



60,000 SIGNATURES IN FOUR WEEKS

One of the few progressive success stories of 2010, Oregon's Measure 76 earmarked a portion of lottery revenues for the upkeep and expansion of state parks and wild areas. Its journey to the ballot provides a useful roadmap of the twists and turns a prospective initiative campaign might have to navigate.

After some initial hiccups and friendly disagreements, Oregon's progressive community united around Measure 76 and it passed with 70% of voters voicing their support on election day. The keys to its success were intelligent and persistent coalition building and a quick response when troubling issues arose during the early stages of signature gathering.

EARLY TRIALS

The first contact many voters have with a ballot measure campaign is when a canvasser standing on a street corner asks for their signature.

Trust is built or lost during those vital first moments.

Initially, signatures for Measure 76 were being collected by an unreliable, fly-by-night firm that specialized in sidestepping Oregon laws requiring transparency and fair treatment of workers. When that company's practices threatened to alienate voters, Oregonians for Water, Parks, and Wildlife turned to Democracy Resources to gather the remaining signatures needed for ballot access.

SUCCESS

With over a decade's worth of experience and scores of initiatives qualified for the ballot nationwide, Democracy Resources was uniquely qualified to come to the rescue. In just over a month, we collected 60,000 signatures and won Measure 76 a place on the November ballot.

That it went on to win by such a large margin during an election when progressive candidates and issues took a beating nationwide speaks to the respect that a well-argued ballot measure can inspire in an educated electorate and to the importance of contracting with reliable vendors.



"Democracy Resources was a huge help in qualifying Measure 76 for the ballot. They answered the call in a professional and competent manner, allowing us to breathe easier and begin to focus on next steps."

*-Josh Alpert, Campaign Manager
Oregonians for Water, Parks, and Wildlife*