the organizer created an instruction sheet to accompany each route bundle. The instructions changed slightly from month to month; some months volunteers were asked to provide detailed information about their routes, primarily which houses did not receive leaflets and why. The organizer personally delivered the route bundles to each volunteer every month of the campaign.

In **Precinct 4**, the organizer counted out leaflets for each walk route, put instruction sheets on top, and put a rubber band or binder clip around each pack. She discovered that it was much easier to deliver packs to each volunteer's porch, rather than waiting for them to be picked up on her porch. When that latter approach was used the first two months, some people didn't pick up their packs for many days, and the organizer ended up calling to check with them. It was deemed useful to reduce to as few as possible the number of reminders that were sent to volunteers.

In **Precinct 9**, the organizer emailed previous volunteers and other possible volunteers one to two weeks before the leaflets would be ready. Of the 14 walk routes, or "turfs," some had no volunteers living there, and some had multiple volunteers living there. The organizer asked in the email whether folks would be willing to cover a turf they did not live in. The organizer set up hanging file folders labeled for each turf in a lidded waterproof plastic file box that she left on her front steps, not visible from the road. These file folders could be reused each month. Each pack of leaflets was put in a manilla folder for each turf with a sticky note of the volunteer's name protruding upward, and the manilla folder was placed in the hanging file folder for that turf.

In **Precinct 20**, two volunteers counted out leaflets for turfs and attached a turf map with a rubber band. Leafleters picked up leaflets for their assigned turf from one volunteer's front porch. Some leaflets were delivered to leafleters if not picked up after a few days.

#### **V. Precinct walk routes and volunteers**

The system used by this project was to leaflet every doorstep within the precinct, except for addresses that were inaccessible, seemed dangerous, or requested to stop receiving leaflets.

The logic behind this was that this made it easy for volunteers, as they did not have to constantly refer to a list or to a MiniVan app. (There were a few exceptions regarding use of MiniVan. See below.) Also, only 10% of registered voters in Durham County are Republicans, so wasting resources was deemed to be outweighed by the possibility of reaching a few persuadable voters.

In **Precinct 3**, the organizer was a Democratic precinct officer who is retired and has lived in the neighborhood for over 40 years. He had previous experience managing the distribution of a neighborhood newsletter (general news, nothing political) four times a year in his precinct and in neighboring Precinct 4. He thus had ready-made walk routes for distributing the leaflets developed for this project, and many of the volunteers were already distributing the neighborhood newsletter. The organizer discovered, however, that the newsletter routes didn't work well and he created new routes for this leafleting campaign.

In Precinct 3 there were 18 leafleting routes, each averaging about 50 households. Two routes had 65 households. There are just under 900 households in the precinct, not counting several very large apartment buildings within its borders. (These are gated and inaccessible to outsiders and were excluded from this leafleting project.) There were 22 volunteers covering these routes, which was sufficient except for two summer months when more than a few volunteers were on vacation or did not want to go out in the heat. In one month, the organizer had to cover 5 routes. The organizer concluded that it would be preferable to have a larger volunteer pool in the future.

Most of the volunteers in Precinct 3 were retired people recruited by and previously known by the organizer of this precinct or the organizer of neighboring Precinct 4. There is a popular public park overlapping these two adjacent precincts, and it hosts a monthly food truck rodeo during the spring through the fall. The leafleting organizers from the two precincts set up a canopy at this event each month to recruit volunteers. The organizers served cake and displayed on an easel a 24x36 inch laminated precinct map showing the location of every volunteer, thus illustrating territories needing more volunteers. This brought in several new volunteers, mostly younger people. The project discovered that the volunteers recruited through personal relationships in Precincts 3 and 4 tended to have more loyalty to the project than the park-recruited volunteers, some of whom changed their minds later.

In **Precinct 4**, the organizer was a retired long-time resident of the precinct with organizing experience. The first month's 17 walk routes were the same routes used for the neighborhood newsletter distribution. These routes were leafleted by 21 volunteers in April. Throughout the project period, more and more volunteers were recruited in Precinct 4. By the time of the October leafleting, the project had reduced routes in size and expanded the number of routes to 36 routes. A total of 50 volunteers were engaged in leafleting some or all of the months. As with Precinct 3, Precinct 4 has just under 900 households; however, it has no large apartment buildings.

When there were 17 routes, the number of doors per route ranged from 36 to 65. When there were 36 routes, the number of doors per route ranged from 9 to 55, with 27 of the 36 routes involving less than 30 doors. The expansion in leafleting volunteers in this precinct over the leafleting period was primarily due to the extremely gregarious leafleting organizer, who approached dog walkers, stroller pushers, and walkers throughout the neighborhood, asking them whether they would like to help with leafleting.

In **Precinct 9**, the first organizer was a precinct official with school-age children. She had experience "cutting turf," or designing walk routes, through previous organizing experience. She established the walk routes and headed leafleting in the months of April, June, and August. Leafleting did not occur in July due to the unavailability of any organizer that month. Leafleting in September and October was headed by a different organizer, a retired long-time resident. Precinct 9 has around 1100 households, excluding an area posted "No Trespassing." Unlike in the other three pilot precincts, Precinct 9 houses are spread out, and many have long uphill driveways. The precinct was divided into 14 walk routes, ranging from 57 to 127 doors, and the routes took longer to leaflet than in the other precincts. This precinct had only 12 volunteers, which meant that one or two volunteers had to cover two routes. Leafleters were recruited from a list of people who had in the past expressed interest in volunteering. A few people encountered during leafleting also decided to volunteer.

In **Precinct 20**, the Precinct Chair and Vice Chair, both retired, were co-leaders of the leafleting there. The precinct has about 1400 households. The organizers divided the precinct into 29 walk routes, using the online county maps website to zoom in on the precinct and take screenshots of each walk route. The screenshots were printed so that house numbers, door count, and walk route name could be added by hand and then scanned and saved as PDFs.

Each route was assigned a volunteer, ideally based on that volunteer's proximity to the area. The smallest route had about 35 doorsteps and the largest had 87. The largest route included open-access apartment buildings, so the large number of doors was easy to cover. This precinct had a previous level of organization greater than the other three pilot precincts.

The Precinct 20 Chair had been in office for years and had been sending out a regular newsletter to registered Democrats in her precinct. She had email addresses for about 250 registered Democrats and left-leaning unaffiliated voters in her precinct. She thus had an easier avenue for recruiting volunteers than the other pilot precincts. She conducted outreach to existing volunteers (folks who perhaps poll greeted or phone-banked in the last election, or people who at one time or another said they would be willing to volunteer). She also sent out an email to the precinct at large and asked people whether they would be willing to walk a few blocks in the neighborhood and just drop a leaflet at every door.

## **VI. Materials provided to volunteers**

The project developed sample leafleting instructions to serve as a handout for each volunteer. Individual precincts tweaked these to fit their specific process.

Each volunteer received a description of their route, and two of the four precincts included a printed map of their walk route. **Precinct 4** had the smallest routes and found that printing maps took needless time and resources, as a written description sufficed. **Precinct 3** likewise used only written route descriptions. **Precincts 9 and 20** printed maps, as they had larger routes and also had organizers with the tech skills to easily produce maps.

**Precinct 20** furnished each volunteer with a clipboard along with their route instructions. **Precinct 4** asked volunteers whether they wanted a clipboard, and only 6 or 8 wanted one. **Precincts 3 and 9** volunteers did not use clipboards.

**Precincts 3, 9, and 20** did not use MiniVan at all.

In **Precinct 4**, volunteers were asked whether they would be interested in using MiniVan to record their leafleting as they proceeded through their routes. Six of the 50 volunteers asked to be given a MiniVan route, and these six used it consistently. One MiniVan user reported the following: “The map can be quite handy and I was able to see a house on the MiniVan map that was not included on my walk route form. However, I preferred updating MiniVan after completing my route. It only took a minute.” Many volunteers did not want to devote the extra time to learn MiniVan.

## **VII. Post-leafleting reports by volunteers**

Leafleters had about ten days to distribute their pack of leaflets each month. Precincts used a variety of ways for volunteers to report their results back to their precinct organizers.

In **Precinct 3**, for a couple of months volunteers received sheets that could be used to report where they delivered block by block. They were asked to drop off the sheets at the organizer’s house. So few sheets were returned that the organizer asked volunteers to report by text or email instead. That worked for the most part, but reminders needed to be sent on occasion.

In **Precinct 4**, each volunteer had a paper sheet upon which to record any skipped addresses and the reason why they were skipped. The sheet included the instruction to return the sheet to the precinct’s data management volunteer, either by taking a photo and emailing it or dropping it in a box on her porch. This system worked well, with only a few reminders necessary. The data management volunteer had a copy of each walk route and she uploaded into VoteBuilder the addresses that were leafleted each month. The data management volunteer reported the following about her process:

“Volunteers who used MiniVan to upload addresses they leafleted made my process of uploading these addresses into VoteBuilder easier. Even volunteers who don’t like to look at MiniVan while they leaflet might be convinced in the future to use it to upload their data after they finish their route. The downside of MiniVan and VoteBuilder is that these do not include addresses of unregistered voters, which our project leafleted. For this reason, I created a spreadsheet for each route and which addresses were leafleted and which were skipped. How do we collect data on the unregistered? If we know all of the house numbers in a given route, and we know (from VoteBuilder/MiniVan) which house numbers are associated with registered voters, we can subtract the number of registered-voter addresses

from the total number of a given route's addresses to figure out how many addresses belong to unregistered voters. It's not precise, but gets us in the ballpark. I don't know how else to accomplish that. Although data on unregistered voters may not be a goal for some, each precinct or other interested parties who want to analyze the result of leafleting on unregistered voters can extrapolate those numbers and identify addresses of those who are unregistered. There may be an easier way, but I haven't found it."

The data management volunteer also pointed out that it would be easier for data management purposes if the walk routes would remain the same every month. This conflicted with the community organizing goals of continually adding more volunteers and thus shrinking the size of each volunteer's route, with the desire to reach an ultimate goal of at least one volunteer per block.

In **Precinct 9**, a request for feedback, either by dropping off the map with written comments, or by email, was included in the instructions. However, very few people returned the map or gave email feedback. The organizer sent email thank yous but did not pursue feedback further.

In **Precinct 20**, leafleters were asked to note skipped houses on their maps and either text the organizers a screenshot or drop off the map so the organizers could update the saved turf map PDF.

### **VIII. Leafleting beyond the pilot precincts**

After the first month of leafleting in the four pilot precincts, several other Durham precincts requested leaflets in order to leaflet in their precincts. Therefore, the project sent out a draft of each month's leaflet to every precinct chair in Durham, and they had two or three days to place an order. Between June and October, 21 other precincts received leaflets, numbering between 50 and 1,000 for each precinct. Eleven of these precincts distributed leaflets only once, three precincts distributed them twice, five precincts distributed them three times, one precinct distributed them four times, and one precinct distributed them five times.

The total number of leaflets distributed within the four pilot precincts during the project period was approximately 25,000. Approximately 15,000 additional leaflets were distributed elsewhere in the county.

### **IX. Funding**

The only expense of the project was printing. The Durham County Democratic Party uses a union printer, located about 25 miles away, and their price included delivery. The price per leaflet varied from 12 to 15 cents each month, depending upon the number of leaflets ordered.

For the first month, April, the total number of leaflets ordered by the four pilot precincts was 5,200. The cost, including tax, was \$721. Each of the precinct organizers chipped in their own money to pay for this first printing, paying the printer directly, getting a receipt, and reporting it to the county party as an in-kind donation.

Thereafter, an online Act Blue donation portal was created solely for leaflet printing costs. Interested parties were told that the cost of the leaflets averaged 15 cents per leaflet and donations were encouraged. A few people donated for the general use of the project, and precincts involved in leafleting solicited donations from Democrats in their precinct to cover the cost of their leaflets. This process worked well, and monthly costs were covered through that online method (plus one check for \$200 that was earmarked for leaflets).

The county party also pledged to cover \$1,100 of the cost of leaflets for the months of June, July, and August out of its annual budget, regardless of the donations coming in through the portal. (It later chipped in another \$205 for 2,000 copies of the September leaflet for general distribution at street fairs and other events, separate from the doorstep distribution within precincts. These 2,000 leaflets are not included in these figures.) The total cost of the 40,000 leaflets printed for precinct distribution was \$5,485. Of that amount, \$4,358 was raised during the project period specifically for this project's printing costs, and \$1,127 was paid for by the county party.

## **X. Website use**

The QR code on the leaflet that connects to the website allowed leaflet recipients to request no further leaflets. Only one person sent such a request through the website.

Five Durham people used the website to say that they wanted to get involved., and two others from beyond Durham asked for information. Two precinct leaders from non-pilot precincts who had already gotten involved in leafleting used this connection to ask questions.

The project website had a total of 3,250 visitors during the period April through December 2023.. Monthly totals were as follows:

April (gun violence leaflet): 370

May (no leaflet distribution): 148

June (reproductive freedom leaflet): 666

July (public education leaflet): 692

August (voting rights leaflet): 445

September (municipal election leaflet): 257

October (municipal election leaflet): 237

November (some municipal election leaflet distribution): 128

December (no leaflet distribution): 183

## **XII. Volunteer communication and feedback**

During the first month of the project, April, a series of online surveys was set up to gather data from each pilot precinct volunteer on the number of doorsteps they leafleted, how long it took, and any feedback they might have. This was used by each precinct's organizer to do any route adjustments necessary. The month of May was used to figure out adjustments before leafleting began again in June. Originally, the project planned to continue to survey each new volunteer after their first leafleting experience, but it soon became clear that it was hard enough to send and receive emails and texts regarding the leafleting schedule and turning in their address sheets; asking folks to fill out a survey and then continuing to bug them until they did so was deemed counterproductive.

Communication between precinct organizers and their volunteers varied in the four pilot precincts.

In **Precinct 3**, the organizer almost always sent out at least two emails prior to delivery; one to let folks know that leaflets would be arriving soon and to ask who was able to take a route, and one to let them know that the bundles were about to be delivered and that they needed to keep an eye out for them. The organizer sometimes passed on feedback from different sources about the program and sometimes attached articles about the program or about the importance of GOTV efforts in general.

In **Precinct 4**, each volunteer received a text or email a week or more before that month's leaflets were ready, asking them to confirm whether they would be available for leafleting that month. Then walk routes were assigned as usual or substitutes were assigned. When the leaflets were ready, another text or email was sent out informing everyone that they would be getting their leafleting materials delivered to their porch on a certain date. A few days before the end of the month, any volunteer who had not already turned in their report sheet was sent a text or email asking whether they needed any help finishing their route.



There were monthly precinct gatherings in the neighborhood park on the first Thursday of every month in conjunction with a food truck rodeo organized by another neighborhood organization. Leafleting volunteers were encouraged to hang out at these events with the leafleting organizers and meet other volunteers. Several precinct leaders brought cake and drinks to these gatherings.

Over the course of the leafleting period, each volunteer also received two hand-written postcards thanking them for their volunteer work.

Most of the volunteers expressed happiness at being able to contribute to building toward a Democratic victory in 2024. Given a concrete task, people were usually ready to step up. All of these volunteers will be available in the future, with the possible exception of one or two.

In **Precinct 9**, each volunteer received a text or email a week or more before that month's leaflets were ready, asking them to confirm whether they would be available for leafleting that month. The organizer also individually followed up with email or text to former volunteers who had not responded to the initial solicitation, and to new volunteers. Then walk routes were assigned as usual or substitutes were assigned. When the leaflets were ready, another email was sent out informing everyone that materials would be ready for pick up on a certain date. The organizer would email individuals if materials had not been picked up promptly. Reports on results were received haphazardly. The organizer thanked volunteers individually by email or text.

In **Precinct 20**, the project coordinators grew the initial volunteer group of 13 to 25 over time by sharing 'news' about the project and asking folks for feedback. The Precinct Chair also had a few informal gatherings at her home to foster the sense of community and pride that volunteers need to keep going.

### **XIII. Results**

On every count listed in project rationale above (see Section II), the project accomplished its goal.

This innovative Durham leafleting campaign has been discussed in Zooms by national-level Democratic leaders who say that this is exactly the kind of thing that is needed (David Pepper, Robert Creamer, and Simon Rosenberg). It was also mentioned in the Daily Kos. Durham has national buzz!

All of the precinct organizers found that, when asked, many people agreed to leaflet. It was easy to do and it involved taking a walk, which many people were already doing in their neighborhood. It was also easy to complete the task over a 10-day period.

In **Precinct 3** the project coordinator reports that, when he had to go out of town during the October leaflet distribution process, he was totally confident that the team he had built would carry on effectively during his absence. This project resulted in the creation of a group of volunteers that had not previously worked together as a precinct team. He reports, "Our core group of leafleting volunteers had good energy and enthusiasm for the project. A few have a history of activism in local Durham politics. I may be wrong, but I suspect that few will be interested in expanding their involvement to include canvassing or other activities. It was also reported to me, and it was my experience, that people we encountered were grateful for the information."

In **Precinct 4**, one volunteer reports that every time she is walking down the street with a fist full of leaflets she can stop a dog-walker or gardener and use the leaflet to start a conversation. The leafleting project built a consciousness of being a precinct and being a team of volunteers, a feeling that had never before existed in this precinct, in spite of the fact that the precinct included many people who had been politically active in general.

In **Precinct 9**, a poll greeter for the November 2023 municipal election reported that many people on election day said they were receiving regular Democratic Party communications.

A **Precinct 20** volunteer emailed their coordinator after their strong precinct turnout in the primary: "We need to keep this energy going. So glad to be able to meet our neighbors."

On the day of the municipal election in November, the two Precinct 20 precinct coordinators asked folks at their polling place what they thought of the leaflets. Folks suggested that they were helpful, especially for more recent residents who perhaps had no idea about what the General Assembly has been doing, or weren't sure about voting rights requirements and where or when they could vote. There were also people who liked the shorthand, bulleted points on topical issues they care about.

The Precinct 20 Chair reports that much more is going on here than the linear steps from bundling to delivery: “We are growing a volunteer base that now knows a piece of the precinct well and has started to engage with people there. We hope to get 2/3 of the leafleting volunteers to move on to the next step of canvassing. The precinct at large is experiencing their neighbors dropping off a note about their political lives, right on their doorstep (and I always reference those volunteers as their "neighbors", whenever I send out a precinct email). It didn't come from the post office, or some candidate that doesn't know who you are. There is a sense of community and immediacy in this project that is meaningful, and people respond to it. When I leaflet and actually meet people, I always engage (I like talking to people) - and by far and away, the response is always a 'thanks for doing this' - or the equivalent. People want to know that they aren't alone in their concern, or even more importantly, that others are looking out for their interests too. And I think this project fosters that.”

The pilot project officially ended in 2023, but the project leaders started new leaflets in 2024, which can be found on the website of the Durham County Democratic Party: <https://durhamdemocrats.org/resources/2024-leaflets/>