

2016

IMPACT REPORT



**ENVIRONMENTAL
VOTER PROJECT**



ENVIRONMENTAL VOTER PROJECT

OUR FIRST YEAR

Our pilot program was a stunning success. Now, we're poised to launch a permanent and relentless mobilization campaign that could completely transform the electorate.

15.78 million environmentalists did not vote in the 2014 midterm elections, and we estimate that over 10 million environmentalists didn't vote in the 2016 presidential election. At the Environmental Voter Project, we are laser-focused on finding these environmentalists and turning them into consistent voters.

On November 8, 2016, we closed out our first year of mobilizations. It was a year of dozens of experiments, dramatic growth, and remarkable successes. Over multiple elections, we piloted over 30 identification and turnout techniques and proved that we can (1) accurately identify non-voting environmentalists and (2) dramatically increase their turnout rates for each election.

We were particularly pleased with the results of our longitudinal turnout experiment, which showed that our target environmentalists - after receiving our turnout messaging for just one year - had a stunning 12.1% higher turnout rate than other poorly voting environmentalists. This validates everything that the Environmental Voter Project set out to prove a year ago: that if we consistently target non-voting environmentalists

with cutting-edge behavioral science techniques, we can change their habits and bring about a dramatic shift in the electorate.

In short, our pilot program was a stunning success. Now, we need to scale up. We're poised to launch a permanent and relentless mobilization campaign that could completely transform the electorate, and we're eager to get started.

I am extraordinarily grateful to our volunteers, staff, board members, and donors, without whom none of this groundbreaking work would be possible. At such a bleak time for the environmental movement, we're truly fortunate to have this opportunity to make an enormous impact on environmental politics. I'm honored to work with all of you, and I can't wait to see what we achieve together in 2017.

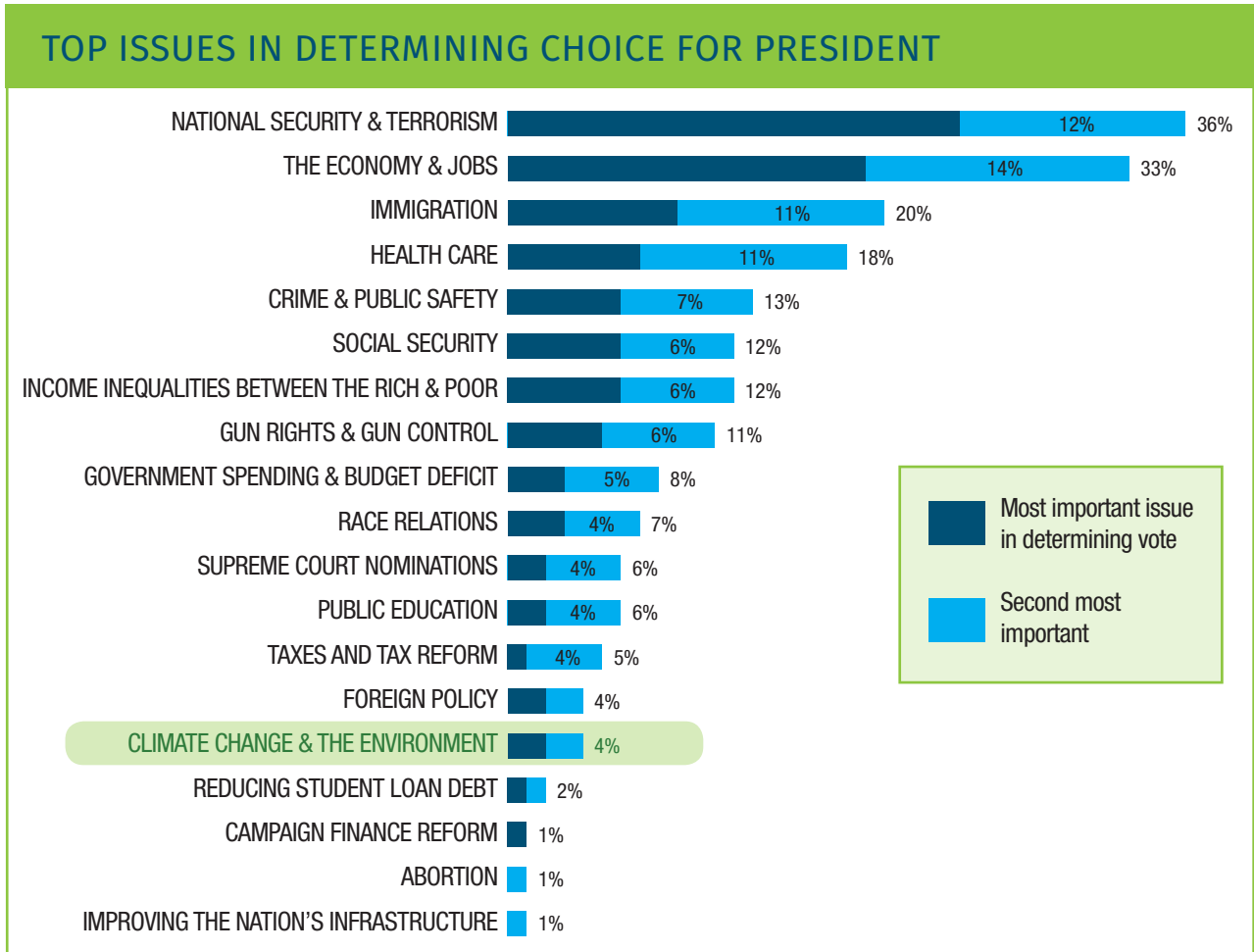
Sincerely,

Nathaniel Stinnett | Founder

THE PROBLEM

Voters aren't demanding environmental leadership, so politicians have no reason to supply it.

Voters consistently rank climate change and other environmental issues among their lowest priorities in each election. We wanted to get a fresh read on voter priorities for the 2016 presidential election, so we polled only registered voters who were likely to vote on Nov. 8th. "Climate Change & the Environment" was 15th out of the 19 issues we polled, with only 2% listing it as their top priority and another 2% calling it their second priority. This is a big problem. Regardless of who wins an election, it's hard to expect politicians to spend their political capital on environmental issues when so few voters are demanding it.

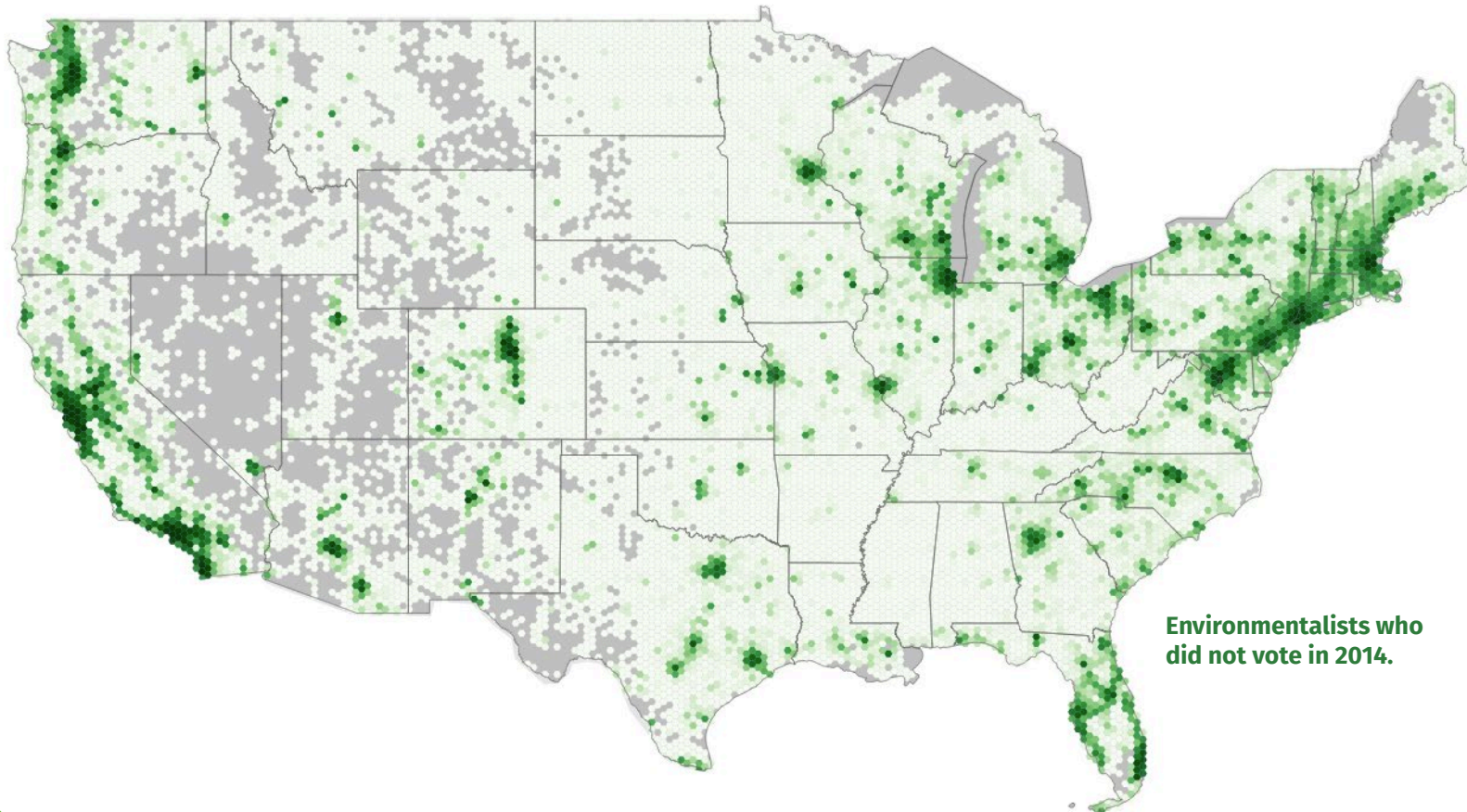


AR Research poll of likely voters in the 2016 Presidential Election, July 29 - Aug 3, 2016

THE OPPORTUNITY

It's about turnout, not persuasion.

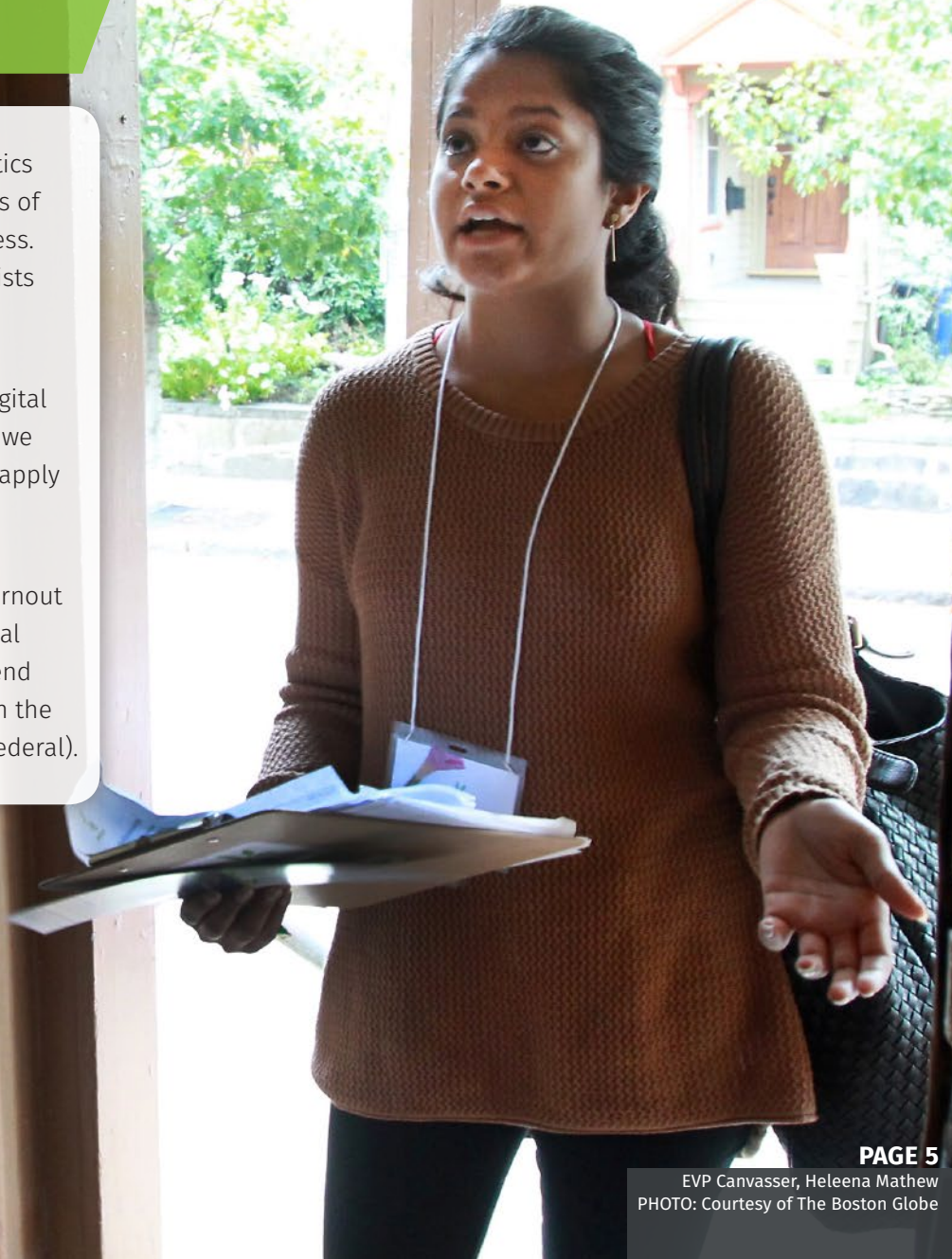
The Environmental Voter Project has identified **15.78 million environmentalists who didn't vote** in the 2014 midterm elections and an estimated 10.1 million who didn't vote in the 2016 presidential election. So the reason environmental issues poll so poorly among voters is in large part because most environmentalists don't vote. In short, we have a turnout problem, not a persuasion problem. This presents an enormous opportunity because **convincing someone to vote is easier and cheaper than convincing them to care about the environment.**



Environmentalists who did not vote in 2014.

THE SOLUTION

- 1 IDENTIFICATION:** With big data analytics and predictive modeling, we identify millions of environmentalists by name and street address. We then focus only on those environmentalists who are the least likely to vote.
- 2 REGISTRATION:** Using cutting-edge digital tools, canvassers, phone banks, and events, we help environmentalists register to vote and apply for absentee ballots in all 50 states.
- 3 MOBILIZATION:** Using proven voter-turnout messaging that relies on the latest behavioral science, we canvass, call, mail, email, and send digital ads to our target environmentalists in the lead-up to every election (local, state, and federal).



PROVEN RESULTS

We submit every aspect of our work to rigorous scientific validation, including numerous randomized control trials.

✓ **ACCURATE**

We scored an 89% accuracy rating on our ability to identify non-voting environmentalists, which is a stunning degree of precision for this type of work.

✓ **POWERFUL**

In low, medium, and high-turnout elections, EVP consistently increased voter turnout among non-voting environmentalists by 4.7% - 5.1% per election.

✓ **BIG IMPACT**

If scaled to a national level, EVP's results would have added 475,000 brand new environmentalists to the 2016 presidential electorate – an election that was decided by only 77,000 votes.

✓ **CHANGING THE ELECTORATE**

After receiving EVP's turnout messaging for just one year, our target environmentalists had a stunning 12.1% higher turnout rate than comparable environmental voters.

✓ **LONG-TERM EFFECTS**

3% of the environmentalists EVP targeted during our first year are now such consistent voters that EVP no longer needs to spend money mobilizing them, yet our donors' initial investment will continue to bear fruit as these environmentalists show up to vote in countless future elections.

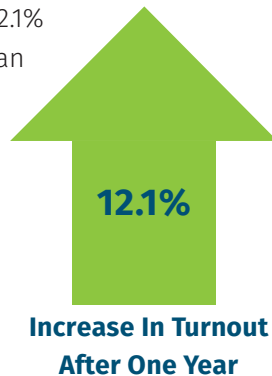
IF SCALED NATIONWIDE, EVP WOULD HAVE ADDED

475,000

NEW ENVIRONMENTAL VOTERS ON NOVEMBER 8TH

INCREASE IN TURNOUT

Throughout our first year of mobilizations, EVP ran a long-term randomized control study tracking a particular group of Boston environmentalists over the course of four different elections. The results of our study show that, after these four elections, the target voters whom EVP contacted had a 12.1% higher turnout rate than comparable voters whom we had not been contacting. This extraordinary result proves that if we consistently contact non-voting environmentalists using cutting-edge behavioral science, we can change their habits and turn them into dramatically better voters.



EVP'S MOBILIZATION METHODS

Over the course of our first-year pilot program in Massachusetts, we tested and fine-tuned a number of different mobilization methods, always using language that was informed by the latest behavioral science studies.

CANVASSING

Each of our canvassers receives extensive training so they are personable, informed, and up-to-date on best practices. Almost 10% of the voters we canvass end up signing “pledges to vote,” which are then mailed back to them the week before Election Day.

PHONE CALLS

Our paid and volunteer phone banks call voters with plan-making messages (helping them to visualize how they will vote on Election Day) and social pressure messages (taking advantage of people’s desire to be seen as “good voters”).

DIRECT MAIL

Using “localized peer pressure” techniques, we send personalized letters to voters, letting them know how many people on their street are likely to vote on Election Day.

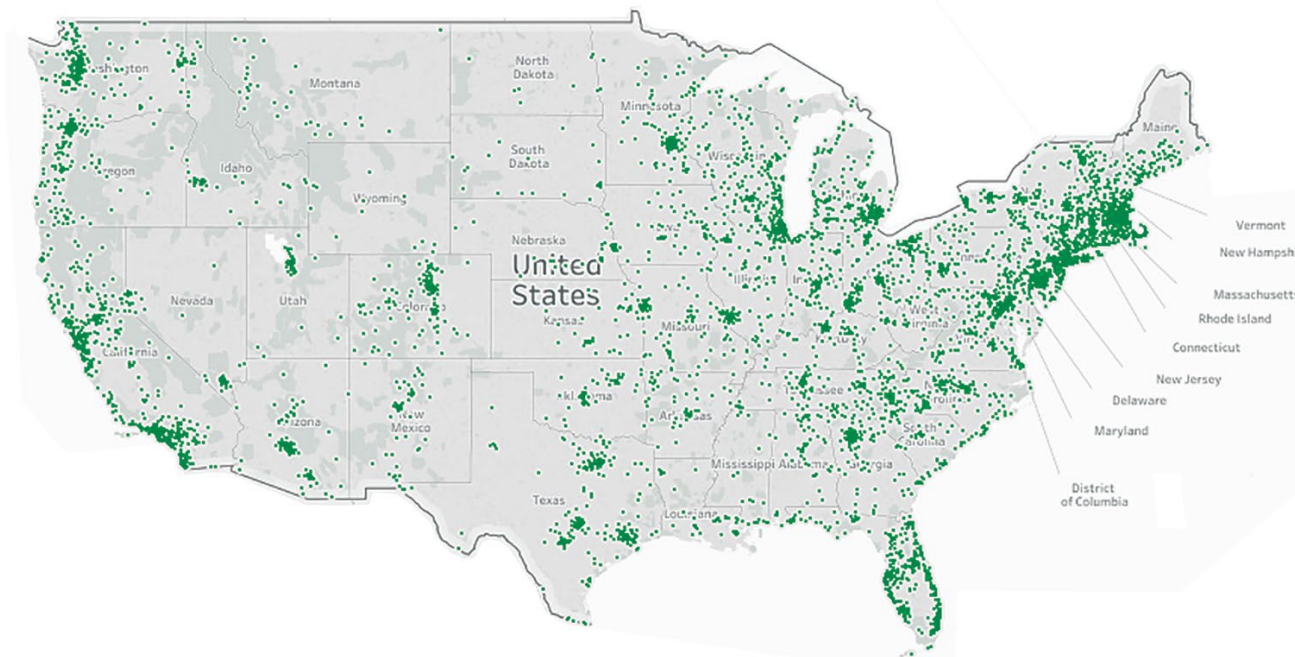
DIGITAL ADS

Using sophisticated online targeting technology, we send a combination of display ads, social media ads, and 15-second videos directly to the individual environmentalists we’ve identified.

EMAILS

Our emails are designed to help voters plan ahead. We provide information on early voting, absentee voting, and where and how they can vote on Election Day.

IT'S ALWAYS ELECTION DAY



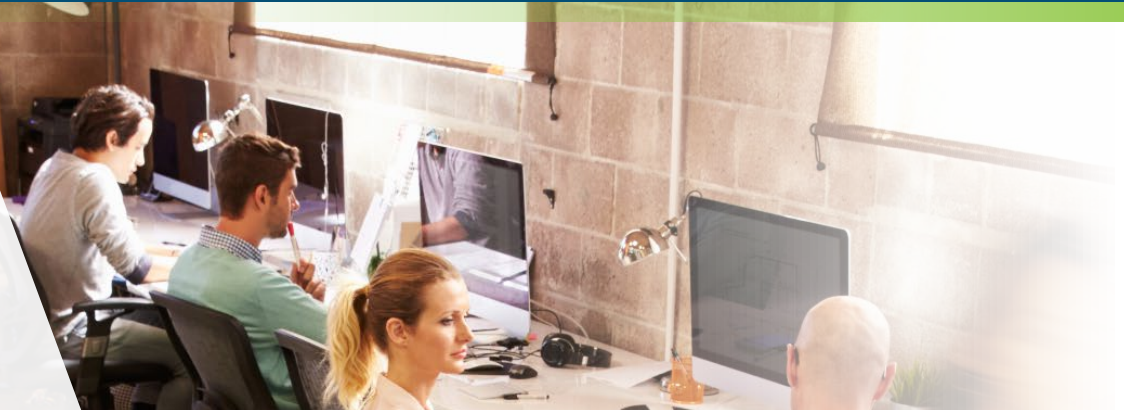
It's always Election Day at the Environmental Voter Project. In 2016, we got 20,179 self-identified environmentalists to sign pledges promising to vote in every election and to always prioritize environmental issues when doing so. Studies have shown that these simple pledges can dramatically increase someone's likelihood of voting. EVP then followed up by phone and email with all 20,179 of these environmentalists to remind them of every single election – even school board and city council elections. This **relentless mobilization campaign** – in even the most obscure local elections – is how we change people's voting habits and, over time, change the electorate.

20,179

SIGNED ENVIRONMENTAL
VOTER PLEDGES

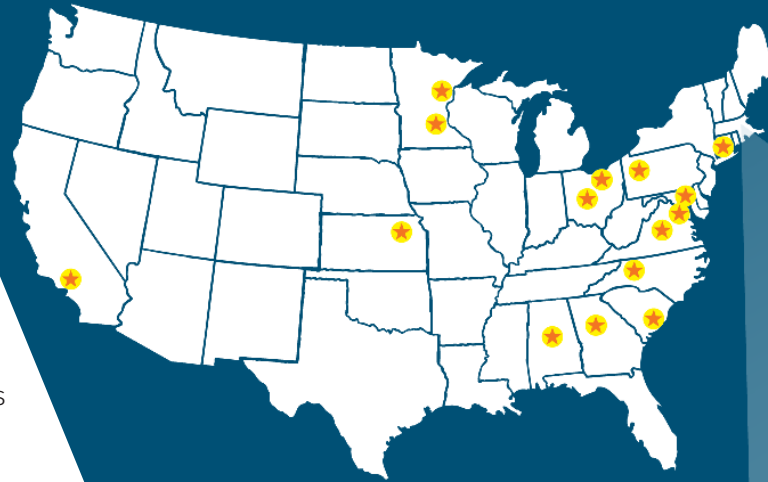
ENVIRONMENTAL VOTER PROJECT

ON THE GROUND OPERATIONS



NATIONAL OPERATIONS

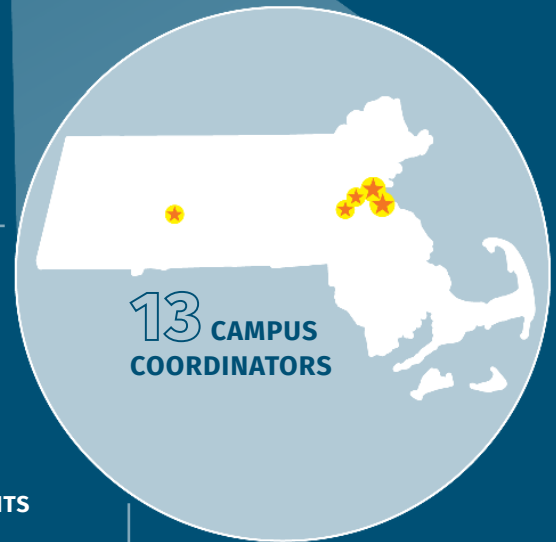
In 2016, while EVP was primarily focused on testing our pilot program in Massachusetts, we also began building our national presence through mobilization efforts across the country. Hundreds of EVP volunteers and 29 Campus Coordinators led on-the-ground voter registration, canvassing, and turnout operations in 15 different states. Although the big story for EVP was the success of our Massachusetts test case (see below), these national mobilization efforts offer a very promising avenue for future expansion.



29 ★ NATIONAL CAMPUS COORDINATORS

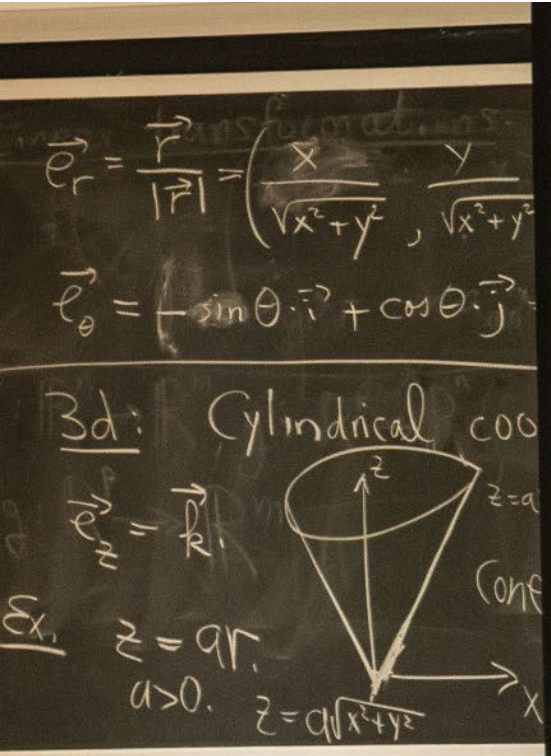
MASSACHUSETTS OPERATIONS

Over the course of our one-year pilot program, EVP contacted over 200,000 environmentalists in Massachusetts, turning them out for local, state, and federal elections. Our permanent, relentless mobilization campaign deluged non-voting environmentalists with calls, mail, door-to-door canvassing, digital advertisements, and emails. We consistently boosted turnout by 4.7%-5.1% per election and, by the end of the year, our target environmentalists had a 12.1% higher turnout rate than comparable environmental voters.



1,623 VOLUNTEER SHIFTS
14,046 PHONE CALLS
29,763 MAIL RECIPIENTS
53,421 DOORS KNOCKED
116,323 DIGITAL AD RECIPIENTS

13 CAMPUS COORDINATORS

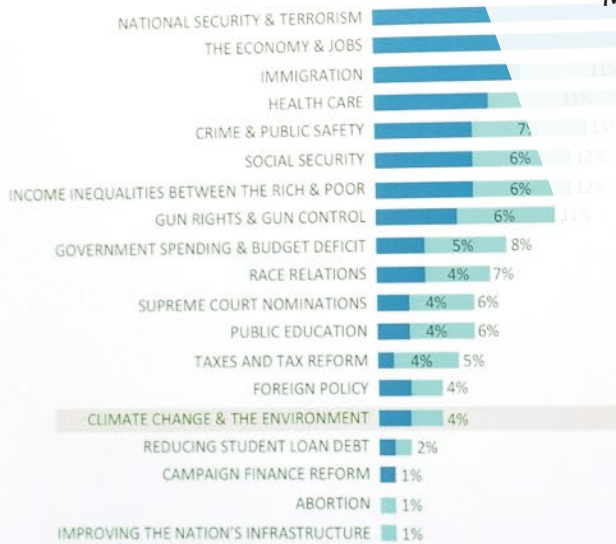


Why Can't We Consistently Enact Progressive Environmental Policy?

Constant voter mobilizations allow the Environmental Voter Project to serve as a **permanent field laboratory** for testing cutting-edge voter-turnout methods. To better inform the environmental movement, we regularly present our findings to other environmental nonprofits, philanthropic groups, and behavioral scientists at top research universities including:

Voters do not prioritize environmental issues

Top Issues in Determining Presidential Vote



MASSACHUSETTS INSTITUTE OF TECHNOLOGY

LEAGUE OF WOMEN VOTERS

TUFTS UNIVERSITY

SIERRA CLUB

BOSTON COLLEGE

THE PHILANTHROPY WORKSHOP

RACHEL'S NETWORK

ST. MARY'S COLLEGE OF MARYLAND

ENDICOTT COLLEGE

ENVIRONMENTAL VOTER PROJECT

SPREADING THE WORD

22,265
MEMBERS

FACEBOOK
LIKES

32,124

TWITTER
FOLLOWERS

1,287



Inc. Magazine

“When you sit next to ‘The Voting Guru’ Nathaniel Stinnett, you feel an excitement and energy pouring off him that’s usually only encountered among Silicon Valley tech entrepreneurs who’ve just closed their first round of funding. In some ways, this makes sense, because like that crowd, Stinnett is **on the verge of changing the world.**”

Eyes on Conservation

“I can honestly say that [the Environmental Voter Project’s] perspective has **dramatically shifted the way that I think about voting** and the role that the action of voting can play in the outcome of an environmental issue. If you’re frustrated or perplexed by the marginal role that environmental issues almost always play in our elections - keep listening because Nathaniel [Stinnett] will explain why this happens and what we can do to change this situation.”

The Boston Globe

“The Environmental Voter Project, a nonprofit startup, is playing a longer game, seeking to coax more supporters of environmental causes into the political process. **The goal isn’t to win elections, but to change the overall electorate** so that progressive environmental policies are given greater voice.”

When the **Environmental Voter Project** launched on September 1, 2015, we had raised \$400,000 to pay for an 18-month pilot program through February 28, 2017. This approach gave us a long “runway,” allowing us to focus on successfully proving our concept in multiple elections, while not having to worry about fundraising to support our initial efforts.

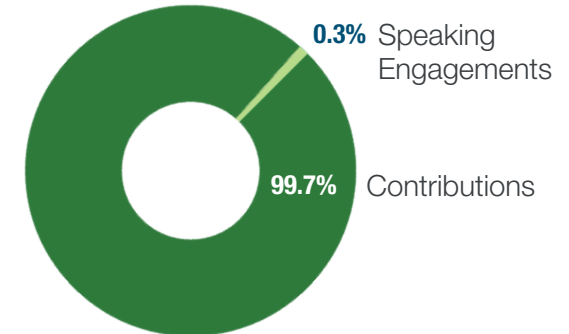
By June of 2016, it became clear that our mobilizations were succeeding far beyond our expectations, so we began fundraising to support (1) a larger-than-planned 11/8/16 campaign and (2) expansion into an additional state in 2017. We now begin 2017 with \$273,988 on hand, on-the-ground operations in both Georgia and Massachusetts, and a track record of proven success over the course of multiple elections.

FINANCIAL OVERVIEW

REVENUE 9/1/15 – 12/31/16

Contributions	\$ 722,714
Speaking Engagements	\$ 2,250

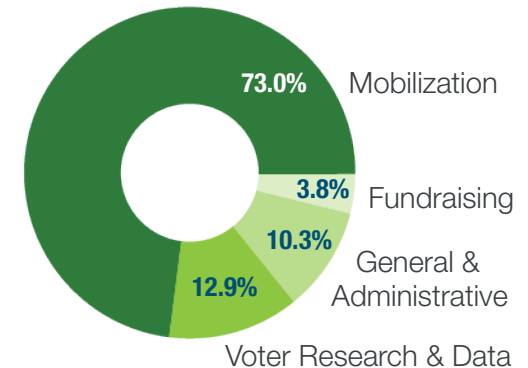
Total Revenue \$ 724,964



EXPENSES 9/1/15 – 12/31/16

Mobilization	\$ 329,330
Voter Research & Data	\$ 58,140
General & Administrative	\$ 46,376
Fundraising	\$ 17,130

Total Operating Expenses \$ 450,976



Total Net Assets for End of Year \$ 273,988

TREMENDOUS OPPORTUNITY

This is an Important Moment

We're running out of time to address climate change and a whole host of environmental issues. At the same time, many politicians seem committed to taking policy further in the wrong direction. Yet, as EVP's work makes crystal clear, recent advances in data analytics and behavioral science provide us with the tools to transform the electorate, create political pressure politicians can't ignore, and change the course of environmental policy. We simply can't let this moment slip away.

Scaling Our Impact

EVP has proven that we can (1) identify non-voting environmentalists with an astonishing 89% degree of accuracy, (2) increase environmental turnout by 4.7%-5.1% in each election, and (3) increase environmental turnout by 12.1% over the course of an entire year. It is now absolutely necessary that we apply these techniques to as many non-voting environmentalists as possible. EVP has already begun expanding our on-the-ground operations into Georgia and we're eager to expand into at least one other state in 2017. Most importantly, we are primed to scale up quickly and efficiently around the country, standing ready to take advantage of any increased funding that would permit us to expand into as many as 10 or even 15 states.

A Reason for Optimism

The environmental movement is winning the battle for people's hearts and minds. A growing majority of Americans want their political leaders to address climate change and protect the environment. The only problem is that these environmentalists aren't voting, so politicians have no reason to listen to them. At first glance, this is disheartening, but it's also a reason for optimism. Why? Because changing someone's habits is much easier than changing their mind, and now we have the tools to (1) accurately identify millions of non-voting environmentalists and (2) change their habits so they become dramatically better voters. This is a tremendous opportunity. EVP can completely change the electorate, and lay the groundwork to advance progressive environmental policies at the local, state, and federal level.

ENVIRONMENTAL VOTER PROJECT AT A GLANCE

Quick Facts About EVP

- We are a non-partisan, nonprofit organization
- We do not endorse candidates – we focus on voters, not politicians
- We are born out of a new, empirical approach to politics and activism. Our model is based on scientifically rigorous research, and we demand the same precision and accountability of ourselves

LEADERSHIP TEAM



Nathaniel Stinnett
► Founder & CEO



Peter Polga-Hecimovich
► Field Director

BOARD OF ADVISORS, AND DIRECTORS



Kiran Bhatraju
► CEO,
Arcadia Power



James Hoyte
► Of Counsel,
ADS Ventures
► Former MA Secretary
of Environmental Affairs



Robert LaRocca
► Political Strategist
► Director of Policy &
Communications,
Transforming Education



Melanie Wachtell Stinnett
► EVP Co-Founder
► Writer & Editor
► Former Co-Director,
Tobin Project



Bevin Butler
► CEO,
CADE, NYC



Philip Jordan
► VP and Principal,
BW Research Partnership



Frederick A. O. Schwartz
► Chief Counsel,
Brennan Center for Justice
► Former Board Chair,
Natural Resources
Defense Council



Reid Capalino
► Principal,
Aligned Intermediary



Timothy Kistner
► Associate,
Goodwin Procter LLP
► Former Regional Field Director,
Obama for America



Ron Turiello
► Of Counsel,
Woodside Counsel
► Co-Founder,
Voter Genome Project

You want a way to help save the planet;
and we want to give it to you.

MAKE CHECKS PAYABLE TO:
Environmental Voter Project
P.O. Box 962002
Boston, MA 02196

GO ONLINE TO MAKE A CONTRIBUTION:
www.EnvironmentalVoter.org/donate

FOR MORE INFORMATION:
info@environmentalvoter.org



501(C)(4) NONPROFIT

The Environmental Voter Project is a non-partisan 501(c)(4) nonprofit organization. Contributions or gifts to the Environmental Voter Project are not tax deductible because they will be used to influence environmental policy. There is no limit to the amount you may contribute.