

IMPACT REPORT

2017



A YEAR OF **TREMENDOUS RESULTS**



As the Huffington Post recently wrote, the Environmental Voter Project is “building an army of environmental super voters to rival the NRA in turnout.”

15.78 million environmentalists did not vote in the 2014 midterm elections.

This cannot happen again in 2018. At the Environmental Voter Project, we are laser-focused on finding these environmentalists and turning them into consistent voters.

In the two years since launching, EVP has demonstrated a proven ability – tested by dozens of randomized control trials – to (1) accurately identify non-voting environmentalists and (2) dramatically increase their turnout in each election.

For voters EVP has mobilized by mail and digital advertisements (but without in-person canvassing), we have **increased turnout by up to 4.5% per election** (and never less than 2.8%). Our in-person canvassing mobilizations perform even better, **increasing turnout by 4.9 – 6.9% per election.**

Most strikingly, EVP’s longitudinal turnout studies show that our target environmentalists – after receiving our messaging in four elections over the course of just one year – had a stunning **12.1% higher turnout rate** than other poorly voting environmentalists. In fact, by early 2017, over 4% of our original target voters were voting so consistently that we “graduated” them out of our

program, secure in the knowledge that we had completely changed their voting habits.

This is the tremendous value proposition of the Environmental Voter Project: once we turn a non-voter into a super-voter, that environmentalist continues to provide a return-on-investment to us and our donors, even though EVP is no longer spending money to mobilize that voter.

EVP is now poised to have a dramatic impact on the electorate in 2018. We are scaling up ten-fold to **target 2.4 million poorly-voting environmentalists** in CO, FL, GA, MA, NV, and PA.

If our 2017 results are scaled to our 2.4 million targeted voters in 2018, we can expect to **add 67,000 – 108,000 brand new environmental voters to the electorate** in 2018 just in CO, FL, GA, MA, NV, and PA alone.

As the Huffington Post recently wrote, the Environmental Voter Project is “**building an army of environmental super voters to rival the NRA in turnout.**”

Sincerely,



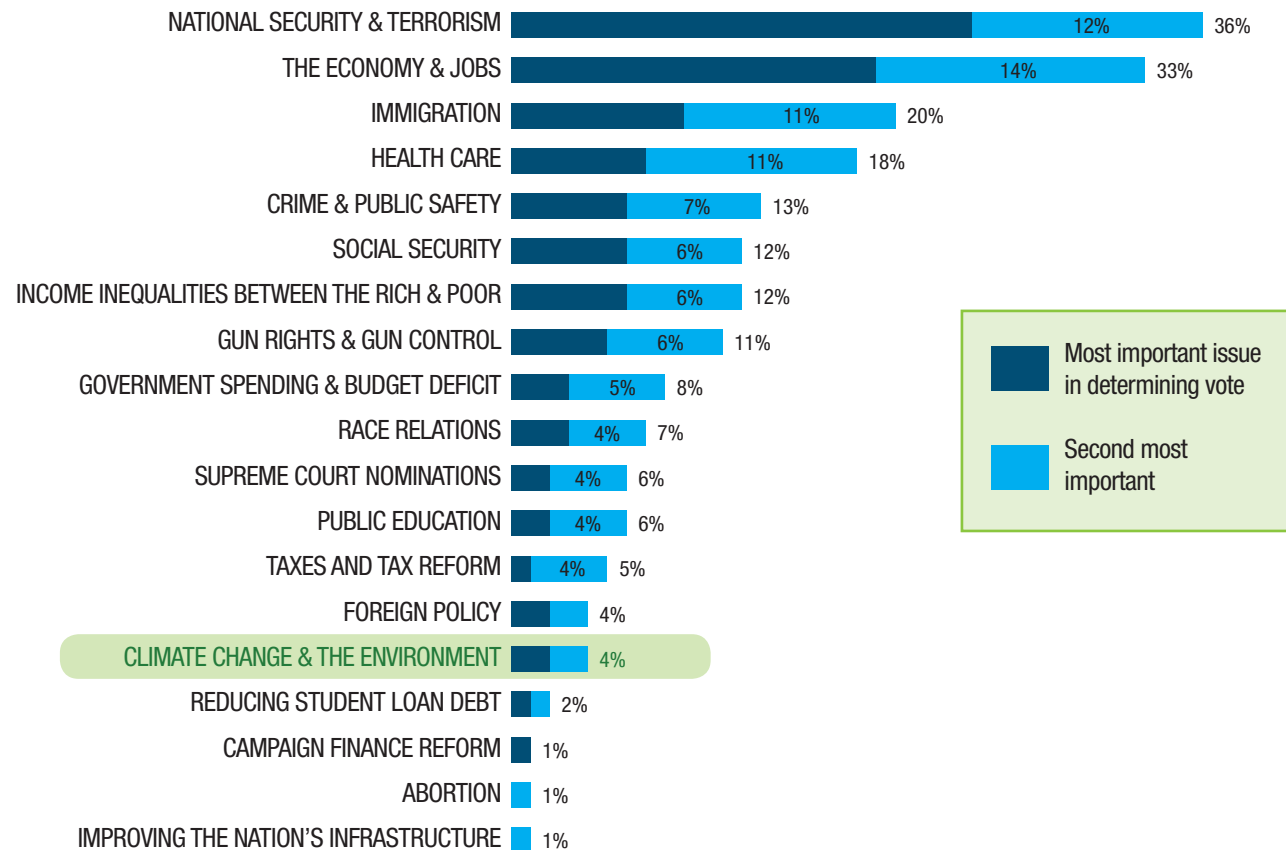
Nathaniel Stinnett | Founder

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. In August of 2016, we polled registered voters who were likely to vote in the Nov. 8th presidential election. **“Climate Change & the Environment” came in 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 huge problem. Regardless of who wins an election, we can't expect politicians to spend their political capital on environmental issues when so few voters are demanding it.

TOP ISSUES IN DETERMINING CHOICE FOR PRESIDENT IN 2016



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

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, and thus ignored by most campaigns.

2 MOBILIZATION

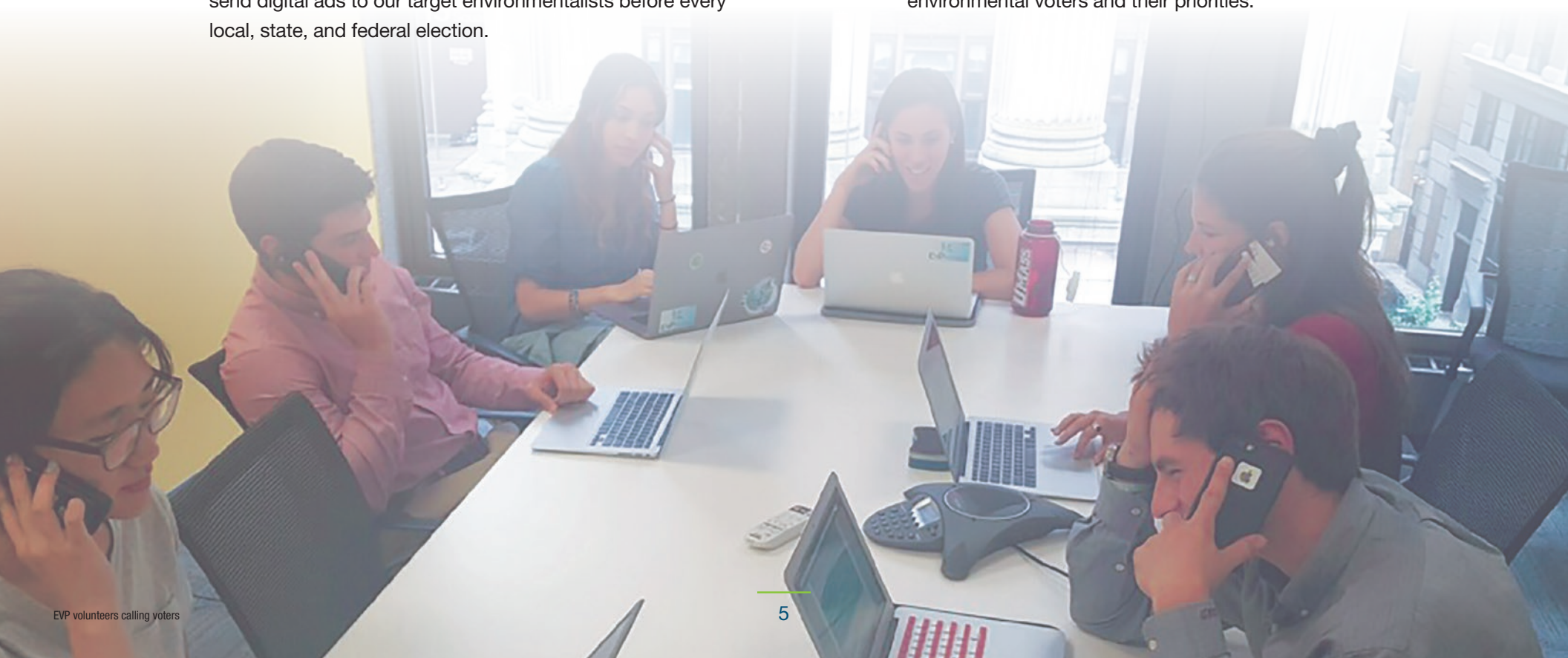
Using proven voter turnout messaging that relies on the latest behavioral science, we canvass, call, text, mail, email, and send digital ads to our target environmentalists before every local, state, and federal election.

3 HABIT REINFORCEMENT

We regularly check public voter files to see which of our target environmentalists vote, and thank those who are improving their voting records. We continue to mobilize our targets until they become consistent super-voters.

4 CHANGE THE ELECTORATE

Our 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.



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 remarkable degree of precision for this type of work.

✓ POWERFUL

Depending on the election, EVP increased voter turnout among non-voting environmentalists by 2.8% - 4.5% through mail and digital ads, and by 4.9% - 6.9% where we also used door-to-door canvassing.

✓ BIG IMPACT

If our 2017 results are scaled to our 2.4 million targeted voters in 2018, we can expect to add 67,000 – 108,000 brand new environmental voters to the electorate in 2018 just in CO, FL, GA, MA, NV, and PA alone.

✓ 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

After just 18 months of mobilizations, 4% of the environmentalists EVP has targeted 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 FULLY FUNDED IN 2018, EVP COULD ADD

100,000

NEW ENVIRONMENTAL VOTERS IN NOVEMBER

Each of our targeted voters receives a combination of different mobilization techniques



EVP Canvasser, Heleena Mathew.
PHOTO: Courtesy of The Boston Globe

- CANVASSING:** Our volunteer canvassers collect signed “pledges to vote,” which are then mailed back to each voter the week before Election Day. In 2017, we saw as much as a **3.5%** increase in turnout among canvassed voters, and a stunning **5.9% - 8.8%** increase among voters who received both canvassing and direct mail.
- PHONE CALLS:** Our volunteers call voters and ask them to commit to voting on Election Day. We then follow up with “social pressure” messages, reminding each voter of their commitment (taking advantage of people’s desire to be honest promise-keepers). In 2017, our phone calls increased turnout by as much as **0.7%**, with the greatest impact among voters over 50.
- TEXT MESSAGES:** Similar to our phone scripts, our volunteers text voters and ask them to commit to voting on Election Day. We then follow up with social pressure messages, reminding each voter of their commitment. In 2017, our text messages increased turnout by as much as **1.3%** at a cost of only \$0.03 per outgoing text, which represents an extraordinary return-on-investment.
- DIRECT MAIL:** Our direct mail takes advantage of research showing that all voters (even infrequent ones) want other people to think that they never miss an election. We mail people copies of their personal voting histories and compare their voting behavior to the neighborhood average. In 2017, we saw a **2.0% - 4.1%** increase in turnout among our direct mail recipients.
- DIGITAL ADS:** Using sophisticated online targeting technology, we send display ads, social media ads, and 15-second videos directly to the individual environmentalists we’ve identified. In 2017, we tested the impact of layering our digital ads on top of other turnout techniques – when doing so, the addition of digital ads increased turnout by as much as **2.8%**.
- EMAILS:** Our emails provide voters with information on early voting, absentee voting, and polling locations, while also using behavioral science nudges to increase each recipient’s likelihood of voting. It’s hard to accurately measure the impact of our emails, but we’ve received feedback from dozens of voters who say they never would have known about an election without getting our simple email reminders.

The Environmental Voter Project expanded into Florida in September, and rolled out our voter mobilization efforts in the hotly contested November 7th St. Petersburg mayoral election. We quickly established a robust group of in-state volunteers and a significant presence on multiple college campuses.



2017

- Built predictive models identifying each Florida environmental voter by name and street address.
- Mobilized 14,920 voters in the St. Petersburg mayoral election, increasing turnout of environmental voters by 4.5%.
- Recruited 102 voter contact volunteers; collected 3,670 signed voter pledges.

2018

- Targeting 960,000 environmentalists who are currently unlikely to vote in 2018.
- Expected Voter Turnout in November: 6.2 million voters.
- Significant Races: Governor, US Senate, 6 US House, Tallahassee Mayor, State Legislature.

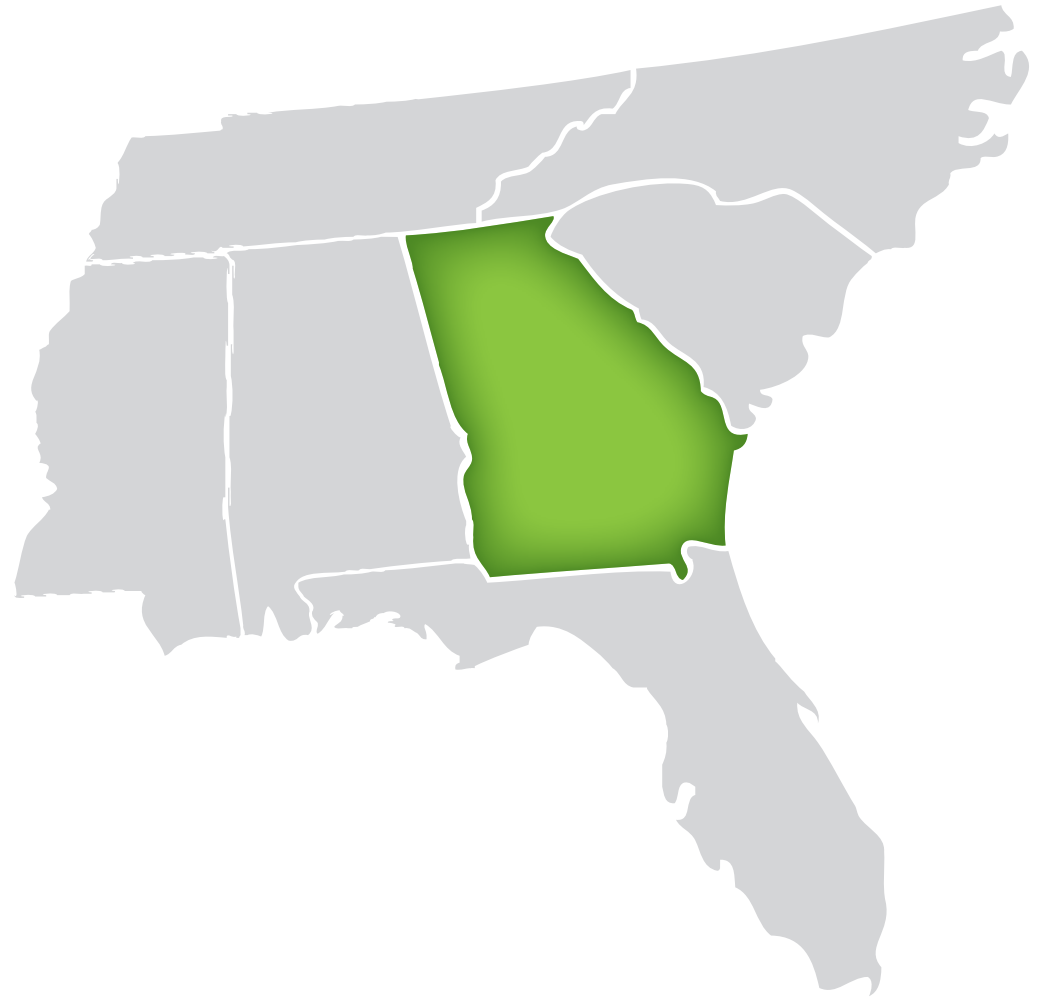
The Environmental Voter Project expanded into Georgia in April, mobilizing voters in the June 20th GA-06 congressional election, the November 7th Atlanta mayoral election, and multiple smaller municipal and special elections. We're partnering with multiple in-state grassroots organizations to mobilize our target voters in 2018.

2017

- Built predictive models identifying each Georgia environmental voter by name and street address.
- Mobilized 91,416 voters in the 6th Congressional District and Atlanta mayoral elections, increasing turnout of environmental voters by 2.1% - 2.8%.
- Partnered with multiple grassroots organizations; collected 895 signed voter pledges.

2018

- Targeting 290,000 environmentalists who are currently unlikely to vote in 2018.
- Expected Voter Turnout in November: 2.6 million voters.
- Significant Races: Governor, 2 US House, Augusta Mayor, State Legislature.



In our original pilot state of Massachusetts, we were able to rapidly expand our volunteer base, partner with dozens of organizations, and reach an increasingly large number of voters through door-to-door canvassing. With dozens of in-state volunteer field leaders, we expect our door-to-door canvassing operations to continue growing in 2018.



2017

- Updated our predictive models identifying each Massachusetts environmental voter by name and street address.
- Mobilized 68,899 voters in the Boston and Newton mayoral elections, and the Brookline and Cambridge municipal elections, increasing turnout of environmental voters by 2.7% - 6.9%.
- Recruited 319 voter contact volunteers; collected 5,348 signed voter pledges.

2018

- Targeting 250,000 environmentalists who are currently unlikely to vote in 2018.
- Expected Voter Turnout in November: 1.9 million voters.
- Significant Races: Governor, US Senate, 2 US House, State Legislature.

The Environmental Voter Project expanded into Pennsylvania in September, and we rolled out our voter mobilization efforts in the November 7th elections in Allentown and Philadelphia. Our 595,000 target voters are largely concentrated in the Philadelphia suburbs and exurbs, and we are aggressively recruiting volunteers in those areas.

2017

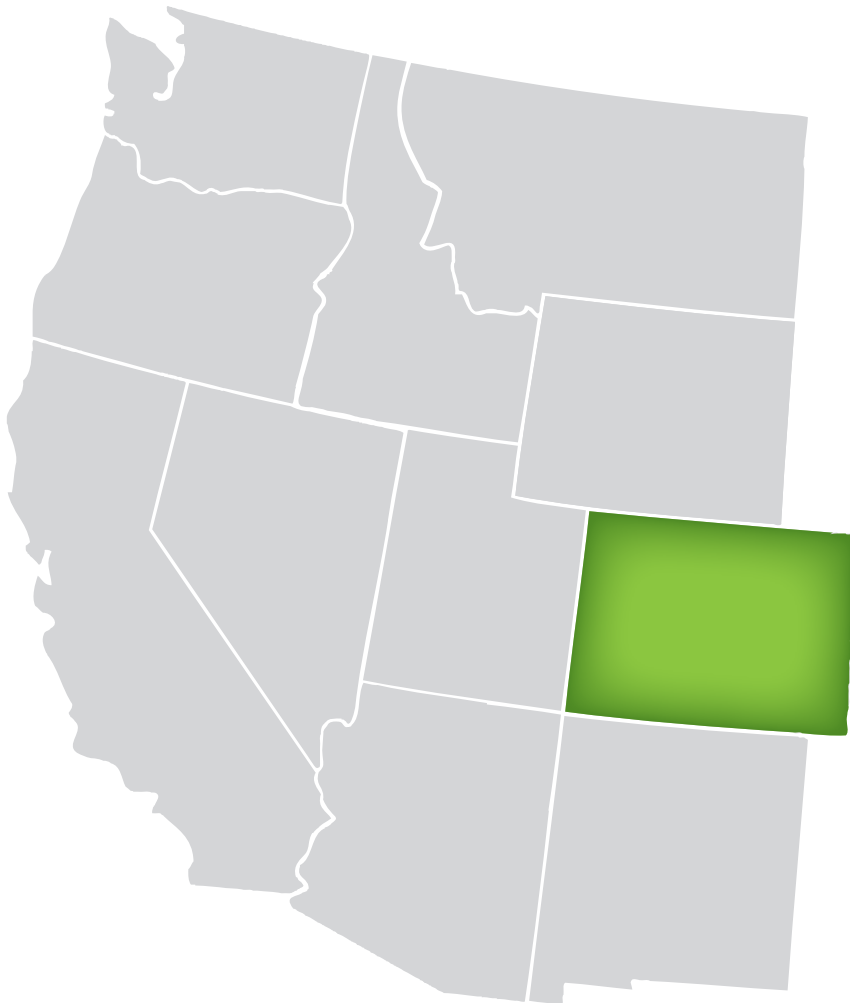
- Built predictive models identifying each Pennsylvania environmental voter by name and street address.
- Mobilized 77,322 voters in the Philadelphia District Attorney and Allentown mayoral elections, increasing turnout of environmental voters by 1.6% - 2.1%.
- Established a presence on multiple college campuses; collected 2,129 signed voter pledges.

2018

- Targeting 595,000 environmentalists who are currently unlikely to vote in 2018.
- Expected Voter Turnout in November: 3.9 million voters.
- Significant Races: Governor, US Senate, 9 US House, State Legislature.



The Environmental Voter Project expanded into Colorado in September, and we rolled out our voter mobilization efforts for Denver's November 7th ballot question elections. We already have a significant number of trained Lead Organizers in Colorado who will run their own field operations contacting our target voters in 2018. We anticipate having a significant volunteer presence across the state, particularly in Denver and Boulder.



2017

- Built predictive models identifying each Colorado environmental voter by name and street address.
- Mobilized 14,656 voters in the Denver municipal elections, increasing turnout of environmental voters by 1.3%.
- Recruited and trained multiple Lead Organizers; collected 1,482 signed voter pledges.

2018

- Targeting 210,000 environmentalists who are currently unlikely to vote in 2018.
- Expected Voter Turnout in November: 1.9 million voters.
- Significant Races: Governor, 1 US House, State Legislature.

The Environmental Voter Project expanded into Nevada in September. There were no fall elections scheduled in Nevada, but we identified our target voters and began recruiting volunteers to get a head start on the state's important 2018 election cycle.

2017

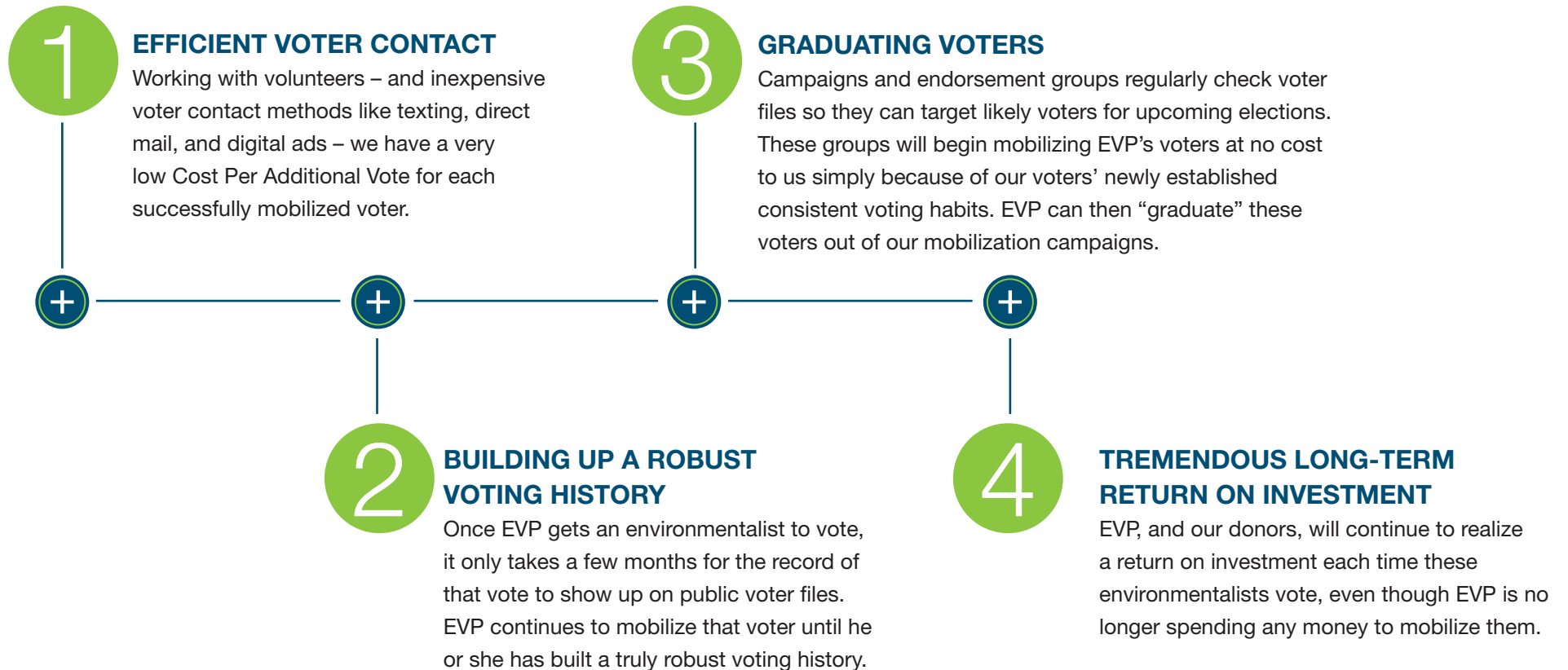
- Built predictive models identifying each Nevada environmental voter by name and street address.
- Recruited 21 voter contact volunteers; collected 375 signed voter pledges.

2018

- Targeting 100,000 environmentalists who are currently unlikely to vote in 2018.
- Expected Voter Turnout in November: 600,000 voters.
- Significant Races: Governor, US Senate, 2 US House, Reno Mayor, State Legislature.



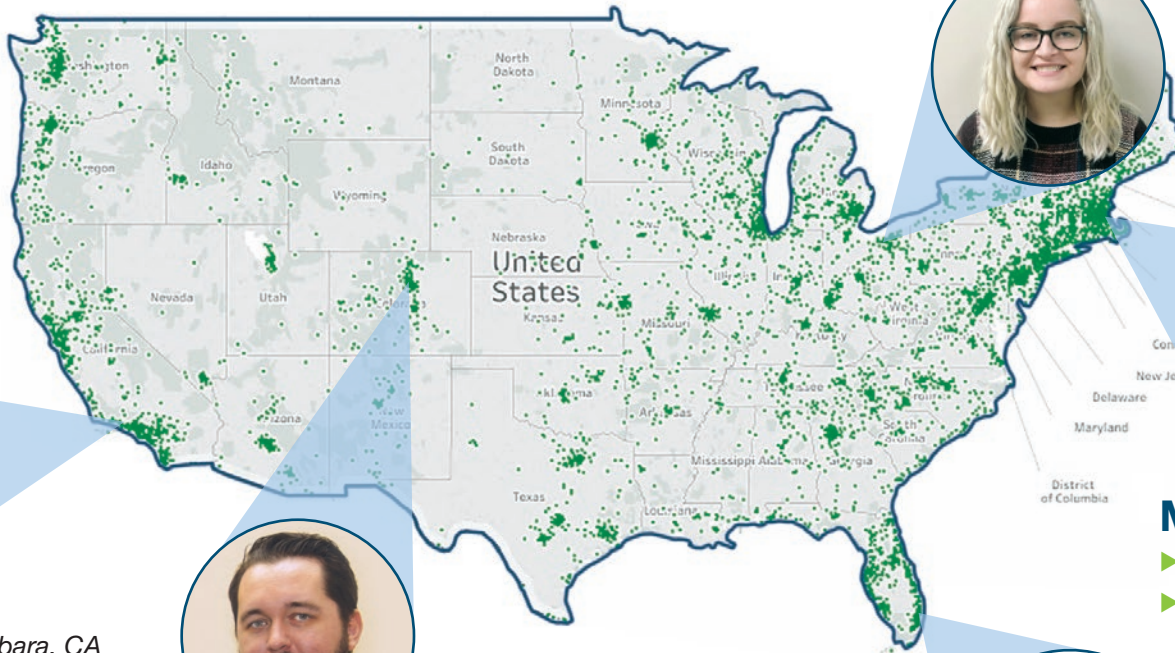
The Environmental Voter Project's great value proposition is that we cheaply mobilize environmental voters, and then other campaigns quickly begin targeting them and turning them out at no cost to us.



POWERED BY VOLUNTEERS

1,163 VOLUNTEERS
AS OF DECEMBER 31, 2017

- ▶ Sending text messages
- ▶ Making phone calls
- ▶ Door-to-door canvassing
- ▶ Collecting pledges to vote
- ▶ Voter registration



Luella E. Santa Barbara, CA

- ▶ Texted voters across the country



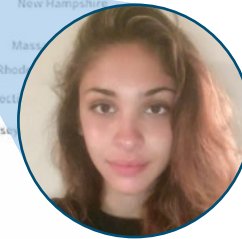
Steve R. Denver, CO

- ▶ Texted voters in Denver
- ▶ Collected voter pledges



Cameron S. Wooster, OH

- ▶ Ran voter registration drive
- ▶ Collected voter pledges



Marina G. Boston, MA

- ▶ Door-to-door canvassing in Boston
- ▶ Texted and called voters across the country



Sandi S. Boca Raton, FL

- ▶ Texted voters across the country

The Huffington Post

The Environmental Voter Project “**is building an army of environmental super voters to rival the NRA in turnout.**”

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.**”

Jeremy Grantham

Grantham Foundation for the Protection of the Environment

“What I appreciate about the Environmental Voter Project is that their work – turning environmentalists into consistent voters – isn’t just a one-time benefit. **These new voters are likely to continue to vote long into the future and prompt environmental leadership at every level of government.**”

News Outlets Featuring EVP In 2017

The New Republic, The Huffington Post, Outside Magazine, Washington Monthly, WBUR, Grist, The Gainesville Sun, EcoWatch, and others.

In 2017, the Environmental Voter Project enjoyed a 40% increase in revenue over 2016, while also expanding our base of both small and large donors. Additionally, we secured significant multi-year funding commitments, allowing us to build the staff and data infrastructure necessary to support a six-state program.

We were pleased to continue operating with very low overhead in 2017, directing 93% of our expenditures into our voter identification, data, and mobilization programs. Many of our Voter Identification & Data expenditures were front-loaded into 2017, so we anticipate that they will take up a much smaller portion of our overall expenditures in 2018.

EVP plans to double its expenditures in 2018, and we have the capacity to rapidly expand even beyond that if funding permits.

GROWTH OF PROGRAM EXPENDTURES

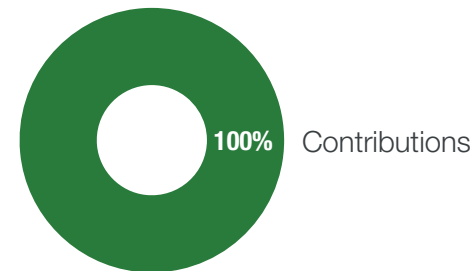


REVENUE AND EXPENSES

Total Net Assets for End of Year 2016 \$ 273,988

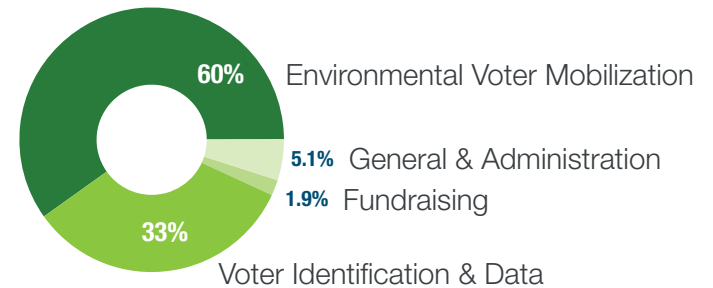
REVENUE 2017

Contributions	\$ 467,741
Total Revenue	\$ 467,741



EXPENSES 2017

Environmental Voter Mobilization	\$ 384,198
Voter Identification & Data	\$ 211,865
General & Administrative	\$ 32,645
Fundraising	\$ 11,999
Total Operating Expenses	\$ 640,707



Total Net Assets for End of Year 2017 \$ 101,022

Getting an environmentalist to vote is easier than getting a voter to start caring about the environment.

2017 was not a good year for the environment. We saw the dismantling of countless landmark environmental protections, all while the impacts of pollution and climate change are being felt like never before. To make matters worse, recent studies show that it's getting harder and harder to convince people who don't care about climate change or the environment to start caring about these issues.¹

But we can't let this bad news obscure the environmental movement's underlying advantages:

(1) overwhelming majorities of Americans support local, state, and federal action to protect the environment and fight climate change,² and

(2) over 20 million registered voters care so deeply about these issues that they list "climate change and the environment" as one of their top priorities.³

In short, we have the numbers on our side – we're just not showing up when it matters: on Election Day.

This is a solvable problem. Changing habits is easier than changing minds, and the Environmental Voter Project is proving that we can turn non-voting environmentalists into consistent super-voters.

And politicians go where the votes are. The more we flood the polls with environmental voters, the more politicians will be forced to lead on environmental issues or lose their jobs.

The environmental movement has already won the battle for people's hearts and minds. Now, all we need to do is show up on Election Day – and that's a very good reason to be optimistic.



EVP volunteer canvassers

¹ Communication Research, "Boomerang Effects In Science Communication." August 11, 2011.

² August 2017 survey of 1,038 American adults by The Associated Press – NORC Center for Public Affairs Research.

³ Inc. Magazine, "Environmentalists Don't Vote. This Man Will Change That With Big Data." November 8, 2016.

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 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 & Executive Director



Peter Polga-Hecimovich
▶ Field & Data Director



Kate Heffernan
▶ Organizing Director

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▶ 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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www.environmentalvoter.org