

2021 IMPACT REPORT

 **Environmental
Voter Project**



Environmental Voter Project

An evidence-based
approach to building
environmental
political power

OUR VISION

The climate emergency is not a scientific problem, nor is it a technological, sociological, or policy problem. It is a political problem. Simply put, the world already knows how to address the climate crisis, but our politicians lack the will to lead and actually implement these solutions. Why? Because it's often easier for politicians to win elections by ignoring or denying environmental problems than by addressing them.

In short: the environmental movement needs more political power. But the same old approach won't work. We can't keep treating politics as a 2-year cycle of big elections, between which we lobby and hope for the best. Rather, we must mobilize voters in every election — big and small — not just because climate policy is made at every level of government, but also because the

only way to build a movement of consistent climate voters is by talking to them far more often than once every two years.

The Environmental Voter Project is a non-partisan nonprofit that works year-round in hundreds of elections to build this environmental political power. With precision targeting and behavioral science-informed messaging, we call, canvass, text, mail, and send digital ads to millions of low propensity environmental voters each year with just one goal: to turn them into a reliable, powerful voting bloc. And it's working. Since 2015, we have contacted 8.7 million unique environmental voters and helped convert over 1 million of them into "super voters" who now consistently vote their values in every election. But we still have much more to do.

LETTER FROM THE EXECUTIVE DIRECTOR

Over 1 million of the low propensity environmental voters EVP has targeted since 2015 are now voting so consistently that they don't even skip local elections.

2021 started with a bang for the Environmental Voter Project. As the eyes of the world turned to Georgia, \$1 billion was spent on two US Senate runoff elections, while EVP — spending only \$550,000 — was able to increase turnout by +0.9 percentage points over our Georgia control group. It was a huge success.

Then most other voter mobilization groups slowed down or stopped work altogether — it was an “off year” after all — but not EVP. We got right back to mobilizing voters because if you truly care about increasing voter turnout, then every election is a valuable behavioral intervention opportunity.

Ultimately, we mobilized 3.8 million voters across 17 states in 381 different local, state, and federal elections in 2021 — from Nome, AK to Tucson, AZ, and from Caribou,



ME to Miami Beach, FL. And in every single one of those elections, we remained laser-focused on using behavioral science to turn low propensity environmental voters into consistent, habitual voters.

And by the end of the year, it paid off when we reached an extraordinary milestone: over 1 million of the low propensity environmental voters EVP has targeted since 2015 are now voting so consistently that they don't even skip local elections. These super voters now drive policy making at all levels of government, and we're so grateful to our volunteers, donors, staff, board, and advisors for this accomplishment. Onward!

Nathaniel Stinnett

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

Founder & Executive Director

THE PROBLEM

The climate and environmental movements don't have nearly enough political power to bend politicians to our will. And it's wishful thinking to assume politicians will ever lead on climate unless huge numbers of voters start forcing them to.

THE OPPORTUNITY

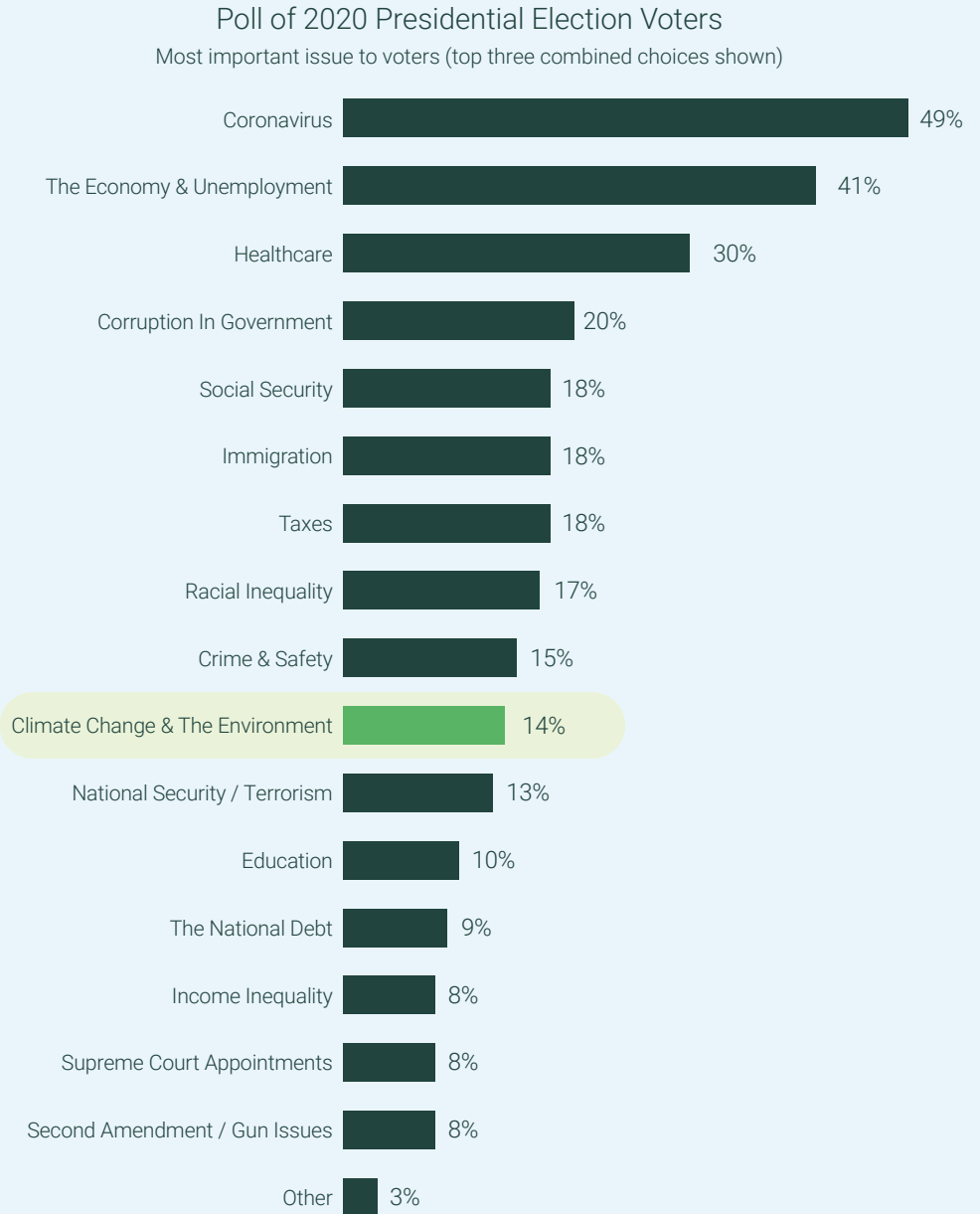
While there are not yet enough environmental voters to drive policy making, there are **millions of non-voting environmentalists who could change everything** if we get them to start showing up on Election Day.

13 million potential environmental voters.

Based on voter file analyses, EVP estimates that over 13 million already-registered voters who care deeply about the environment are currently unlikely to vote in the 2022 midterm elections unless we target them with robust, evidence-based mobilization efforts.

Focus on changing behavior, not minds.

As frustrating as it is that millions of environmentalists don't vote, it actually presents an enormous opportunity for the environmental movement for one simple reason: *convincing an environmentalist to vote is much easier and cheaper than convincing a voter to start caring about the environment.*



Politico / Seven Letter Insight Poll of 2020 general election voters

THE EVP SOLUTION

We take a long-term, evidence-based approach to building the power of the environmental electorate.

1,511

Total local, state, and federal elections in which EVP has mobilized voters since 2015.

1

Identification

Leveraging data analytics and predictive modeling, we identify millions of registered-to-vote environmentalists by name and street address. Then, we use public voter files to narrow our focus to only those environmentalists who typically don't vote and are thus ignored by most political campaigns.

2

Mobilization

Using proven voter-turnout messaging built on the latest behavioral science, we then canvass, call, text, mail, and send digital ads to these target environmentalists before every election—local, state, and federal. Using randomized controlled trials, we always test the performance of our messages and optimize each communication for its target audience.

3

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, we treat every election—local, state, and federal—as a high-leverage opportunity to turn non-voters into voters. You can't change someone's voting behavior if you only talk to them every 2 or 4 years, so we work year-round in every election, regularly checking public voter files and following up with our voters until they become consistent super voters.

4

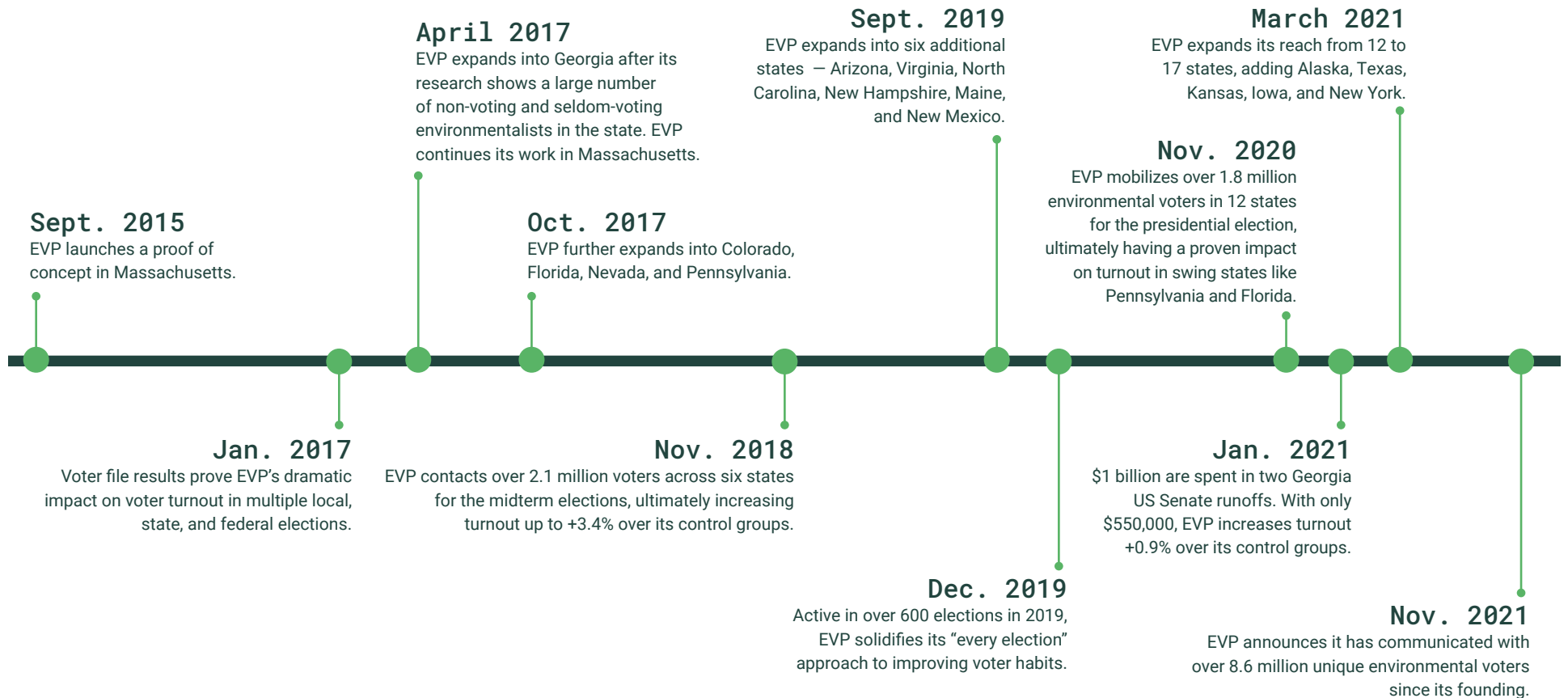
Changing the Electorate

Nothing motivates a politician more than the prospect of winning or losing an election. EVP's ultimate goal is to flood the electorate with so many environmental voters that politicians will have no choice but to appeal to environmental voters and our priorities.

CONSISTENT GROWTH. CONSISTENT RESULTS.

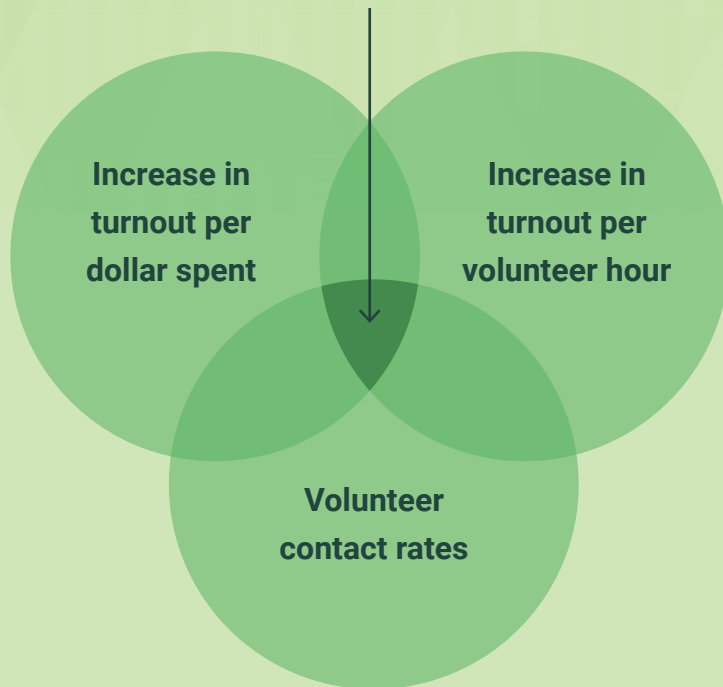
Rather than jumping from big election to big election, we focus on building real, long-term electoral power.

Since our launch, EVP has only expanded into a state if we believe we can sustain long-term, year-round, highly impactful work in that state. Thanks to our research, volunteers, and donors, we have consistently delivered.



INNOVATE . TEST . SCALE WHAT WORKS .

We respect our volunteers' and donors' involvement by regularly tracking:



■ We invest in learning.

When there aren't established best practices, we set new best practices. We conduct our own research and consult with experts to test new methods. We humbly learn from our failures, double-down on our successes, and freely share our learnings with aligned organizations.

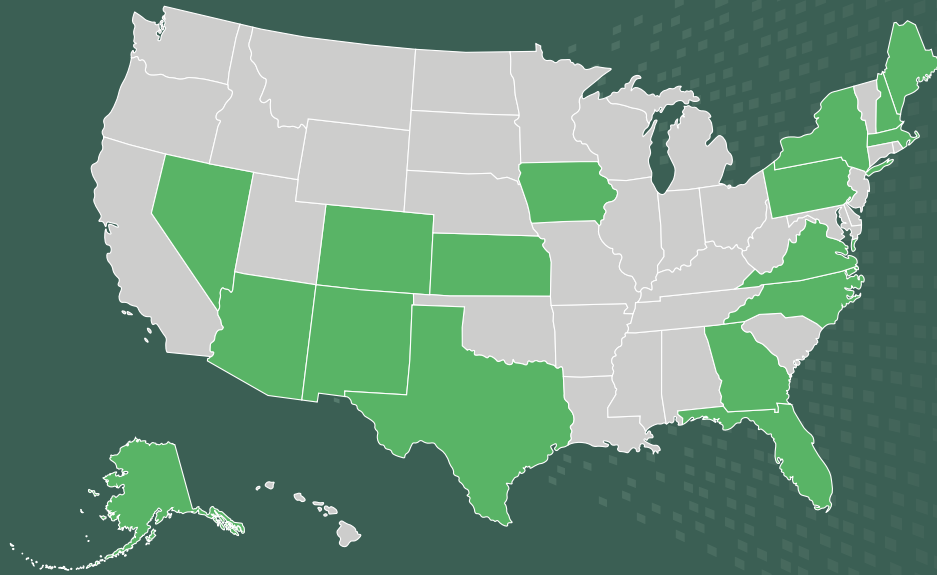
■ We respect one another.

We value the time and resources of our staff, volunteers, and donors. We only ask for investments of time or money where we believe — based on evidence — that those investments will have a significant impact.

■ We improve quickly.

Because we are active in hundreds of elections each year, we can test, learn, and improve at an extraordinarily rapid pace. Whereas most organizations and campaigns operate on a 2-year election cycle, we are testing new messages and improving our techniques almost every month.

2021 MOBILIZATIONS



381 Elections

From tiny aldermen elections in New Hampshire to huge statewide elections in Virginia, Texas, and Pennsylvania, EVP mobilized voters in each of our 17 states and continued to treat every election as an important behavioral intervention opportunity to improve the voting habits of environmentalists.

3.8 Million Individual Voters Contacted

Over the course of 2021, we communicated with 3,785,251 different individual environmentalists—many of whom we contacted multiple times over different media—always using behavioral science-informed messaging designed to turn them into more consistent voters.

4.1 Million Volunteer-to-Voter Communications

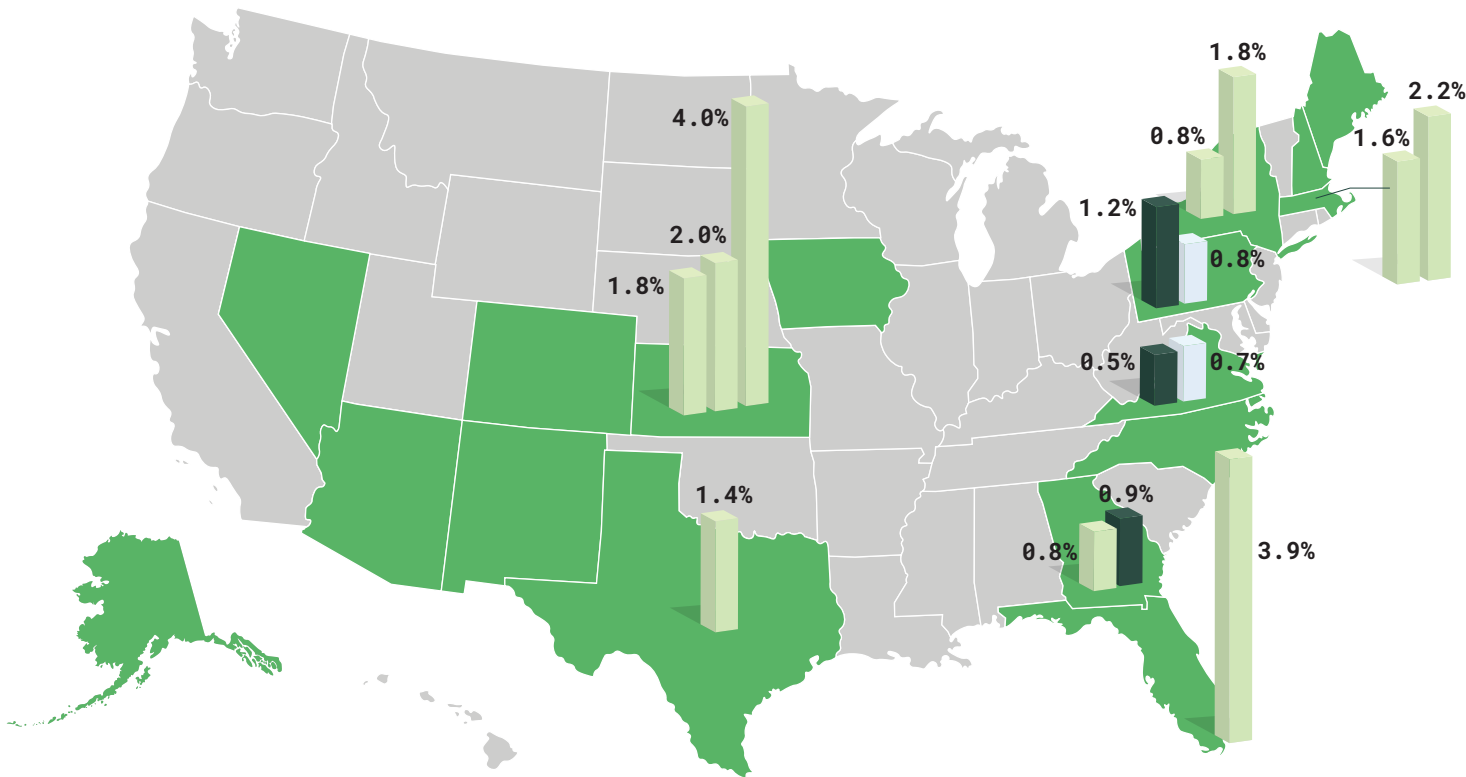
Thousands of EVP volunteers had over 4.1 million conversations with these voters by canvassing them at their doors, texting with them, or talking to them over the phone.

49.8 Million EVP-to-Voter Communications

In addition to our volunteer efforts, EVP sent 759,468 pieces of direct mail and delivered over 49 million digital ad impressions to these voters, always using tested messaging that was optimized to our particular voter targets.

2021 RESULTS

EVP consistently increases turnout in hundreds of elections each year, but we only present data when randomized controlled trials prove that EVP was directly responsible for statistically significant increases in turnout among our targeted voters while controlling for all other variables.



Voters Mobilized by EVP

Alaska:	9,836 voters
Arizona:	80,834 voters
Colorado:	96,496 voters
Florida:	118,066 voters
Georgia:	454,819 voters
Iowa:	19,167 voters
Kansas:	49,402 voters
Maine:	65,516 voters
Massachusetts:	246,731 voters
Nevada:	677 voters
New Hampshire:	13,179 voters
New Mexico:	58,094 voters
New York:	661,205 voters
North Carolina:	49,440 voters
Pennsylvania:	424,232 voters
Texas:	810,651 voters
Virginia:	626,906 voters

Proof of EVP's Impact in Local Elections
 In these states' local and congressional elections, randomized controlled trials (RCTs) revealed that EVP was solely responsible for increasing turnout by as much as 4.0 percentage points among our targets.

Proof of EVP's Impact in Primary Elections
 In these states' primary elections, RCTs revealed that EVP was solely responsible for increasing turnout by as much as 0.8 percentage points among our targets.

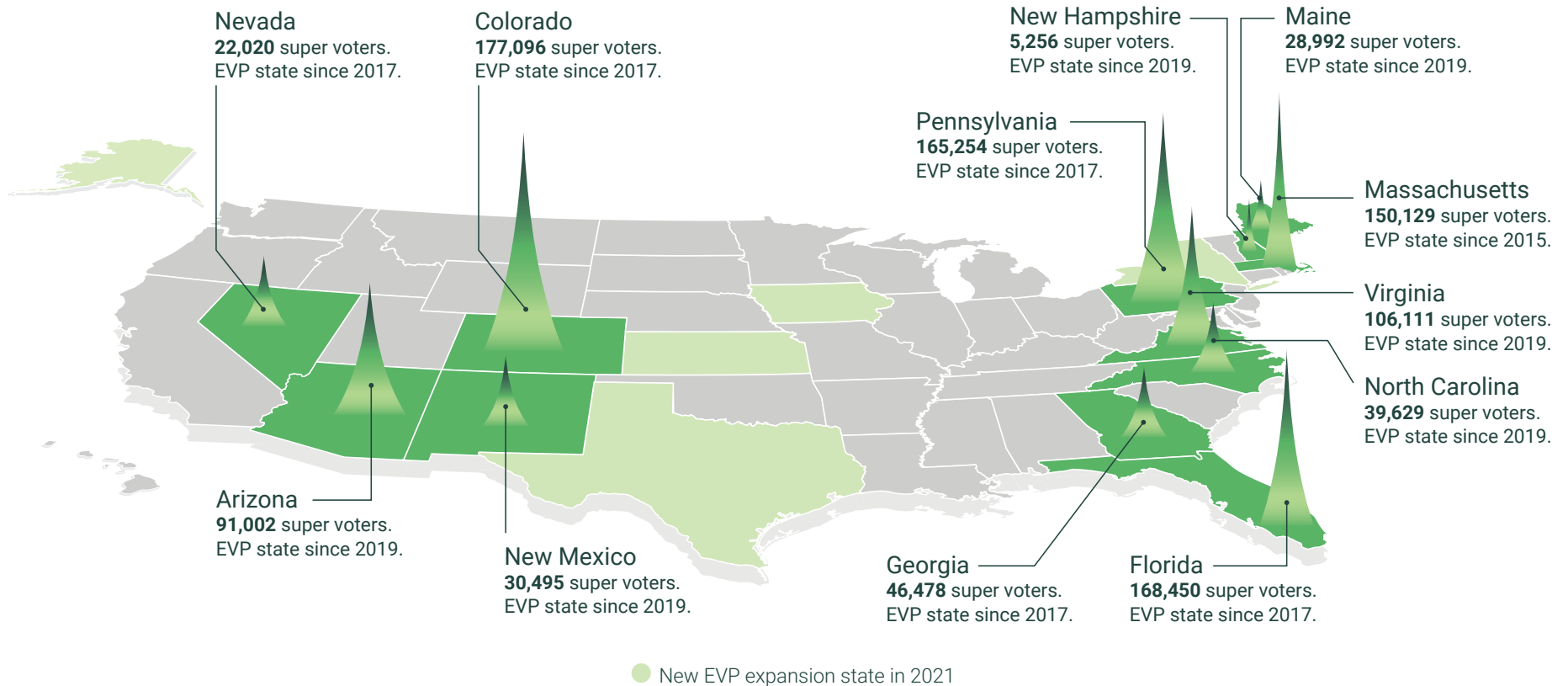
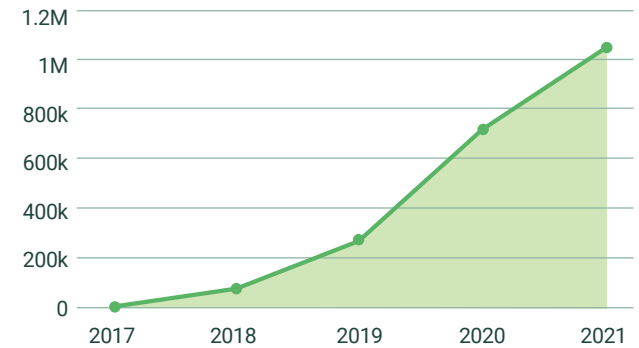
Proof of EVP's Impact in General Elections
 In these states' general elections, RCTs revealed that EVP was solely responsible for increasing turnout by as much as 1.2 percentage points among our targets.

EVP'S CUMULATIVE IMPACT

1 million super voters created in 6 years.

EVP's primary goal is to change the electorate over time, building an unstoppable army of environmental voters. Each year, we track how many low propensity environmental voters we've helped turn into consistent super voters who now reliably vote in federal, state, and local elections. Of the 8,658,171 low propensity voters we've mobilized since 2015, a stunning 1,030,912 of them are now consistent environmental super voters. We begin measuring our cumulative impact in a state once all voters in the state have had at least one federal, state, and local election.

EVP Super Voters Created Over Time



CONTEXT FOR EVP'S CUMULATIVE IMPACT

 = 10,000 voters

In context, these 1,030,912 consistent environmental voters that EVP has helped create can have an enormous impact in local, state, and federal elections.

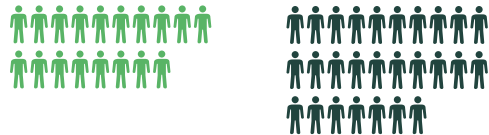
Arizona

91,002 EVP targets now consistently voting 55,900 vote margin in 2018 US Senate election



Colorado

177,096 EVP targets now consistently voting 268,087 vote margin in 2018 Governor election



Florida

168,450 EVP targets now consistently voting 10,033 vote margin in 2018 US Senate election



Georgia

46,478 EVP targets now consistently voting 54,723 vote margin in 2018 Governor election



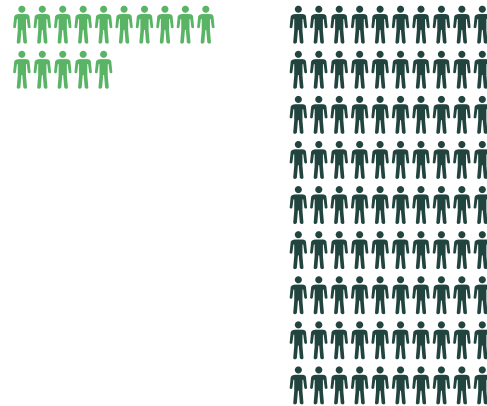
Maine

28,992 EVP targets now consistently voting 48,651 vote margin in 2018 Governor election



Massachusetts

150,129 EVP targets now consistently voting 895,571 vote margin in 2018 Governor election



Nevada

22,020 EVP targets now consistently voting 39,687 vote margin in 2018 Governor election



New Hampshire

5,256 EVP targets now consistently voting 40,405 vote margin in 2018 Governor election



New Mexico

30,495 EVP targets now consistently voting 100,277 vote margin in 2018 Governor election



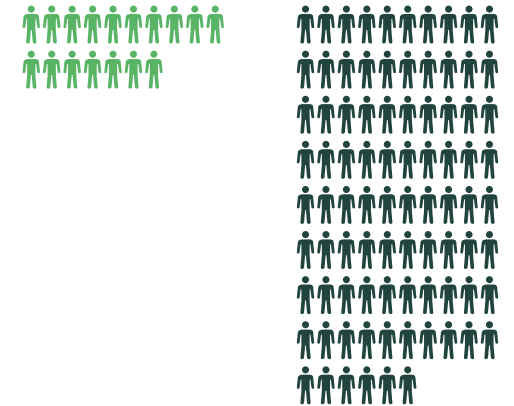
North Carolina

39,629 EVP targets now consistently voting 95,633 vote margin in 2020 US Senate election



Pennsylvania

165,254 EVP targets now consistently voting 855,763 vote margin in 2018 Governor election



Virginia

106,111 EVP targets now consistently voting 63,480 vote margin in 2021 Governor election





PIKE COUNTY COURTHOUSE IN ZEBULON, GEORGIA

A Small Georgia DA's Race Reveals What Makes EVP So Special

At the end of 2020, the world turned its eyes to Georgia where two US Senate races were going to runoff elections on January 5, 2021. These races would ultimately decide control of the US Senate, and a stunning \$937 million was spent before Raphael Warnock and Jon Ossoff each claimed victory.

The Environmental Voter Project — spending only \$550,000 — used behavioral science-informed messaging to text, call, canvass, mail, and send digital ads to over 290,000 low propensity environmental voters for these Georgia runoffs, and we were extraordinarily proud to **ultimately boost turnout among those Georgians by +0.9 percentage points over our control group.**

This was a stunning result, but the important part of the story is what happened next.

After these elections, there was a huge whooshing sound as tens of thousands of campaigns, Super PACs, nonprofits, volunteers, activists, donors, and press left Georgia. But not the Environmental Voter Project.

At EVP, we got right back to work because if you truly care about voter turnout, you can't just parachute into the big

elections; instead, you must treat every election as a precious opportunity to build good voting habits and grow political power.

So do you know what we did next? We started mobilizing low propensity environmental voters for the Griffin Judicial Circuit District Attorney special election being held on February 9, 2021.

That's right, the Griffin Judicial Circuit District Attorney special election. And, in case you didn't know, judicial circuits happen when counties are too small to have their own judicial system, so they band together into a multi-county district.

And we know what you're wondering — no, this election had absolutely nothing to do with climate, the environment, or environmental policy making. But that's not the point. The point is that this small, mid-winter special election that everybody else ignored had **everything to do with building good voting habits.**

In fact, the **only way** to turn non-voters into voters is to get them to vote in an election, so shame on us if we ever let any election pass without using it to make new voters.

And so, yes, EVP spent 3 weeks texting and calling 4,800 low propensity environmental voters for a DA's race in Georgia in February. We didn't know who was running. We didn't care who won. But we were 100% certain that it was a golden opportunity to continue building an unstoppable bloc of environmental voters in Georgia.

It is because of focusing on elections like these that — since 2017 — the Environmental Voter Project has helped turn **46,478 non-voting and seldom-voting Georgians into consistent super voters** who now vote in federal, state, and even local elections.

Those results don't happen when you only talk to voters every 2 years; they happen when you never skip an election.

It's a lot of hard work in many below-the-radar elections, but it ultimately has a huge electoral impact. And that's why EVP was focused on the Griffin Judicial Circuit DA special election while everybody else had left Georgia and gone home to rest. It's also why we ended up speaking to 3.8 million voters in 381 local, state, and federal elections across 17 states in 2021 — it's simply the best way to build good voting habits.

IN YOUR WORDS



“There’s a thing called Archimedes’ Lever – which illustrates the smallest thing you can do to make the biggest outsize impact – and it’s these 8 to 12 million environmentalists who don’t vote that the Environmental Voter Project can target and activate through behavioral science. It’s incredibly nerdy, but the impact is so massive.”

Kiran Bhatraju

Founder & CEO, Arcadia

Leading nationwide digital utility platform for renewable energy



“I’ve been a huge fan of the Environmental Voter Project since donating to their launch campaign in 2015. Now I’m a donor, volunteer, and advisor, and I’m so impressed by their rigorous approach backed by social science data. I could not more wholeheartedly endorse this organization as a great use of your time and money.”

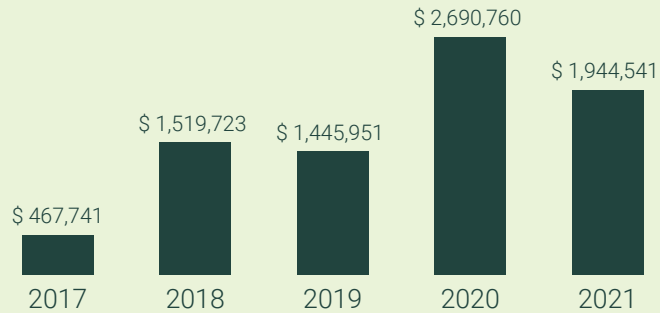
Dr. Ayana Elizabeth Johnson

marine biologist, policy expert, writer

*“The most influential marine biologist of our time”
- Outside Magazine*

FINANCIAL OVERVIEW

REVENUE BY YEAR



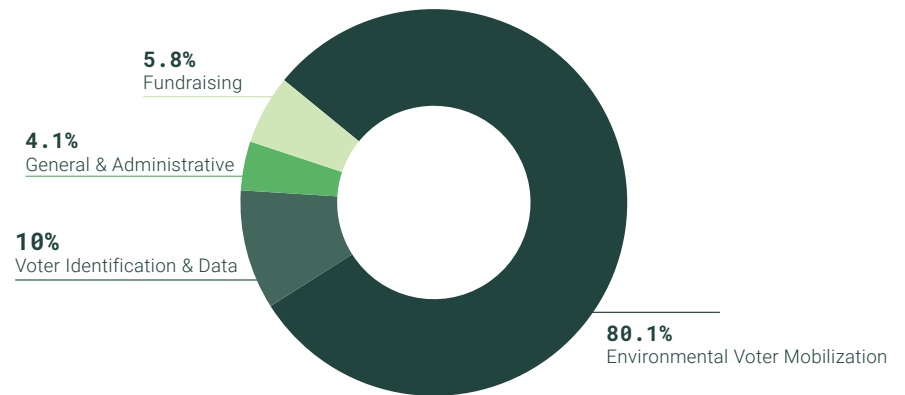
In 2021, 4,069 donors contributed \$1.95 million to support EVP's cutting-edge voter mobilization work, representing a 95% increase in our number of donations and a 34% increase in revenue compared to the last "off-year" election cycle of 2019.

We also continued to be extraordinarily efficient with our expenditures, directing over 90% of our spending solely to the identification and mobilization of low propensity environmental voters.

With sufficient funding in 2022, EVP has the capacity to scale quickly and dramatically to leverage our cutting-edge work and mobilize over 6 million low propensity environmental voters. We can't wait to work with you to make this impact happen.

REVENUE AND EXPENSES

Total Net Assets for End of Year 2020	\$ 273,715
Contributions 2021	\$ 1,944,541
Expenses 2021	
Environmental Voter Mobilization	\$ 1,596,601
Voter Identification & Data	\$ 199,634
General & Administrative	\$ 81,527
Fundraising	\$ 116,393
Total Operating Expenses	\$ 1,994,155
Total Net Assets for End of Year 2021	\$ 224,101





STAFF



Nathaniel Stinnett
 Founder & Executive Director



Renaissance Ceniza
 Organizing Associate



Damon Drew
 Campaign Associate



Peter Polga-Hecimovich
 Field & Data Director



Shannon Seigal
 Organizing Director

DIRECTORS AND ADVISORS



Sam Arons
 VP of Partnerships and Structuring, TeraWatt Infrastructure



Megan Reilly Cayten
 Senior Investment Manager, Climate Asset Management



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



Brooks Preston
 Managing Director for Sustainability, Macquarie Asset Management



Kiran Bhatraju
 Founder & CEO, Arcadia



Peter Horton
 Director, Actor, Producer, Activist



Johanna Chao Kreilick
 President, Union of Concerned Scientists



Frederick A.O. ("Fritz") 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



Jack Kutner
 Principal JPK Sustainable Business Consulting
 Former CEO and Executive Chairman, Bigbelly Solar



Susan Su
 Partner, Toba Capital



Reid Capalino
 Senior VP, LS Power



Ayana Elizabeth Johnson
 CEO, Ocean Collectiv



Robert LaRocca
 Executive Director, Voter Protection Corps
 Founder & President, LaRocca Strategies



Melanie Wachtell Stinnett
 EVP Co-Founder
 Managing Director, Case Method Institute

You want a way to save democracy and the planet.


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 INFORMATION ON STOCK GIFTS AND WIRE TRANSFERS:
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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