

How Affinity helps NewPolitics build a robust community

About New Politics

New Politics is an organization with a mission to transform the political landscape by recruiting and developing servant leaders for political service. It helps candidates develop with the resources necessary to succeed on the campaign trail and in office – helping them build their networks, hire campaign talent, and create field and communications strategies.



"Over the course of their lives, servant leaders haven't thought through how their community can potentially help a future campaign. But when you're running, you need to know how to mobilize your network behind you." - Charlene Lee, Director of Strategy and Operations

The Challenge

Early last year, as it expanded and grew, New Politics recognized that it needed a platform for tracking members of its community. It needed to better understand its growing network in order to effectively identify and connect with prospective candidates, donors, campaign supporters, and others who could effectively contribute to its mission.

The Solution

Affinity powers the New Politics community. The New Politics team leverages [Affinity Lists](#) to break down the different segments of its community and better understand how someone can get involved – whether they're a potential staff member, donor, super volunteer, or donor.



"Affinity helps us support candidates in a comprehensive and team-oriented way so that we're singing from the same song sheet. It allows us to track how different members of our team are supporting a candidate and their campaign, so we can stay on track and all be on the same page." - David Heifetz, CCO

Affinity is especially valuable in assisting candidates with staff building and fundraising efforts, as it helps surface potential campaign talent and relationships that might support the campaign.

