

MOBILIZING AN ARMY OF Environmental Voters



OUR VISION

Our planet is in crisis, yet policy-makers continue to look the other way. Why? In short, voters aren't forcing them to face the problem. Over 10 million environmentalists sat out the 2016 presidential election, while those of us who do vote rarely list climate or the environment as a top issue. With an electorate that doesn't prioritize the environment, it's no mystery that policy-makers don't either.

Founded in 2015, the Environmental Voter Project is a non-partisan nonprofit focused on a simple, high-leverage solution to this problem: we (1) use data analytics to identify the millions of existing environmentalists who don't vote, and then (2) apply cutting-edge behavioral science to nudge them into being more consistent voters.

We are in the behavior-changing business, not the mind-changing business. EVP's goal is not to change the way anybody thinks about climate or the environment. Rather, our goal is to find the already persuaded environmentalists who currently don't vote, and turn them into consistent "super-voters" who drive policy-making at the local, state, and federal levels. Politicians go where the votes are; EVP simply focuses on making more environmental voters.

Then comes the best part: once EVP turns a non-voting environmentalist into a consistent voter, campaigns and activists see the result on voter files and swoop in to mobilize that voter at no cost to us. EVP can then turn our resources to the next batch of non-voting and seldom-voting environmentalists.

LETTER FROM THE EXECUTIVE DIRECTOR



Nothing will hold us back in 2019. With successful results and a proven ability to scale, EVP is now poised to launch an expanded and relentless mobilization campaign that will flood the electorate with environmental voters.

2018 was an extraordinarily successful year for the Environmental Voter Project. Our budget increased by **225%**, the number of voters we contacted increased by **709%**, and we ultimately added a stunning **58,961 new environmental voters** to the midterm election who otherwise would have stayed home.

Most strikingly, just three years after launching our pilot program and barely one year after expanding into five new states, EVP has created **93,423 environmental “super-voters”**. These people were recently such poor voters that they qualified as seldom- or non-voting environmentalists for EVP to target with our pioneering behavior-change messaging. Yet they now vote so consistently that we have “graduated” them out of our program, and politicians are fighting for their attention.

This is the tremendous value proposition of the Environmental Voter Project: as soon as we turn a non-voter into a “super-voter,” campaigns see the change on public voter files and start mobilizing EVP’s voters at no cost to us. These environmentalists will continue to provide a

return-on-investment to EVP and our donors for years to come, even though we are spending zero money to mobilize them.

None of this groundbreaking work would have been possible without the **2,244 EVP volunteers** who contacted our voters, the **more than 1,500 donors** who supported our work, our dedicated staff, and our amazing board. We couldn’t have done this without you, and we hope you’re as proud of these results as we are.

Nothing will hold us back in 2019. With successful results and a proven ability to scale, EVP is now poised to launch an expanded and relentless mobilization campaign that will flood the electorate with environmental voters.

With tremendous gratitude,
Nathaniel Stinnett

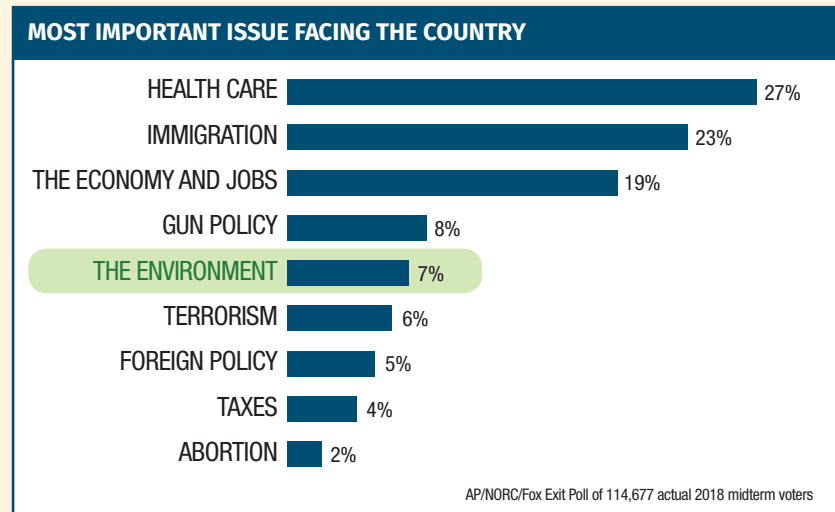
A handwritten signature in black ink, appearing to read 'Nathaniel Stinnett', written over a white background.

Founder & Executive Director

THE PROBLEM

Voters aren't demanding environmental leadership, so politicians aren't supplying it.

Exit Poll of 2018 Midterm Voters



This is a huge problem.

While 7% is more support for the environment than we saw in 2014 or 2016, it's still nowhere close to the level of political power we need. Simply put: politicians go where the votes are. Regardless of who wins an election, we can't expect politicians to spend their political capital on climate and environmental issues when so few voters are demanding it.

THE OPPORTUNITY

While there are not yet enough environmental **voters** to drive policy-making, there are millions of environmental **non-voters** who could change everything if they start showing up on Election Day.

10.1 million

Over 10 million environmentalists who are registered to vote ended up skipping the 2016 presidential election. This huge pool of latent political power presents an enormous opportunity for the environmental movement for a simple reason: *convincing an environmentalist to vote is much easier and cheaper than convincing a voter to start caring about the environment.*

It's about turnout, not persuasion.

This is why EVP is laser-focused on just one thing: getting more environmentalists to vote. These millions of non-voting and seldom-voting environmentalists are the low-hanging fruit of the climate and environmental movements. If we can turn even a small percentage of these environmentalists into consistent voters, politicians will start fighting to win their approval...because voters decide elections, not non-voters.

THE EVP SOLUTION

IDENTIFICATION

Leveraging the latest advances in data analytics and predictive modeling, EVP is able to identify millions of environmentalists by name and street address. We then use public voter files to narrow our focus to only those environmentalists who typically don't vote and thus are ignored by most political campaigns.

MOBILIZATION

Using proven voter turnout messaging built on the latest behavioral science, we canvass, call, text, mail, email, and send digital ads to our target environmentalists before every election.

HABIT REINFORCEMENT

Voting is a "sticky" habit: once someone votes for the first time, they're much more likely to vote again in future elections. Therefore, EVP views every election -- local, state, and federal -- as an opportunity to turn non-voters into voters. When our targets do vote, we alter our messaging accordingly, and continue to mobilize them until they become consistent "super-voters."

CHANGE THE ELECTORATE

Nothing motivates a politician more than the prospect of winning or losing an election. EVP's ultimate goal is to change the electorate to such an extent that politicians will have no choice but to appeal to environmental voters and their priorities.



EVP canvassers at a voter's door.
PHOTO CREDIT: EVE ANDREWS

2018 MOBILIZATIONS

Powered by Volunteers



2,244

VOLUNTEERS CONTACTING VOTERS



Millions of Voter Contacts



57,789

DOORS KNOCKED



3.9 MILLION

TEXT MESSAGES SENT



65,263

CALLS TO VOTERS



41.3 MILLION

DIGITAL AD IMPRESSIONS



913,177

PIECES OF VOTER TURNOUT MAIL SENT

Partnerships:

We worked closely (often forming formal partnerships) with over 30 national and local organizations, including

- Appalachian Mountain Club
- Citizens' Climate Lobby
- Conservation Law Foundation
- Elders Climate Action
- Indivisible
- Mass Audubon
- Mothers Out Front
- Swing Left
- The YEARS Project



2,162,552

VOTERS CONTACTED

In 2018, EVP contacted 2,162,552 poorly-voting environmentalists with cutting-edge messaging designed to nudge them into being more consistent voters.



58,961

VOTERS ADDED
TO THE ELECTORATE

Ultimately, EVP was responsible for adding 58,961 of these environmentalists to the electorate. In other words, our studies show that 58,961 of these voters would have stayed home on Election Day if it weren't for EVP's interventions.



93,423

ENVIRONMENTAL
SUPER-VOTERS

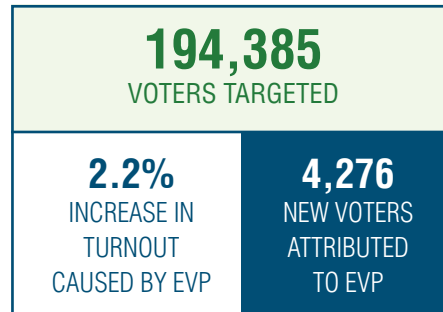
Since launching just three years ago, EVP has now “graduated” 93,423 environmental voters out of our program. While these 93,423 environmentalists were previously poor voters, they have now built such robust voting records that politicians will reliably target them in every election.

OUR IMPACT IN 2018

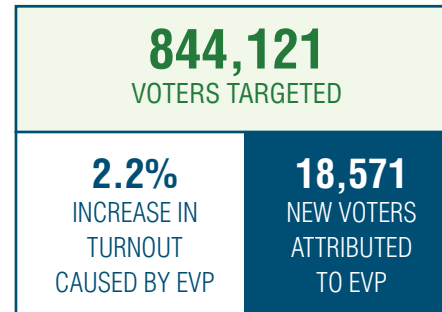
We submit all of our mobilization efforts to randomized controlled trials – the gold standard for behavioral science experiments. This allows us to isolate the impact of our work, while controlling for all outside variables.



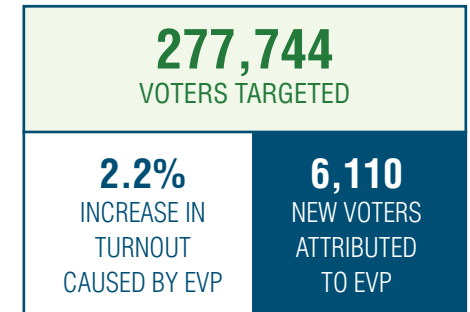
COLORADO



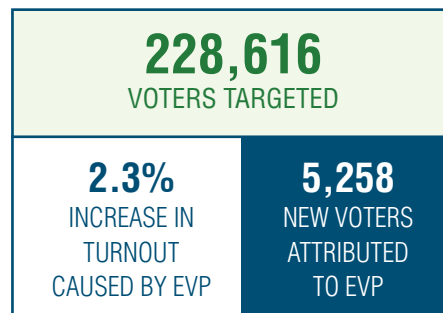
FLORIDA



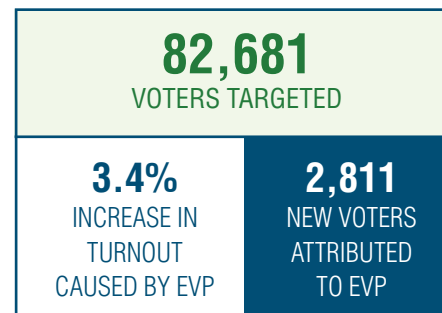
GEORGIA



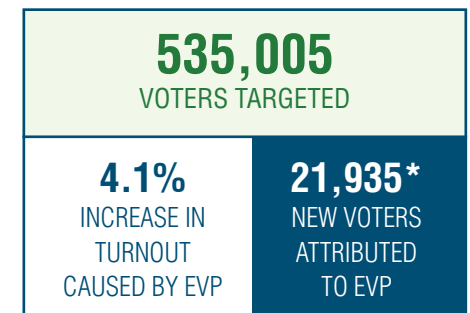
MASSACHUSETTS



NEVADA



PENNSYLVANIA



*The Pennsylvania results are from a year-long Nov. 2017 - Nov. 2018 experiment, where EVP targeted the same set of voters for multiple elections over an entire year.

OUR MULTI-YEAR IMPACT

EVP's primary focus is to *change the electorate* so that ultimately policy-makers have no choice but to lead on environmental issues. This means that the true measure of our success is how many non-voters we turn into super-voters with each passing year.

SEPTEMBER 2015

EVP launches its pilot program in Massachusetts

MARCH 2017

EVP launches in Georgia

SEPTEMBER 2017

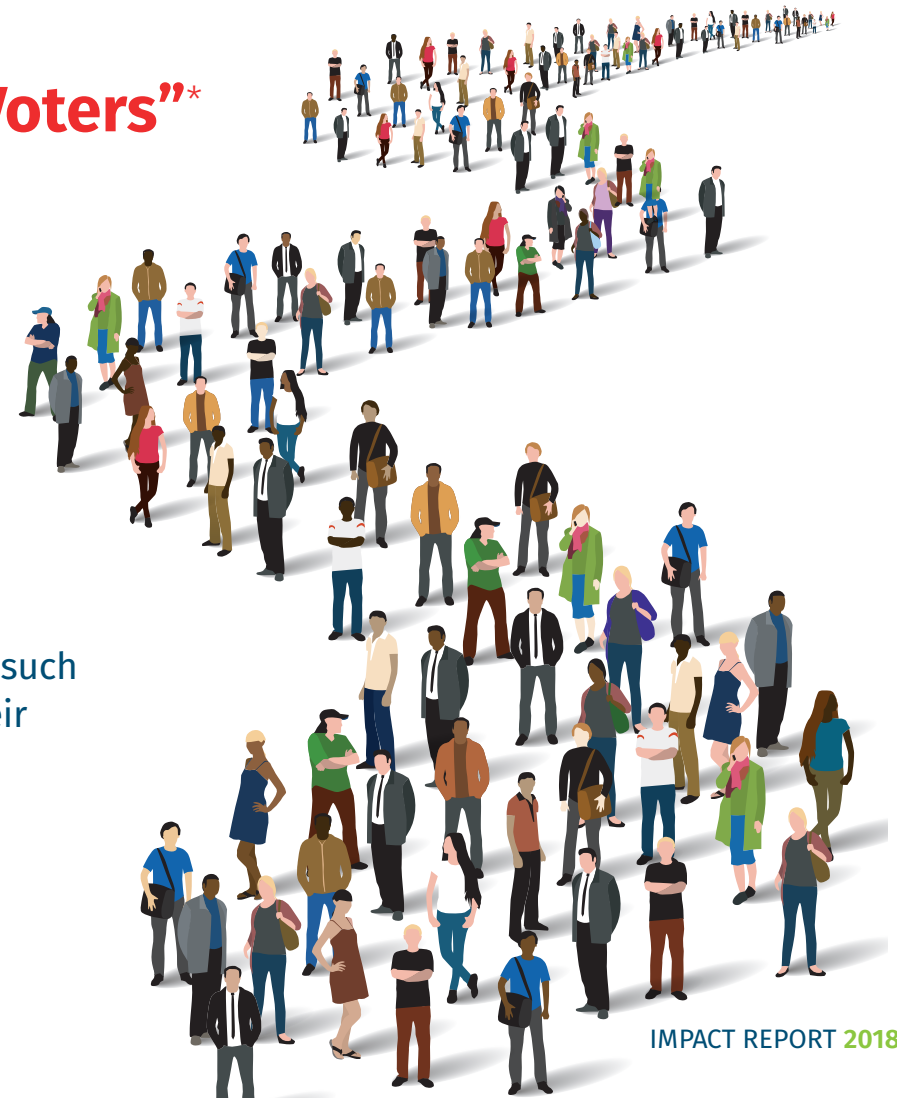
EVP launches in Colorado, Florida, Nevada, and Pennsylvania

“An Army of Environmental Super Voters”*

The Environmental Voter Project has already graduated **93,423** voters out of our program.

These “graduates” are environmentalists whom EVP targeted because they had never or rarely voted before. Now, they are such consistent super-voters that politicians are competing for their attention - without EVP having to spend another dime.

*“This Man is Building an Army of Environmental Super Voters to Rival the NRA in Turnout,” Huffington Post, October 7, 2017.



OUR VALUE PROPOSITION

Almost 100,000 Environmental Voter Project “graduates” are now voting consistently in local, state, and federal elections. EVP no longer spends any money to mobilize these environmentalists, but our donors can continue to take credit for them.

1. Initial Voter Contact

Working with volunteers – and inexpensive voter contact methods like texting, direct mail, and digital ads – EVP efficiently turns non-voters into voters.

2. Creating Super-Voters

We don’t abandon these environmentalists just because they vote once or twice. EVP continues to mobilize our targets year-round until they build consistent voting habits.

3. Campaigns Take Notice

Campaigns and other groups regularly check public voter files so they can target “likely voters.” These groups will begin mobilizing EVP’s voters at no cost to us simply because of our voters’ newly robust voting histories. EVP can then graduate these voters out of our program.

4. Long-Term Return on Investment

EVP, and our donors, will continue to realize a return on investment each time these environmental super-voters vote, even though we’re no longer spending any money to make it happen.

THE ENVIRONMENTAL MOVEMENT'S FIELD LABORATORY

Always Testing. Always on the Cutting-Edge.

- ▶ Over 30 randomized controlled trials conducted in 2018
- ▶ Always testing the cost efficiency of texting, calling, canvassing, mail, and digital ads
- ▶ Optimizing voter contact messaging for the greatest impact on turnout
- ▶ Isolating the messages and media that work best with particular demographic groups
- ▶ Collaborating with leading behavioral scientists

Sharing our Learnings.

- ▶ Over 70 presentations to environmental groups and nonprofits
- ▶ Lectures and seminars at MIT, Harvard, Yale, Swarthmore, and over a dozen other colleges and universities in 2018



WHAT PEOPLE ARE SAYING

“The Environmental Voter Project knows who you are, and how to trick you into saving the planet. Relying on tools of behavioral psychology, [the] get-out-the-vote effort urges environmentalists to the polls—and barely mentions the environment at all.”

– Mother Jones

“The most important environmental effort you’ve probably never heard of.”

– Center for American Progress’s “Think Progress”

“Campaigns are built around winning the next election—not changing the electorate in the long term. But changing the long-term shape of the electorate is all [Environmental Voter Project Executive Director, Nathaniel] Stinnett is focused on, and to do it, he’s bucking one of the most enduring features of U.S. politics. The system is set up to cater to people who voted in the last few elections. Unlikely voters are nearly invisible. But, if Stinnett is right, they may be the key to saving the world.”

– Washington Monthly

The New York Times

In 2018, The New York Times named Nathaniel Stinnett one of five climate visionaries for the Environmental Voter Project's cutting-edge work.



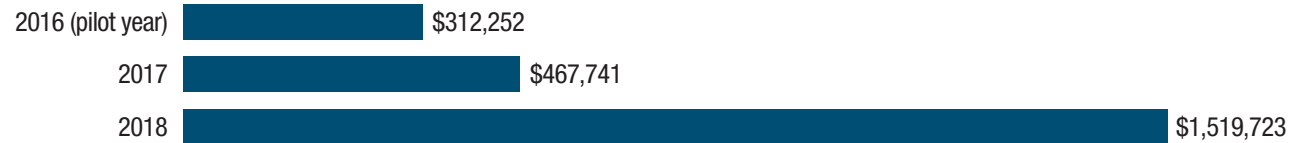
FINANCIAL OVERVIEW

In 2018, more than 1,500 donors powered the Environmental Voter Project to a 225% increase in revenue over 2017.

This tremendous amount of support not only fueled a 709% increase in the number of voters EVP contacted, it also allowed us to take advantage of significant economies of scale and further leverage our staff and voter identification research. This is why we were able to direct a stunning 91.6% of our expenditures towards voter identification and mobilization efforts in 2018.

As we look towards 2019 and 2020, EVP is tremendously encouraged by our ever-growing base of small, medium, and large funders. We're confident in our capacity to rapidly expand in an increasingly efficient way.

REVENUE GROWTH

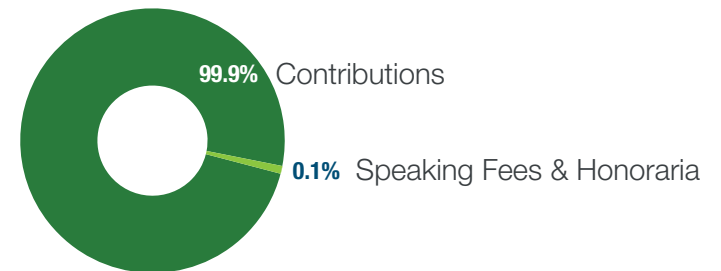


REVENUE AND EXPENSES

Total Net Assets for End of Year 2017 \$ 101,047

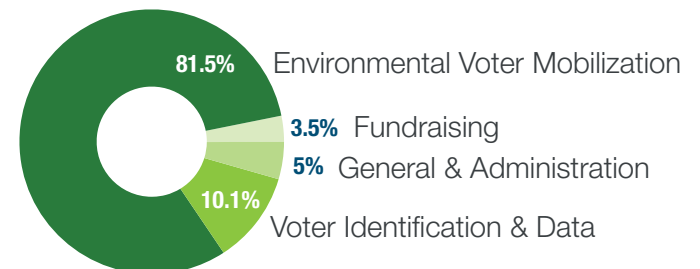
REVENUE 2018

Contributions	\$ 1,517,570
Speaking Fees & Honoraria	\$ 2,150
Interest	\$ 3
Total Revenue	\$ 1,519,723



EXPENSES 2018

Environmental Voter Mobilization	\$ 1,222,715
Voter Identification & Data	\$ 150,921
General & Administrative	\$ 75,699
Fundraising	\$ 51,801
Total Operating Expenses	\$ 1,501,136



Total Net Assets for End of Year 2018 \$ 119,634

AT A GLANCE

QUICK FACTS ABOUT EVP

- ▶ We are uniquely focused on finding environmentalists who don't vote, and then consistently mobilizing them for local, state, and federal elections.
- ▶ We do not endorse candidates – we focus on voters, not politicians.
- ▶ Named a 2018 “Visionary” by *The New York Times*.
- ▶ 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 & Executive Director



Peter Polga-Hecimovich

- ▶ Field & Data Director



Kate Heffernan

- ▶ Organizing Director

DIRECTORS AND ADVISORS



Sam Arons

- ▶ Director of Sustainability, Lyft



Reid Capalino

- ▶ Principal, Aligned Intermediary



Ayana Elizabeth Johnson

- ▶ CEO, Ocean Collectiv



Robert LaRocca

- ▶ Political Strategist



Melanie Wachtell Stinnett

- ▶ EVP Co-Founder
- ▶ Senior Advisor, Case Method Project at Harvard Business School



Kiran Bhatraju

- ▶ CEO, Arcadia Power



Megan Reilly Cayten

- ▶ Chief Impact Officer, Catrinka
- ▶ Sustainable infrastructure development consultant



Philip Jordan

- ▶ VP and Principal, BW Research Partnership
- ▶ Fellow, Harvard University's JFK School of Government



Frederick A. O. Schwarz

- ▶ Chief Counsel, Brennan Center for Justice
- ▶ Former Board Chair, Natural Resources Defense Council



Bevin Butler

- ▶ CEO, CADE, NYC



James Hoyte

- ▶ Senior Advisor, Tremont Strategies Group
- ▶ Former MA Secretary of Environmental Affairs



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

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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.





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