

# 2022 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 to treat every election as an opportunity to turn non-voters into first-time voters.

The Environmental Voter Project is a nonpartisan 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, 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. The results speak for themselves: since 2015, we have contacted 9.5 million unique environmental voters and helped convert almost 1.5 million of them into “super voters” who now consistently vote their values in every election.



## LETTER FROM THE EXECUTIVE DIRECTOR

2022 was an exciting and successful year for the Environmental Voter Project. Alongside thousands of volunteers, we tested and optimized new messaging, launched a national volunteer postcarding program, and continued to rapidly build political power for the environmental movement.

To help lead these efforts, we worked with a growing team of talented and dedicated volunteer leaders who ran countless phonebanks, postcarding parties, and neighborhood canvassing shifts, all of which had an enormous impact thanks to their extraordinary work.

Ultimately, we mobilized over 2.3 million voters in local, state, and federal elections in 2022, and we are proud to have proven we increased environmental voter turnout in many of these elections, sometimes by as much as 3.6 percentage points. Most importantly, though, we know that seven

years after launching our one-state pilot program, the Environmental Voter Project has now helped create 1.5 million new environmental ‘super voters’ across 17 states. These super voters are the simplest, most durable way to build political power at a time when politics has become the key variable in solving so many of our environmental crises.

I am honored to be doing this crucial work with an incredible team of volunteers, staff, donors, board members, and advisors. I hope all of you are as proud of our collective accomplishments as we are grateful for your support and involvement. 2023 will offer hundreds of electoral opportunities to turn non-voters into first-time voters, and we can’t wait to make it EVP’s most successful year yet. Onward!

Nathaniel Stinnett

*Founder & Executive Director*

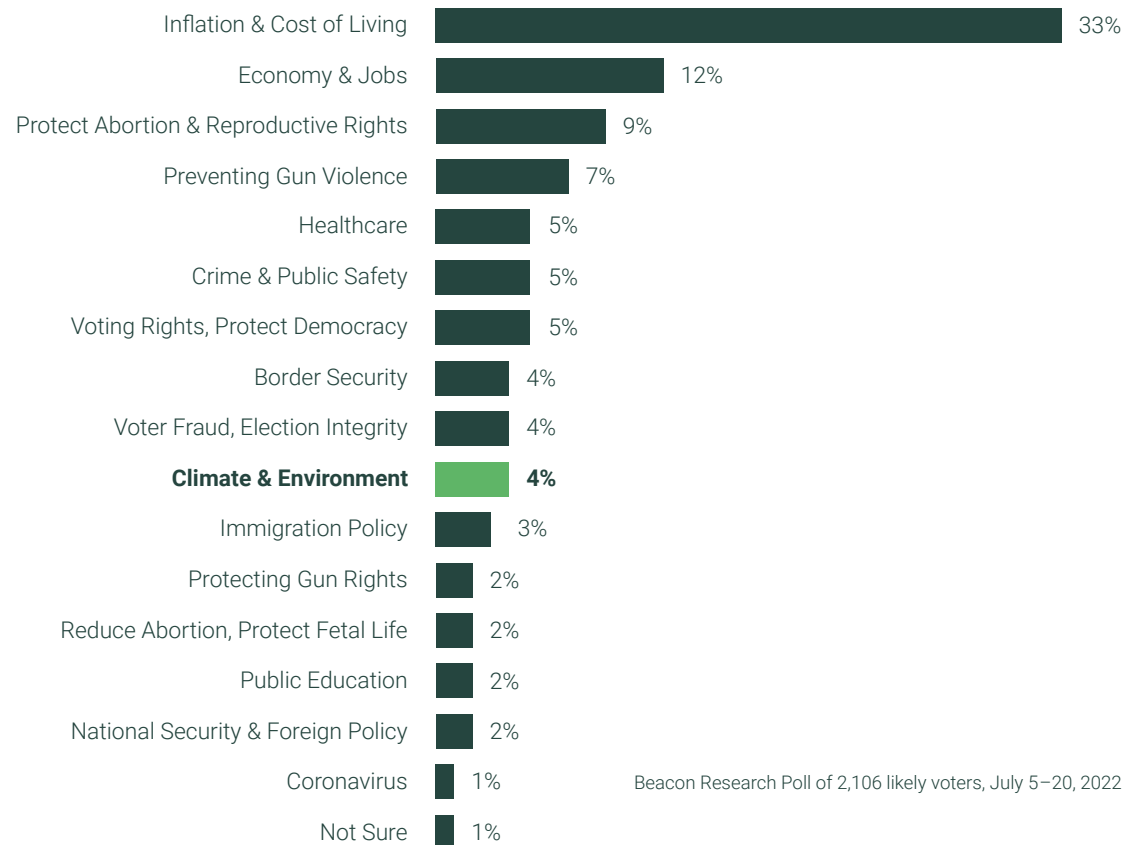
“Seven years after launching our one-state pilot program, the Environmental Voter Project has now helped create 1.5 million new environmental ‘super voters’ across 17 states.”

## THE PROBLEM

The climate and environmental movements have a huge problem: simply put, we 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.

When only 4% of likely battleground state voters list climate & the environment as a top priority, it should be clear to all of us that we need much more political power.

## Top Priority of Likely 2022 Midterm Voters in Battleground States



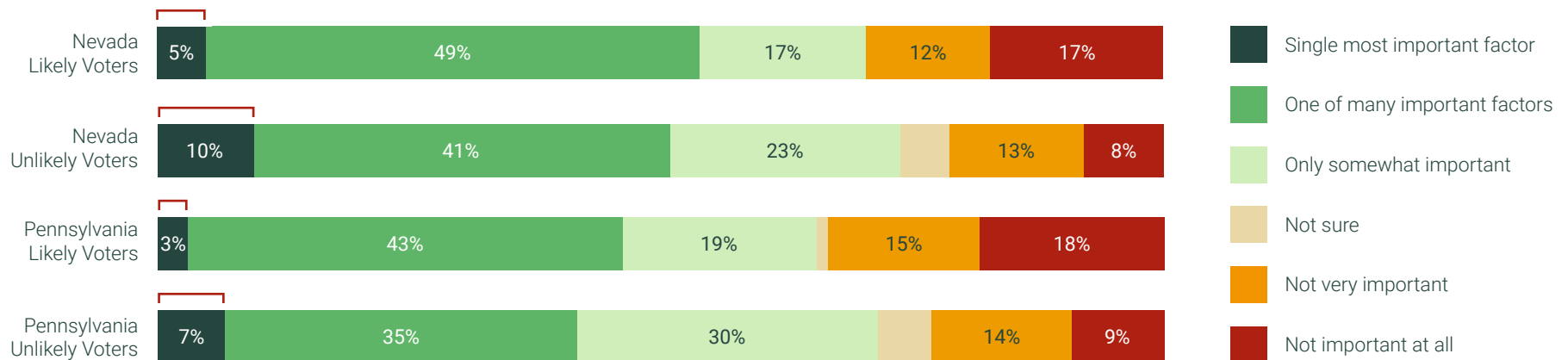
Beacon Research Poll of 2,106 likely voters, July 5–20, 2022

## 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.

In many states, **unlikely voters** are twice as likely to list climate change as a top priority as **likely voters**.

Importance of Climate When Choosing a Candidate, Beacon Research Battleground State Poll, July 5-20, 2022



### Millions of potential environmental voters.

EVP estimates that over 13 million environmentalists typically skip midterm elections and over 8 million skip presidential elections.

### We focus on changing behavior, not minds.

These millions of non-voting environmentalists present a huge opportunity because convincing an environmentalist to vote is easier than convincing a voter to start caring about the environment.

# THE EVP SOLUTION

We take a long-term, evidence-based approach to building the power of the environmental electorate. Since 2015, EVP has mobilized voters in a total of 1,576 local, state, and federal elections.

## 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, 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

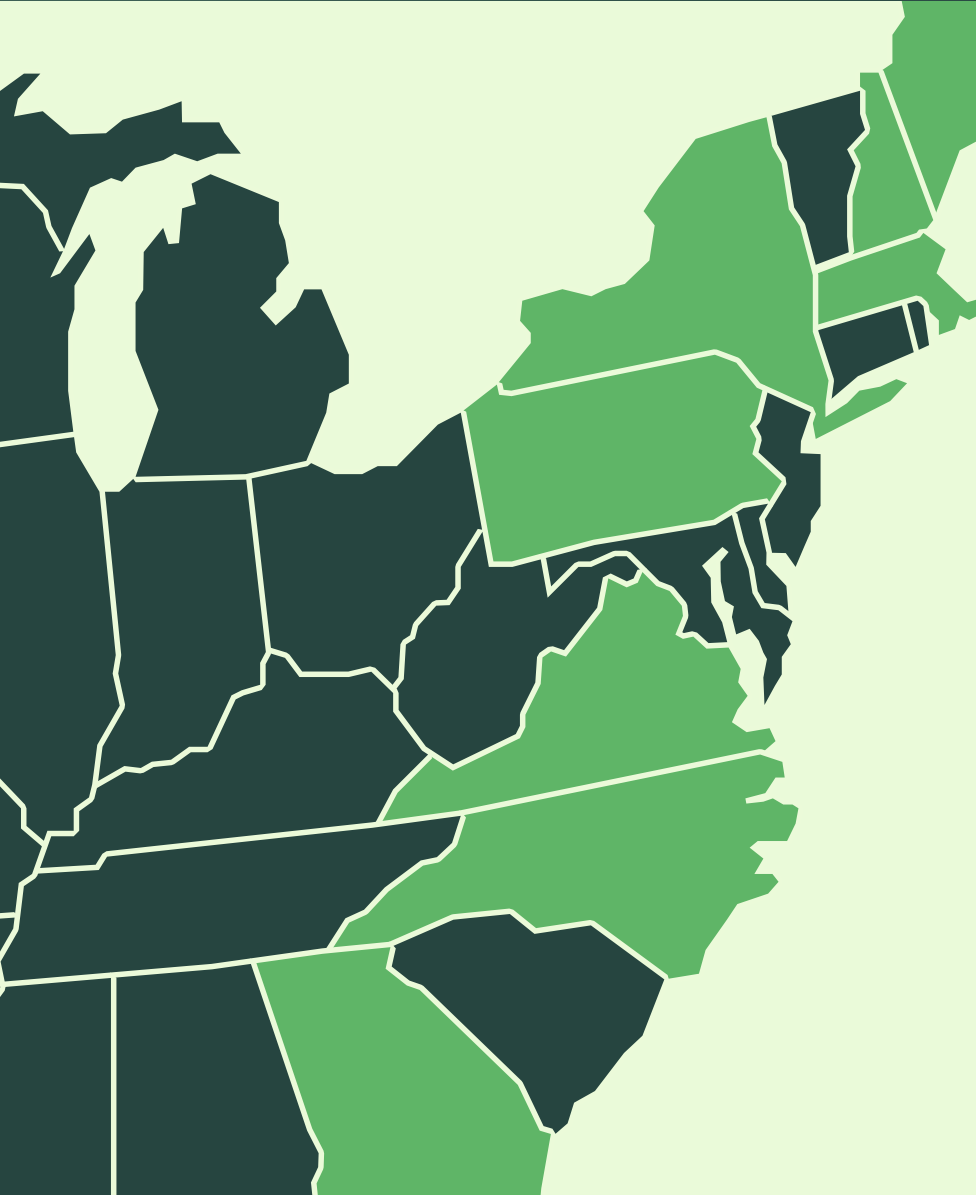
Voting is a “sticky” habit: once someone votes for the first time, they're much more likely to vote again in future elections. Therefore, we treat every election—local, state, and federal—as a high-leverage opportunity to turn non-voters into voters. You can't change someone's voting behavior if you 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 targets 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.

## IT'S ALWAYS ELECTION DAY FOR THE ENVIRONMENTAL VOTER PROJECT

You can't turn non-voters into consistent voters by only talking to them once every 2 years in big elections. And so our secret weapon is how stubborn we are — we never let an election happen without using it as an opportunity to turn non-voters into new voters.



Over **7** years

**9.5 million** unique voters mobilized

Across **17** different states

In **1,576** different local, state, and federal elections

**That's how to build a bloc of consistent environmental voters.**

## 2022 MOBILIZATIONS

### 2.3 Million Individual Voters Contacted

Over the course of 2022, we communicated with 2,349,692 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.

### 396,597 Phone Conversations

We had 396,597 full phone conversations with our targeted voters, using a combination of volunteer and paid phonebanks.

### 130,260 Volunteer Postcards

547 different volunteers participated in at least one of our four postcarding campaigns, sending over 130,000 handwritten postcards to low propensity environmental voters in Arizona, Colorado, Florida, and New Mexico.

### 2.1 Million Direct Mail Pieces

EVP's robust direct mail campaign – using proven messaging sent to millions of low propensity voters – continued to yield impressive results in local, state, and federal elections.

### 93.2 Million Digital Ad Impressions

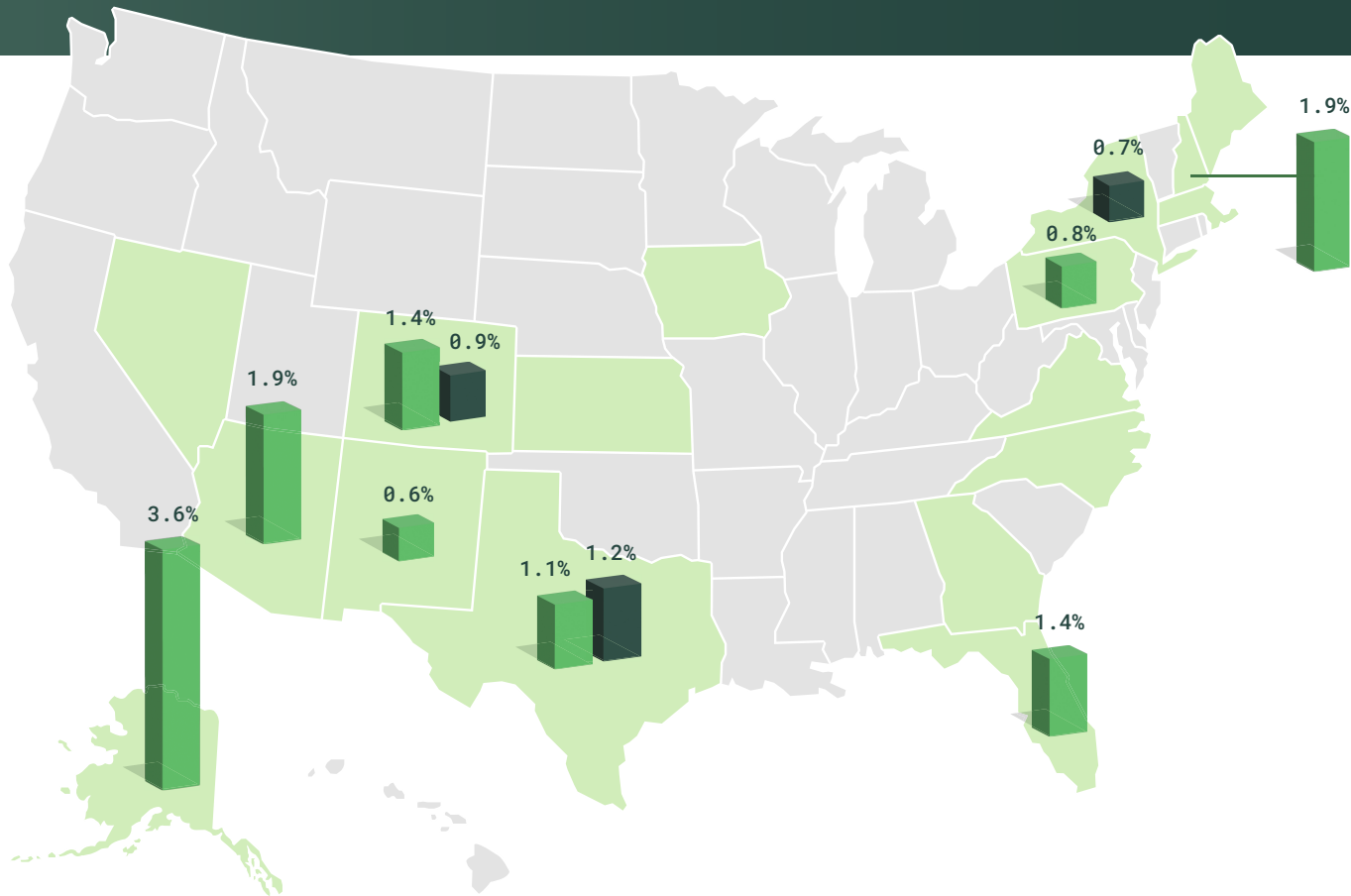
For the fall midterm elections, EVP delivered over 93 million digital ad impressions to 1.7 million voters in 10 states.





# 2022 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 IN 2022

Alaska	16,504 voters
Arizona	200,654 voters
Colorado	168,485 voters
Florida	448,156 voters
Georgia	123,316 voters
Iowa	34,006 voters
Kansas	13,305 voters
Maine	38,929 voters
Massachusetts	13,523 voters
Nevada	78,926 voters
New Hampshire	34,109 voters
New Mexico	85,821 voters
New York	125,427 voters
North Carolina	215,994 voters
Pennsylvania	617,425 voters
Texas	161,550 voters
Virginia	23,173 voters

### EVP'S IMPACT IN PRIMARY ELECTIONS

In these states' primary elections, randomized controlled trials (RCTs) revealed that EVP was solely responsible for increasing turnout by as much as 3.6 percentage points among our targets.

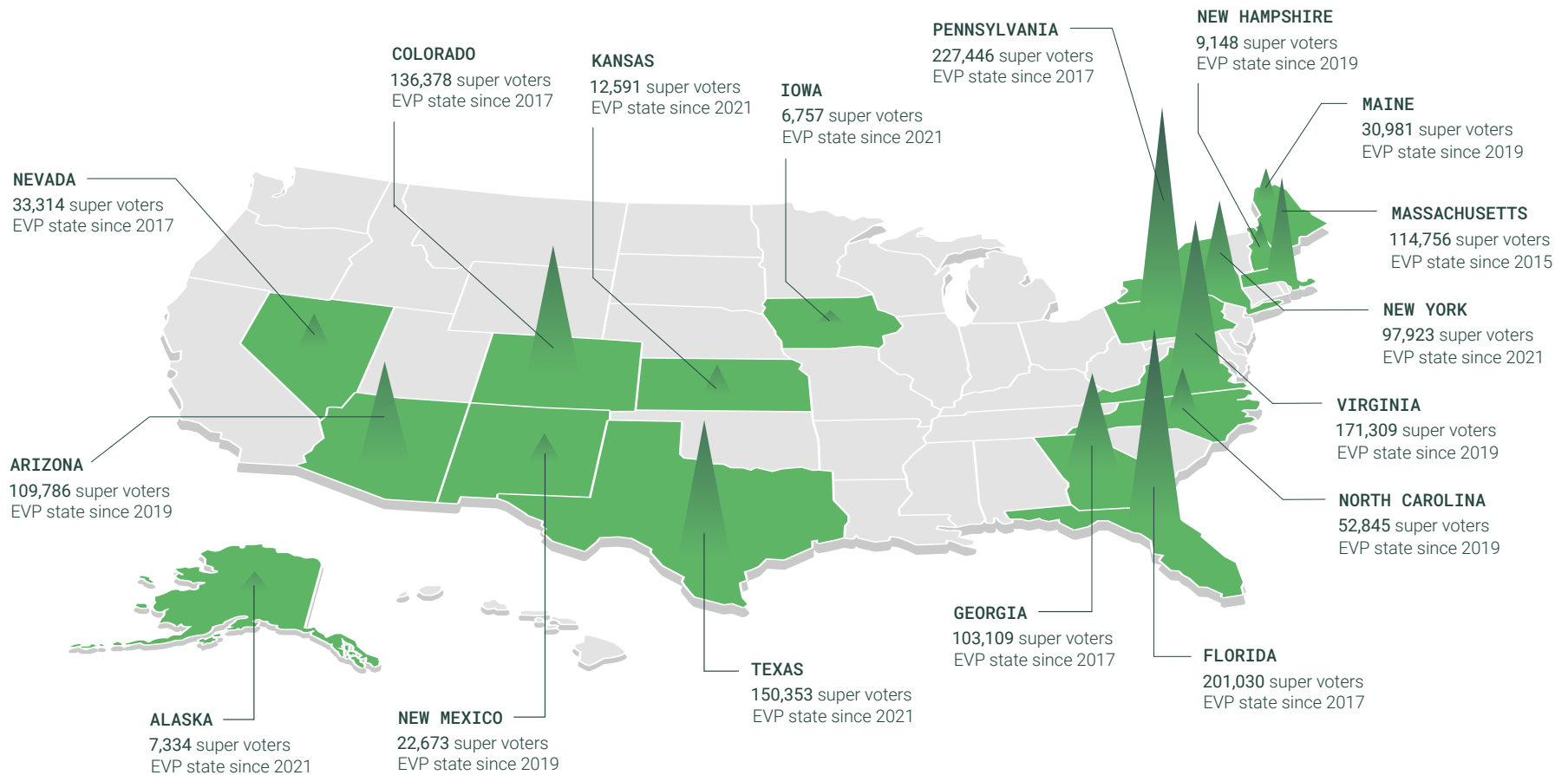
### EVP'S IMPACT IN GENERAL ELECTIONS

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.

## 1.5 MILLION SUPER VOTERS CREATED IN 7 YEARS

EVP's primary goal is to change the electorate over time, building a powerful bloc of environmental voters that shows up for every election. 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 9,542,183 low propensity voters we've mobilized since 2015, an extraordinary 1,487,733 of them are now consistent environmental super voters.

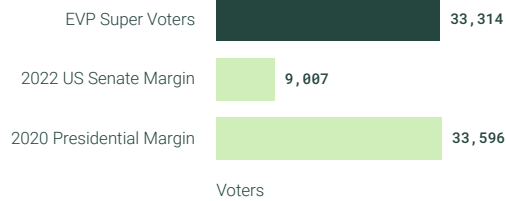


# CONTEXTUAL EXAMPLES OF EVP'S CUMULATIVE IMPACT

In the context of particular states, the 1,487,733 new super voters that EVP has helped to create can have an enormous electoral impact.

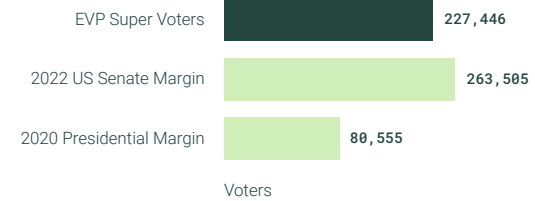
## NEVADA

33,314 EVP targets now consistently voting



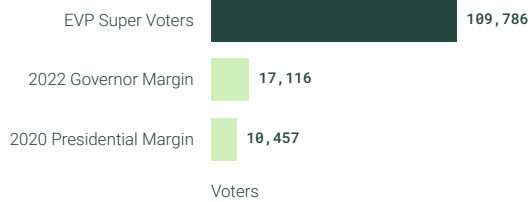
## PENNSYLVANIA

227,446 EVP targets now consistently voting



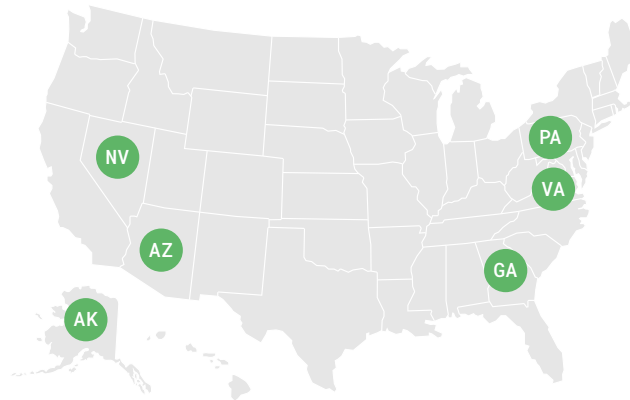
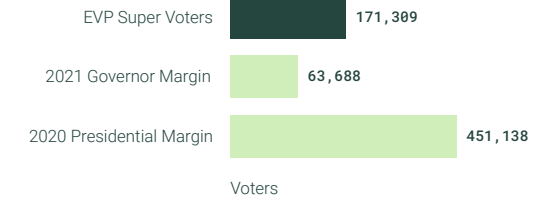
## ARIZONA

109,786 EVP targets now consistently voting



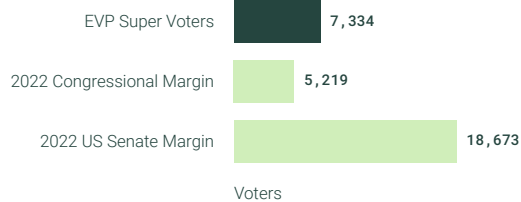
## VIRGINIA

171,309 EVP targets now consistently voting



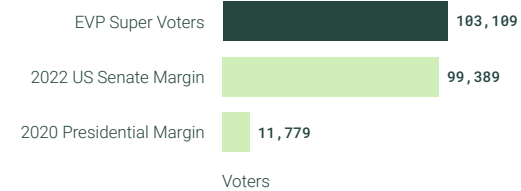
## ALASKA

7,334 EVP targets now consistently voting



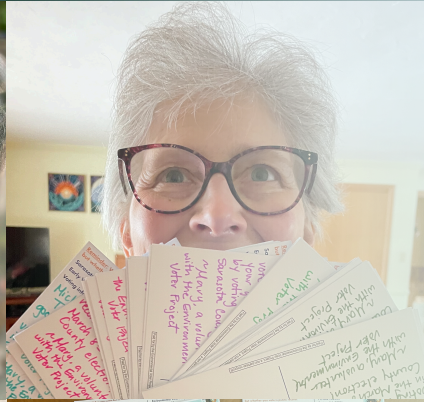
## GEORGIA

103,109 EVP targets now consistently voting



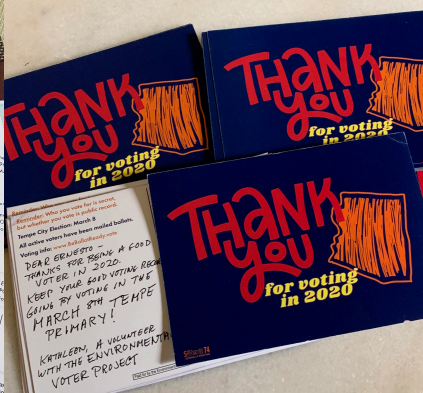
# LAUNCH OF VOLUNTEER POSTCARDING

In 2022, EVP launched a volunteer postcarding program using rigorously-tested messaging, designs, and targeting which were optimized to mobilize low propensity environmental voters. Our campaigns got great results, and we're enormously proud to have worked with so many talented and dedicated volunteers.



547 postcard-writing volunteers

130,260 postcards to low propensity environmental voters



Tempe, AZ municipal election

Sarasota, FL county election

Colorado primary election

New Mexico general election



## WHAT OUR VOLUNTEERS SAY

“EVP is one of the few things giving me some hope these dark days.”

Lorrie B.  
*EVP volunteer from Nebraska*

“I just want to say that EVP has provided some of my best volunteer experiences this year. Love you guys!”

Jessica C.  
*EVP volunteer from California*

“I will be back for more shifts. Your database is the best I’ve participated in.”

Katie G.  
*EVP volunteer from California*

“This was the best phonebanking experience I’ve ever had.”

Leslie R.  
*EVP volunteer from California*

“You folks are just wonderful and thank you for your incredibly brilliant organization.”

Alex A.  
*EVP volunteer from Montana*



## THE POWER OF PARTNERSHIP

We love partnering with other organizations, and in 2022 we were honored to work with a diverse and talented group of organizations to mobilize voters, share best practices, and use our data and behavioral science expertise to further each other's goals.

### **Dayenu: A Jewish Call to Climate Action**

EVP partnered with Dayenu on their Chutzpah 2022 campaign, where 413 volunteers filled 525 phonebank shifts making 27,397 minutes of voter mobilization calls.

### **Citizens' Climate Lobby** (national and individual chapters)

EVP continued our long-standing partnership with CCL in 2022. 466 CCL volunteers worked with EVP to send 7,560 postcards and make 57,761 minutes of phone calls to low propensity environmental voters.

### **Tucson Audubon Society** (Arizona)

Tucson Audubon Society and EVP collaborated on 4 first-of-their-kind 'Birding and Canvassing' events, where volunteers gathered to birdwatch in city parks and then canvass low propensity environmental voters.

### **Climate + Energy Project** (Kansas)

EVP worked with Climate + Energy Project to sign Kansans up to receive election reminder emails, while also making 1,347 minutes of phone calls to mobilize voters for the Kansas primary and general elections.

Elders Climate Action

Repair the World

Unitarian Universalist Association's UU the Vote

United Church of Christ

Climate Changemakers

Indivisible (individual chapters)

Swing Blue Alliance

New York University LEAD Democracy Project

159 Georgia Together

St. Johns Riverkeeper

Eco Logic

Patagonia

Climate Reality Project (individual chapters)

Faith Alliance for Climate Solutions

## 2023 EXPANSION INTO LOUISIANA AND NEBRASKA

After in-depth research of all 50 states, we're thrilled that EVP has chosen to expand into Louisiana and Nebraska in 2023. We are now working year-round to mobilize low propensity environmental voters in 19 states across the country.



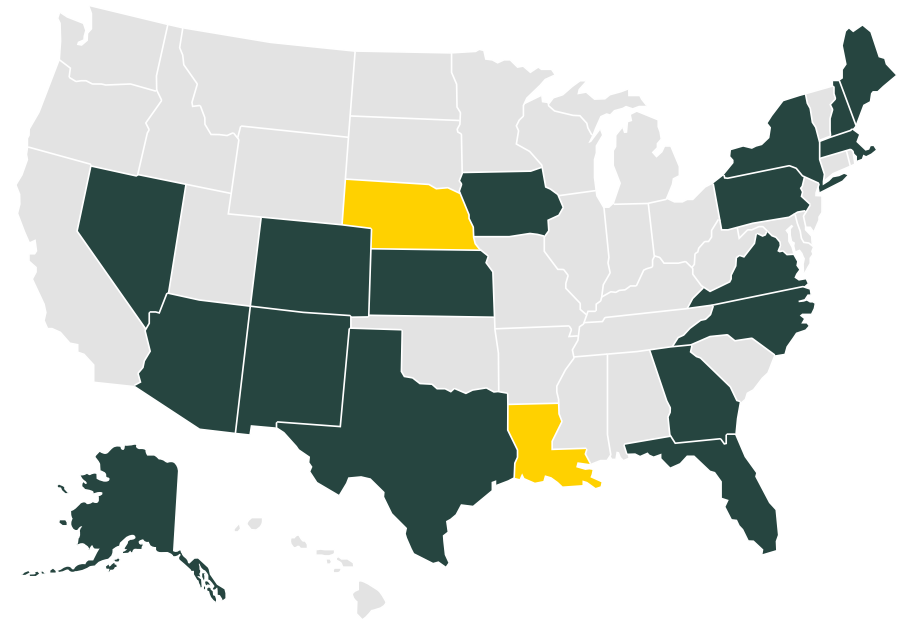
### LOUISIANA

More Louisianans feel the impacts of sea level rise, extreme weather, toxic air and water, and environmental racism than people in any other state. We are thrilled that our data shows EVP can help build environmental political power where it is so desperately needed.



### NEBRASKA

With elected utility regulators at the state and local level, an important stand-alone electoral vote in NE-02, and enormous sway in farming policy decisions, Nebraska has significant influence over climate policy, and EVP is eager to help grow the state's environmental movement.



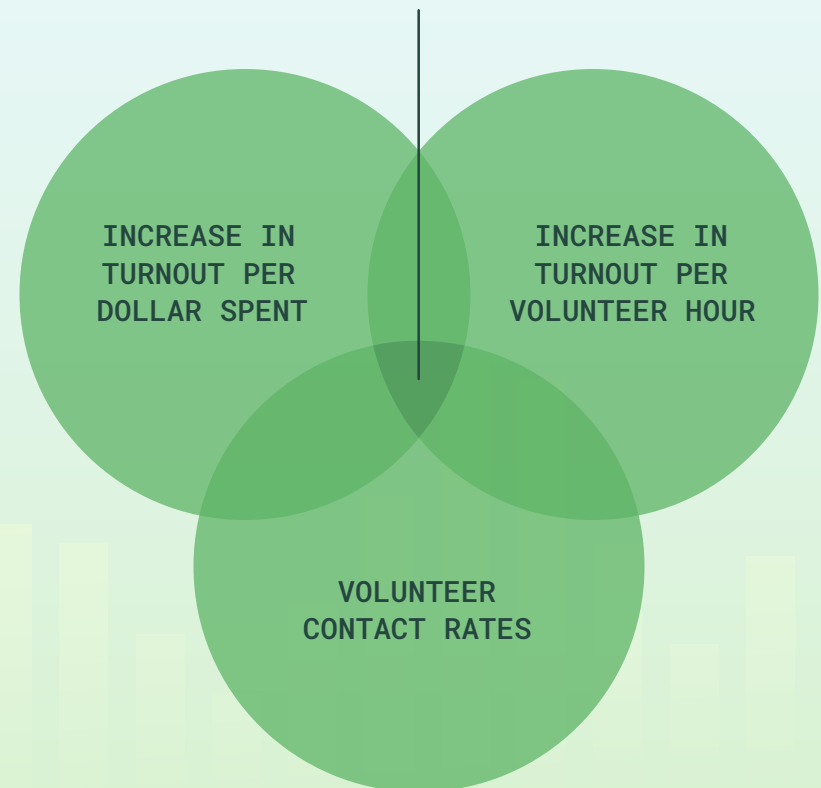
# 209

randomized controlled trials over 7 years, always seeking to optimize our messaging for the greatest impact on turnout and testing cost-efficiency and volunteer time-efficiency.

# 147

presentations to researchers and grassroots activists.

PUTTING RESEARCH INTO ACTION TO MAXIMIZE:



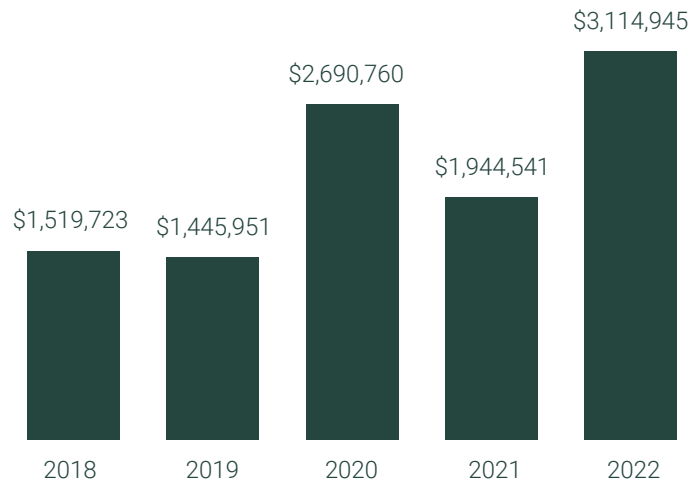


“EVP’s idea is at once  
**hopeful and rigorously well  
supported** — a rare combination  
of qualities these days.”

**The New Republic**

# FINANCIAL OVERVIEW

## REVENUE BY YEAR



In 2022, EVP raised more money than ever before, from more donors than ever before, and spent it more efficiently than ever before.

9,416 donors contributed \$3,114,945 to support EVP’s cutting-edge work in 2022, representing a 26% increase in donors from our previous strongest year of 2020 as well as a 16% increase in revenue. We’re enormously proud that 92.1% of our 2022 expenditures went directly towards identifying and mobilizing low propensity environmental voters.

## REVENUE AND EXPENSES

**Total Net Assets for End of Year 2021** \$224,101

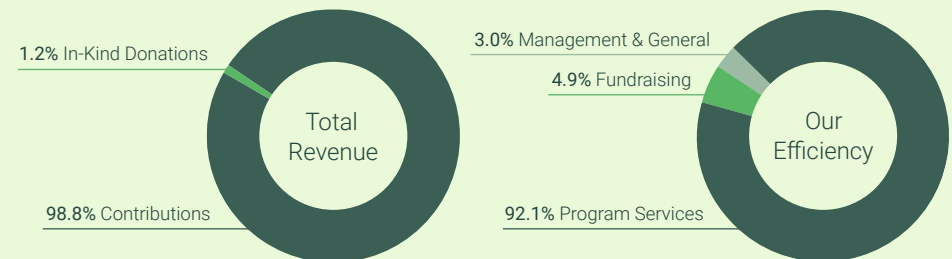
### Revenue 2022

Contributions	\$3,076,561
In-Kind Donations	\$38,384
<b>Total Revenue</b>	<b>\$3,114,945</b>

### Expenses 2022

<b>Program Services</b>	
Environmental Voter Mobilization	\$2,817,143
Voter Identification & Data	\$149,601
<b>Total Program Services</b>	<b>\$2,966,744</b>
<b>Supporting Services</b>	
Management & General	\$97,094
Fundraising	\$158,550
<b>Total Supporting Services</b>	<b>\$255,644</b>
<b>Total Operating Expenses</b>	<b>\$3,222,388</b>

**Total Net Assets for End of Year 2022** \$116,658



# EVP TEAM

## STAFF



**Renaissance Ceniza**  
*Organizing Associate*



**Danielle Hargett**  
*Campaign Associate*



**Peter Polga-Hecimovich**  
*Field & Data Director*



**Shannon Seigal**  
*Organizing Director*



**Nathaniel Stinnett**  
*Founder & Executive Director*

## DIRECTORS & ADVISORS



**Sam Arons**  
*VP of Partnerships & 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*



**Jack Kutner**  
*Principal, JPK Sustainable  
Business Consulting  
Fmr. CEO,  
BigBelly Solar*



**Frederick A.O. ("Fritz")  
Schwarz**  
*Chief Counsel,  
Brennan Center for Justice  
Fmr. Board Chair, Natural  
Resources Defense Council*



**Kiran Bhatraju**  
*Founder & CEO, Arcadia*



**Peter Horton**  
*Director, Actor,  
Producer, Activist*



**Molly Kawahata**  
*Founder,  
Systemic Impact Strategies*



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



**Susan Su**  
*Partner,  
Toba Capital*



**Bevin Butler**  
*CEO, CADE, NYC*



**James Hoyte**  
*Strategic Advisor,  
Tremont Strategies  
Fmr. MA Secretary of  
Environmental Affairs*



**Johanna Chao Kreilick**  
*President,  
Union of Concerned Scientists*



**Brooks Preston**  
*Managing Dir., Energy Transition Investments,  
Macquarie Asset Management*



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



**Reid Capalino**  
*Senior VP, LS Power*



**Ayana Elizabeth Johnson**  
*Co-Founder,  
Urban Ocean Lab  
All We Can Save Project*

### MAKE CHECKS PAYABLE TO

Environmental Voter Project  
P.O. Box 962002  
Boston, MA 02196

### GO ONLINE TO MAKE A CONTRIBUTION

[www.EnvironmentalVoter.org/donate](http://www.EnvironmentalVoter.org/donate)

### FOR INFORMATION ON STOCK GIFTS AND WIRE TRANSFERS


[info@environmentalvoter.org](mailto: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.

 /EnvironmentalVoterProject

 @EnvironmentalVoter

 @Enviro\_Voter

[www.EnvironmentalVoter.org](http://www.EnvironmentalVoter.org)

