

2023-24

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 rather than 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, postcard, 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 12.8 million unique environmental voters and helped convert almost 2.2 million of them into “super voters” who now consistently vote their values in every election.



“Over a very short period of time, EVP has now grown to become one of the most sophisticated and successful voter mobilization groups in the country. And we’ve got the results to prove it.”

NATHANIEL
STINNETT

FOUNDER & EXECUTIVE DIRECTOR

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

LETTER FROM THE EXECUTIVE DIRECTOR

We are living through a truly frightening moment in U.S. history. With both the democracy crisis and the climate crisis gaining momentum, it can be hard to justify celebrating accomplishments like the ones in this report. Nevertheless, if we are to overcome the enormous problems we face, we do need to recognize, publicize, and reinvest in our successes, which is why reports like this one are so crucially important.

I’m pleased to report that, over a very short period of time, EVP has now grown to become one of the most sophisticated and successful voter mobilization groups in the country. And we’ve got the results to prove it.

In 2024, EVP mobilized over 3.9 million voters in 214 elections across 19 states, culminating in an ambitious general election campaign in which we can now prove that EVP’s efforts increased environmental voter turnout in multiple swing states, sometimes by as much as 1.8 percentage points. Moreover, since launching our pilot program nine years ago, EVP has now communicated with 12.8 million unique low propensity environmental voters, almost 2.2 million of whom are now consistent “super voters” casting ballots in even their smallest local elections. These super voters represent the simplest, most durable way to build political power at a time when political power means everything to the climate movement.

Thank you to our volunteers, staff, donors, board members, advisors, and partners for helping us accomplish such extraordinary results in 2024. But successes like ours carry enormous responsibility — we know how to dramatically increase voter turnout at a time when political power has never been more important, so now we have a duty to make sure that 2025 is EVP’s biggest and best year yet.

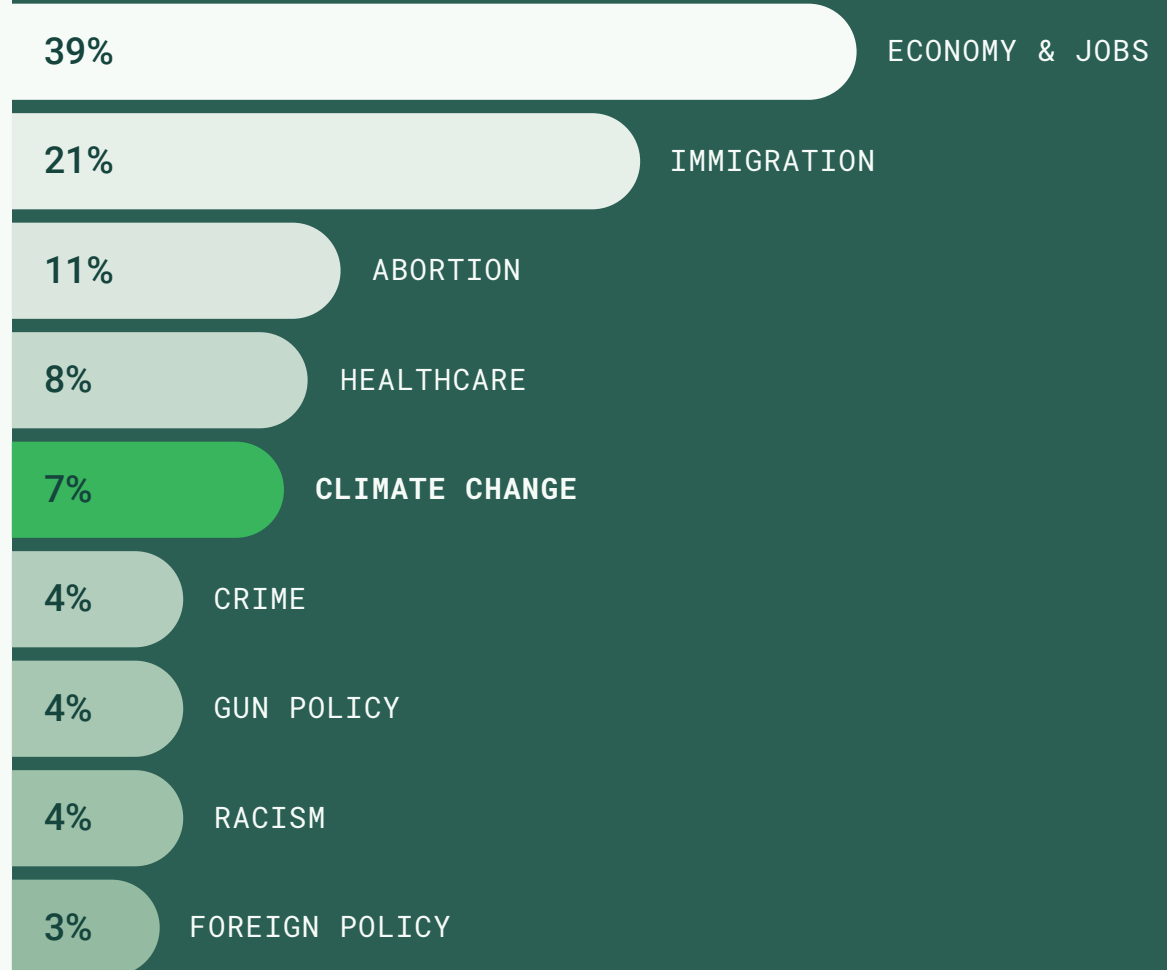
The Problem

The climate movement has a big problem: we don't have nearly enough political power, and it's wishful thinking to assume politicians will ever lead on climate unless huge numbers of voters start forcing them to.

54% of Americans are alarmed or concerned about the climate crisis,² but only 7% of presidential voters listed it as their top priority. In short, **voter support for climate leadership is a mile wide and an inch deep – most people want it, but almost nobody votes based on it.** Politicians know this, and if we don't embark upon a crash course to dramatically increase the climate movement's political power, we are in deep trouble.

2. Global Warming's Six Americas, Fall 2024, Yale Program on Climate Change Communications

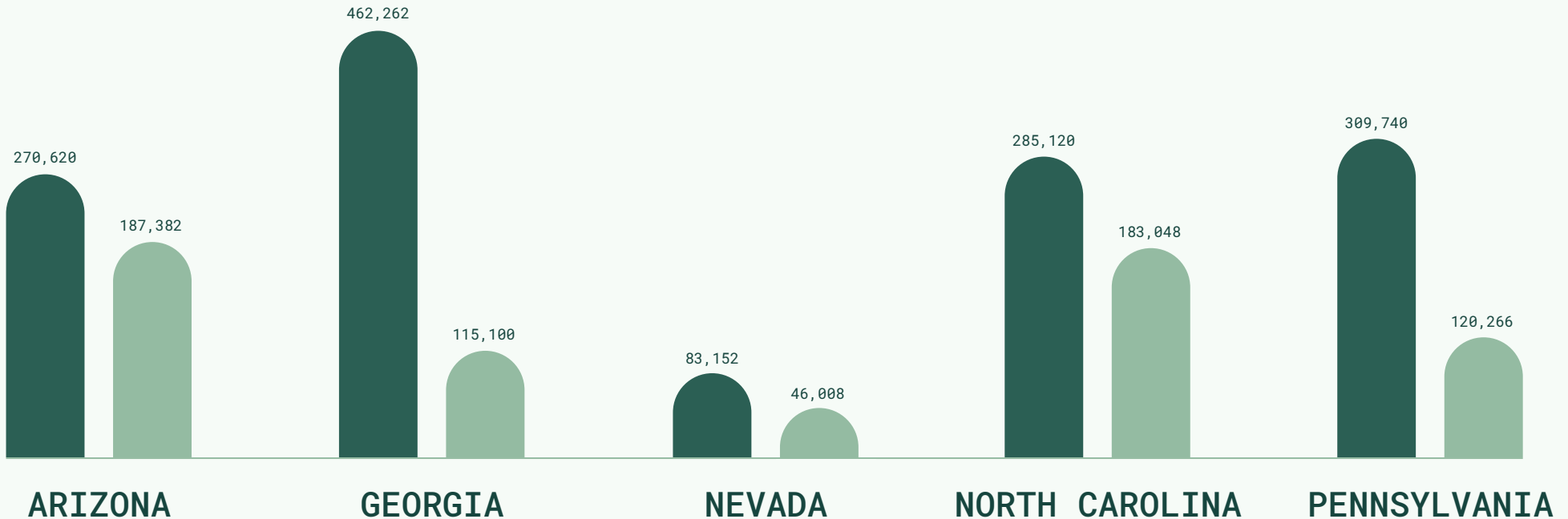
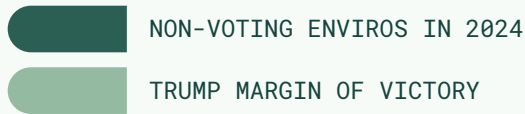
2024 Presidential Exit Poll: Most Important Issue Facing the Country According to Voters¹



1. AP/NORC 2024 Exit Poll. Percentages may not add up to 100% due to rounding.

The Opportunity

While there are not yet enough environmental voters to drive policy making, there are millions of non-voting environmentalists who can change everything if we get them to start voting. This gap is why EVP focuses on changing behavior, not minds. These millions of non-voting environmentalists present a huge opportunity to build political power because convincing an environmentalist to vote is much easier than convincing a voter to start prioritizing the environment.



11.2
MILLION

11.2 million environmentalists skipped the 2024 presidential election according to EVP voter file analysis and projections.

NON-VOTING ENVIRONMENTALISTS COULD BE DIFFERENCE-MAKERS

In five key 2024 battleground states, the number of already-registered-to-vote environmentalists who did not cast a ballot in the Presidential Election was far larger than Donald Trump's margin of victory.

The EVP Solution

We take a long-term, evidence-based approach to building the environmental movement's political power by combining data science, behavioral science, and year-round organizing to get millions of non-voting environmentalists to start voting consistently.

01

IDENTIFICATION

With data analytics and predictive modeling, we identify millions of environmentalists by name and street address. We then research their public voting histories and only focus on those environmentalists who are the least likely to vote.

02

MOBILIZATION

Using behavioral science-informed messaging, we canvass, call, mail, send postcards, and deliver digital ads to our target environmentalists. We always test the performance of our campaigns through randomized controlled trials, which enables us to optimize each communication for its target audience.

03

HABIT REINFORCEMENT

You can't change someone's voting behavior by only talking to them in big elections every 2 or 4 years, so we work year-round in hundreds of local, state, and federal elections. We regularly check public voter files and follow up with our target voters until they become consistent voters.

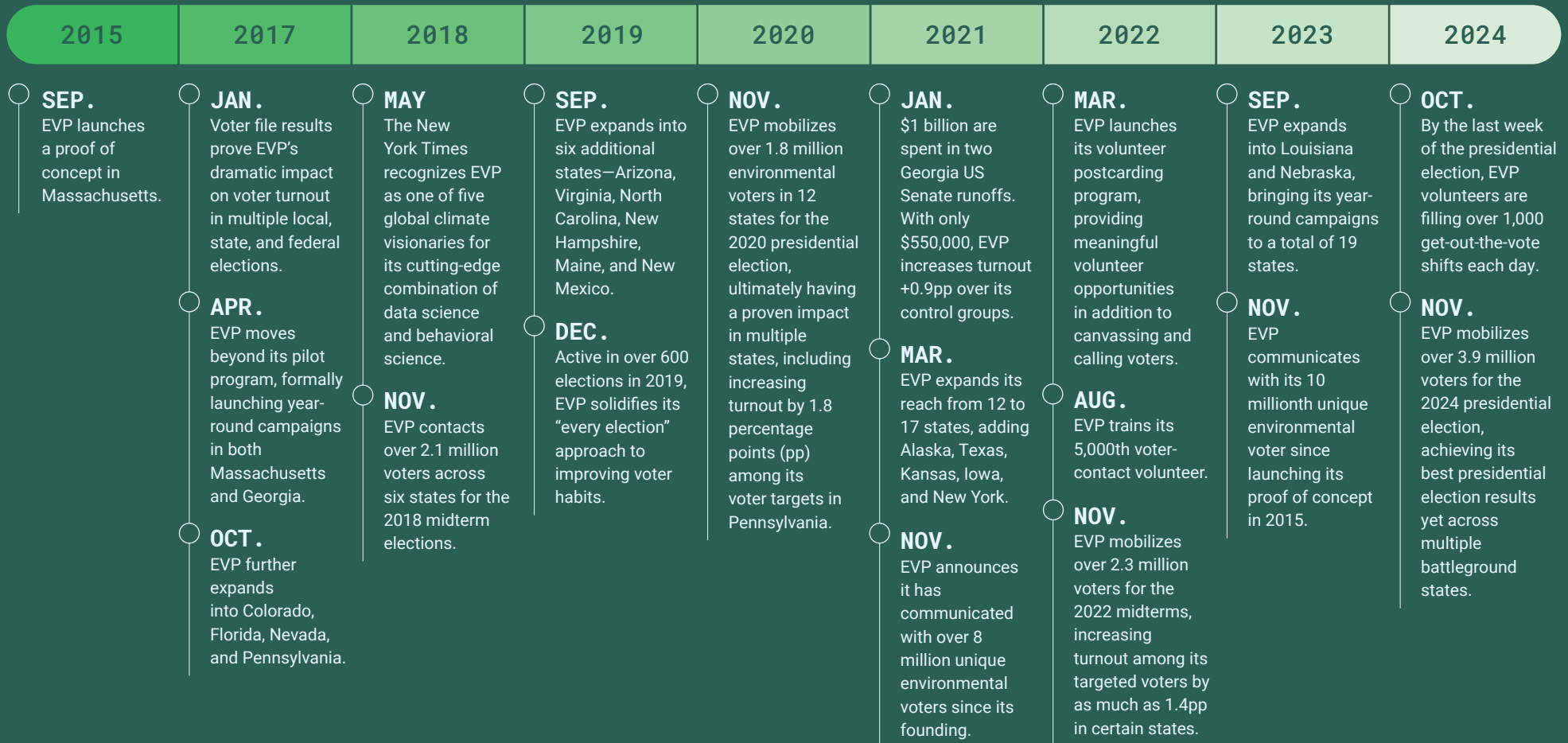
04

CHANGING THE ELECTORATE

As EVP helps build an ever-growing bloc of consistent environmental voters, politicians will increasingly "go where the votes are" because nothing motivates a politician more than the prospect of winning or losing an election.

A Track Record of Success

Since our launch, EVP has contacted almost 13 million unique voters in more than 2,000 different elections. Our goal has always been to grow intelligently and responsibly to bring real, long-term impact to every state where we work. Thanks to our research, volunteers, and donors, we have consistently delivered.



How We Mobilize Voters



VOLUNTEER DOOR-TO-DOOR CANVASSING

In 2024, 562 EVP volunteers canvassed 13,436 low propensity environmental voters across our four canvassing hubs of Austin, Philadelphia, Pittsburgh, and Tucson. Research shows these face-to-face conversations are the **most effective way to increase voter turnout**.



VOLUNTEER POSTCARDING

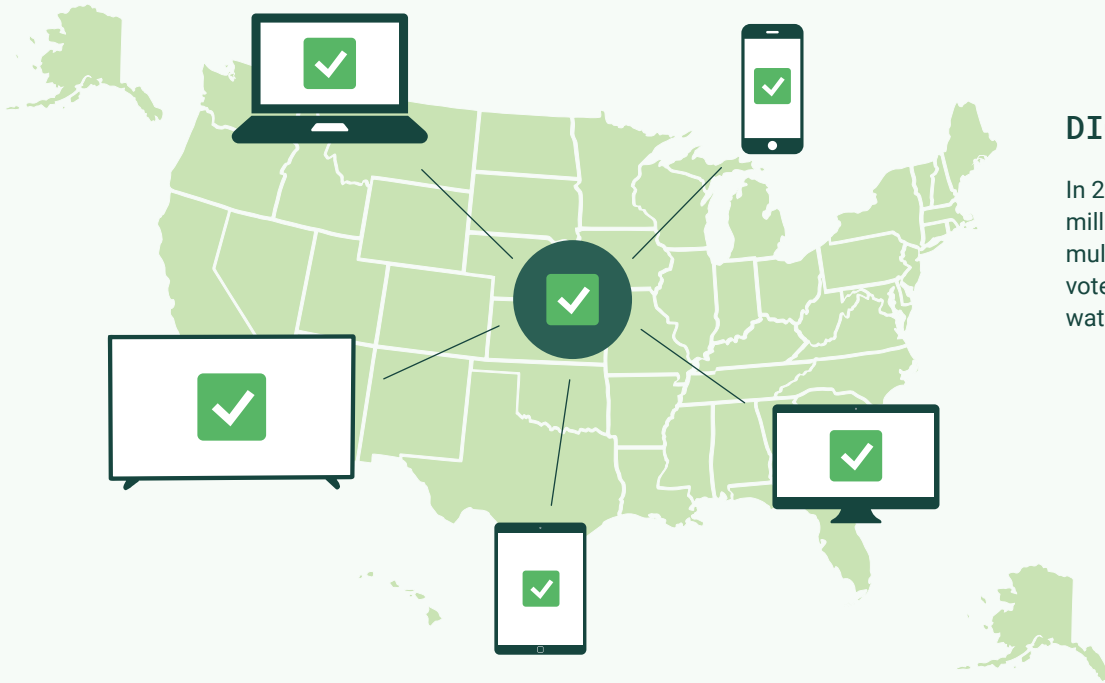
1,275 EVP volunteers sent **437,049 hand-written postcards** to EVP-targeted voters in 2024. All postcard designs and language had been previously tested and proven to increase turnout in randomized controlled trials.



VOLUNTEER PHONEBANKING

In 2024, 4,411 unique volunteers made **8,944,070 calls** to EVP-targeted voters, ultimately completing **263,491 full conversations** using scripts proven to increase voter turnout.

How We Mobilize Voters

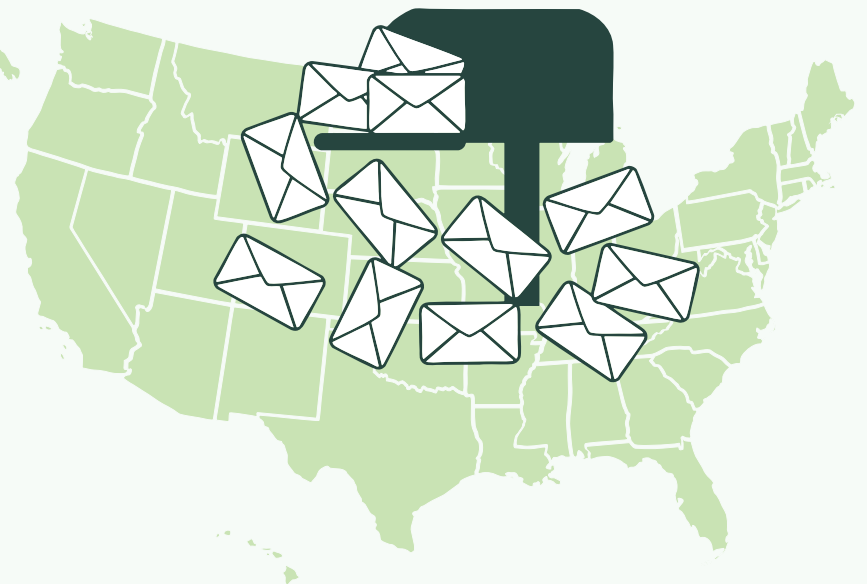


DIGITAL ADS

In 2024, EVP delivered **31.9 million digital ad impressions** to 3.7 million unique low propensity environmental voters. We produced multiple sets of both video and display ads, delivering them to our voters while they browsed the internet, looked at social media, or watched their streaming services and connected TVs.

DIRECT MAIL

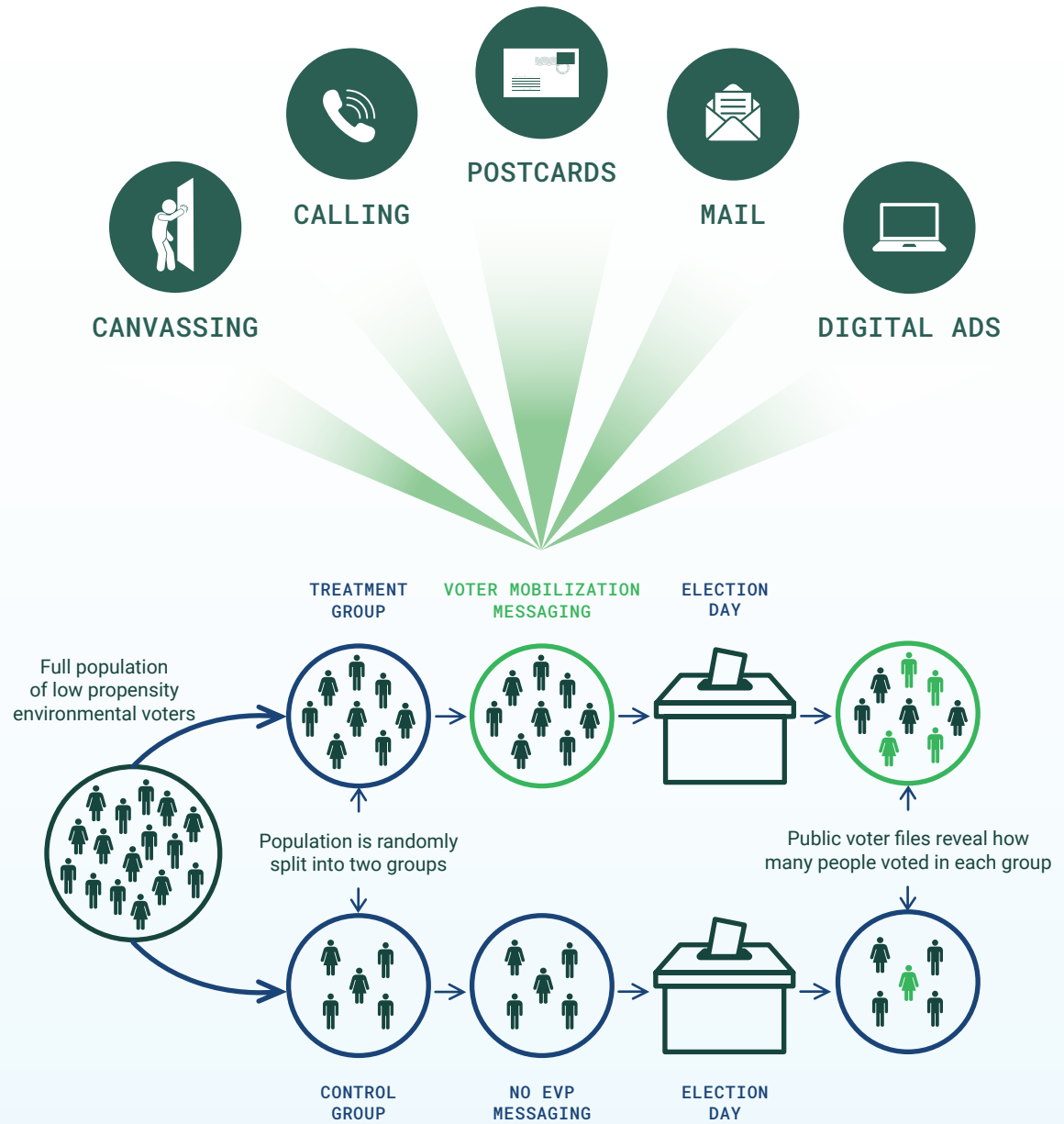
In 2024, EVP sent **2.5 million pieces of behavioral science-informed direct mail** to our targeted voters. Each piece of direct mail relied upon language and designs that had been proven to increase turnout in our past experiments.



How We Measure Impact in Specific Elections

We respect our supporters' time and money, so every action we take is **backed by research**.

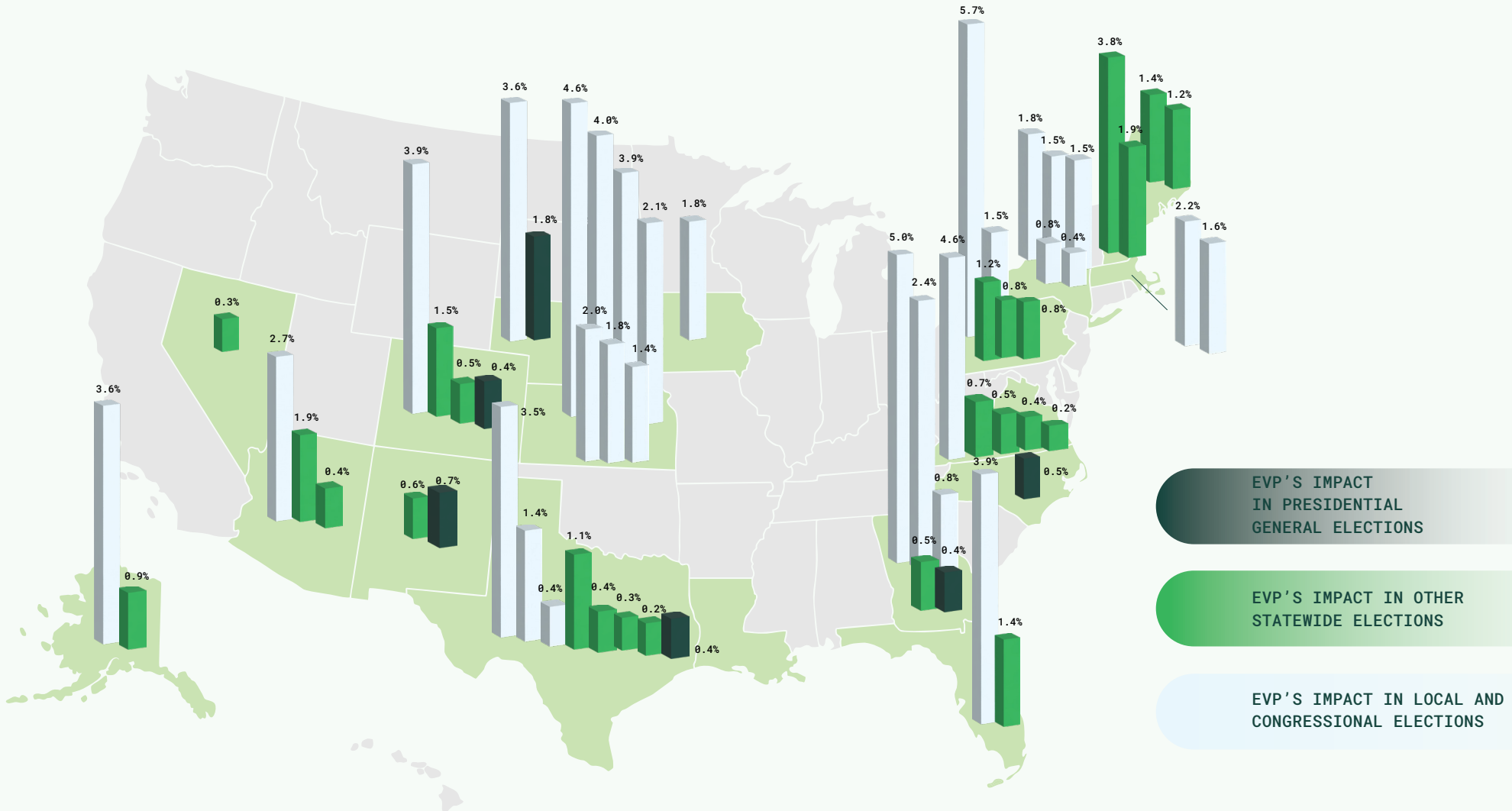
EVP uses randomized controlled trials to measure our isolated impact on voter turnout while controlling for outside variables. We start by randomly setting aside a "control group" of low propensity environmental voters with whom we do not communicate; then, we target the remaining "treatment group" of voters with our tested voter-turnout messaging. After each election, we can then analyze public voter files to compare turnout between our control group and treatment group, isolating whether EVP had a statistically significant impact on turnout while controlling for the impact of candidate campaigns and other factors.



Proven Impact in Specific Elections

2021-24

EVP increases turnout in hundreds of elections each year, but we only report data (such as the results below) 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. Since 2021, EVP has increased turnout among our targets by as much as **+1.8 percentage points (pp)** in presidential general elections, **+3.8pp** in other statewide elections, and **+5.7pp** in local and congressional elections. For data on specific elections, please visit environmentalvoter.org/results.



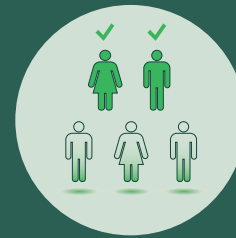
EVP'S IMPACT IN PRESIDENTIAL GENERAL ELECTIONS

EVP'S IMPACT IN OTHER STATEWIDE ELECTIONS

EVP'S IMPACT IN LOCAL AND CONGRESSIONAL ELECTIONS

How We Measure Long-Term Impact

To measure EVP’s long-term impact, we track the public voting histories of each non-voter and infrequent voter with whom we communicate. We are now tracking the individual voting habits of almost 13 million unique voters.



01

VOTING HISTORIES ARE PUBLIC RECORD

Whether you vote or not is public record, and each person’s public voting history determines whether campaigns target them for specific elections.

02

TARGET SPECIFIC NON-VOTERS

EVP only targets voters who (a) are highly likely to list climate/environment as their top priority, and (b) have public voting histories showing they’re unlikely to vote in an upcoming election.

03

MOBILIZE TARGET VOTERS, THEN IDENTIFY WHO VOTES

EVP runs voter-turnout campaigns targeting only the low propensity environmental voters we’ve identified. Then, after each election we analyze public voting records to see which of our targets voted and didn’t vote.

04

TRACK TARGET VOTERS OVER MULTIPLE ELECTIONS

In EVP’s database, we tag every voter we’ve ever communicated with. Then we track their voting histories across local, state, and federal elections.

05

ONLY STOP COMMUNICATING WHEN THEY ARE CONSISTENT VOTERS

We continue mobilizing environmental voters for any election in which they’re unlikely to vote, and we only stop contacting them when their public voting records show they’ve become consistent voters in local, state, and federal elections.

06

2.2 MILLION NEWLY CONSISTENT VOTERS

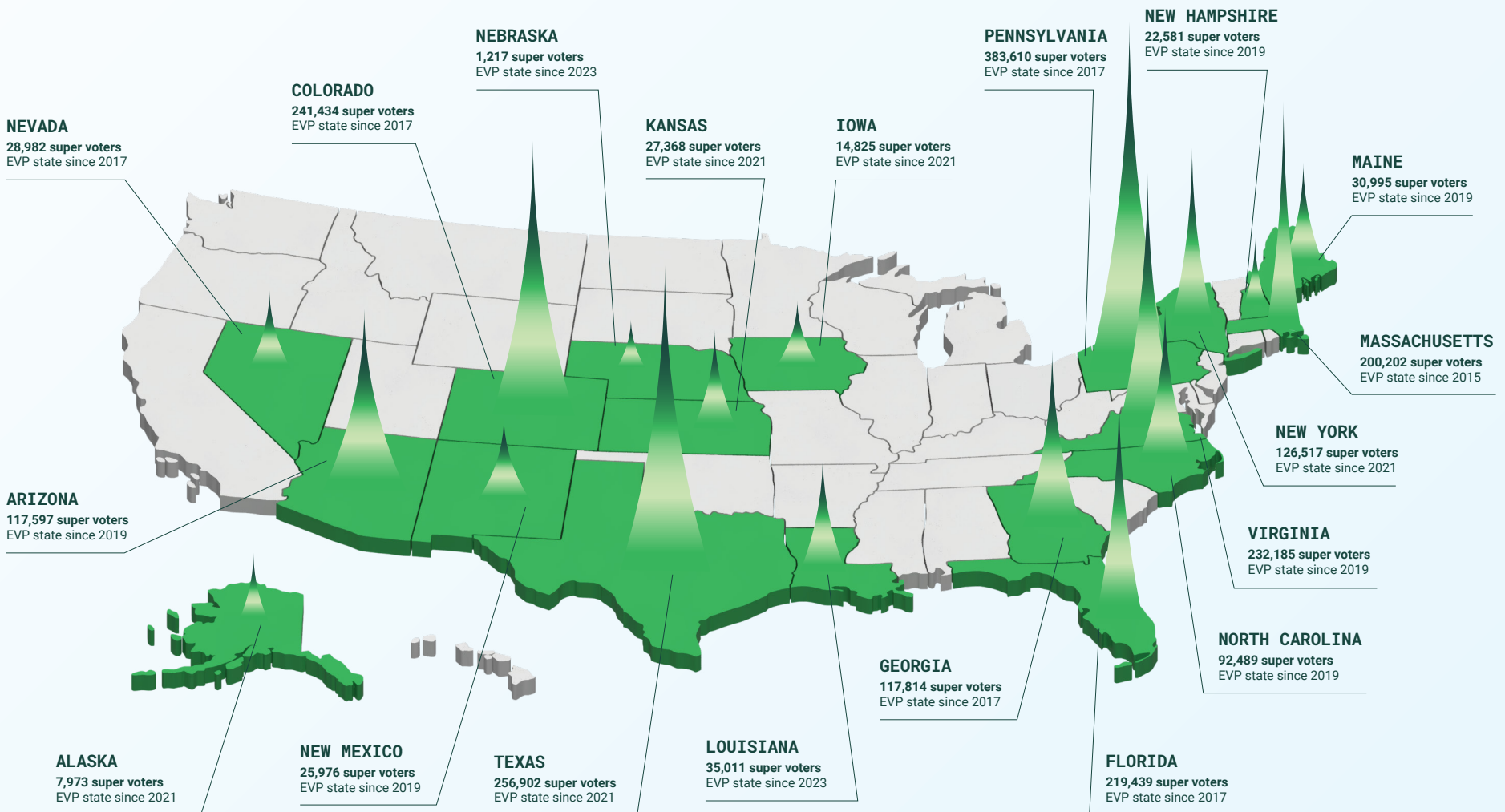
Since 2015, EVP has helped 2,183,117 low propensity environmental voters become consistent super voters who now cast ballots in even the lowest-turnout elections.

EVP's Long-Term Impact

2,183,117

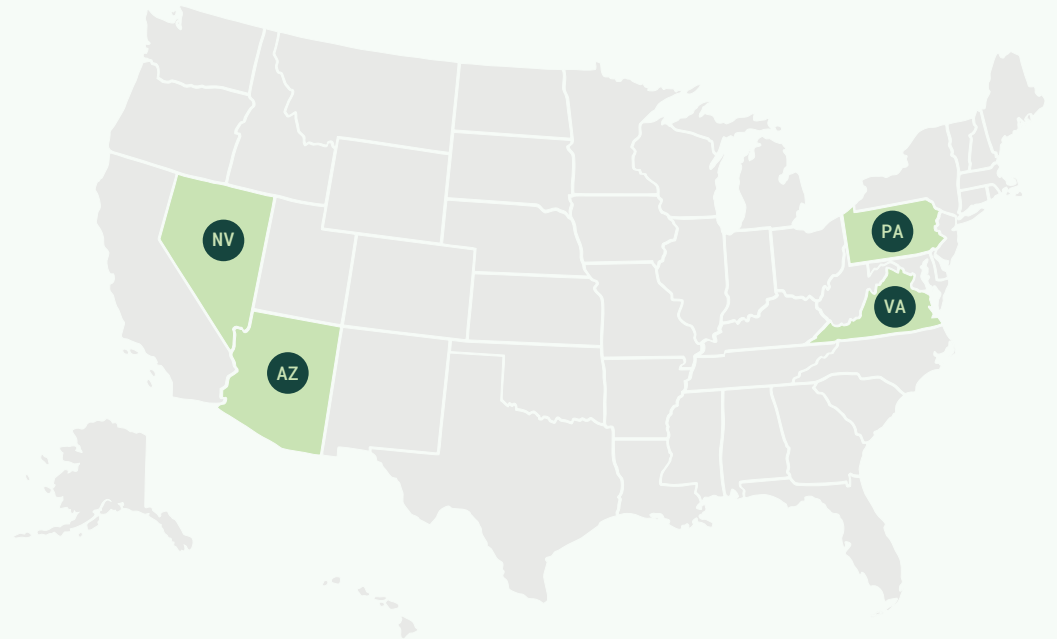
CONSISTENT ENVIRONMENTAL VOTERS

EVP's primary goal is to change the electorate over time, building a powerful bloc of environmental voters that shows up for every election. Our latest voter file analysis reveals that, of the 12,769,860 low propensity voters we've contacted since 2015, an extraordinary 2,183,117 of them are now consistently voting in local, state, and federal elections.



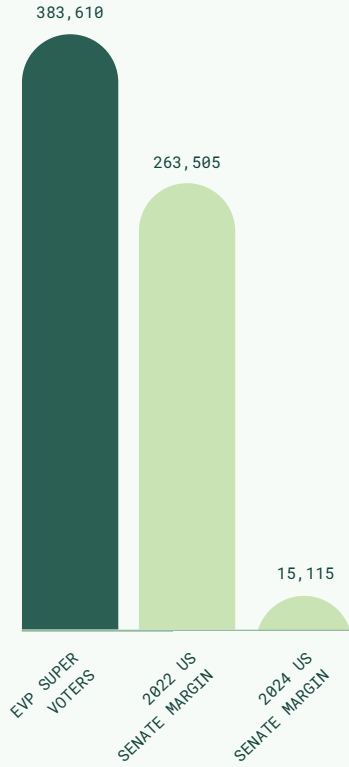
Contextual Examples of EVP's Long-Term Impact

Of the 2,183,117 super voters that EVP has helped to create across 19 states, many of them now amount to "difference-making" voting blocs in crucially important states.



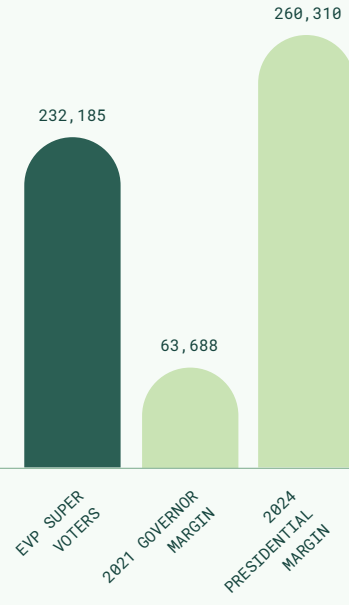
PENNSYLVANIA

383,610 EVP targets now consistently voting.



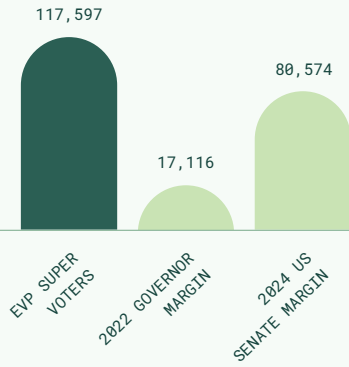
VIRGINIA

232,185 EVP targets now consistently voting.



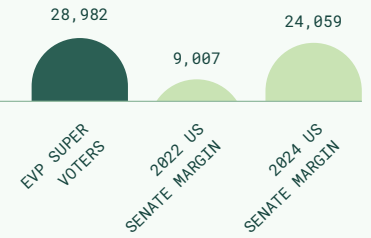
ARIZONA

117,597 EVP targets now consistently voting.



NEVADA

28,982 EVP targets now consistently voting.



Our Value Proposition

EVP provides a uniquely high-leverage opportunity for supporters to build the political power of the climate movement.

WE DON'T ABANDON INVESTMENTS AFTER ELECTION DAY

Single campaigns often spend millions of dollars trying to convince voters to go to the polls. Then, after Election Day, they abandon their investments by ignoring those voters for 2-4 years (or maybe forever), almost guaranteeing they'll have to start again from scratch with those voters in the future. At EVP, we stick with our voters year-round across multiple elections, cumulatively building upon our previous work until our targets become consistent voters.

WE WORK IN ELECTIONS THAT OTHER GROUPS IGNORE

EVP doesn't just work in big, federal elections, we also work in hundreds of small local and state elections each year, where we're often the only group communicating with voters. This approach means we can cheaply reach our targets and get them to start voting long before expensive campaign seasons return.

WE PROVIDE CONTINUED RETURN-ON-INVESTMENT LONG INTO THE FUTURE

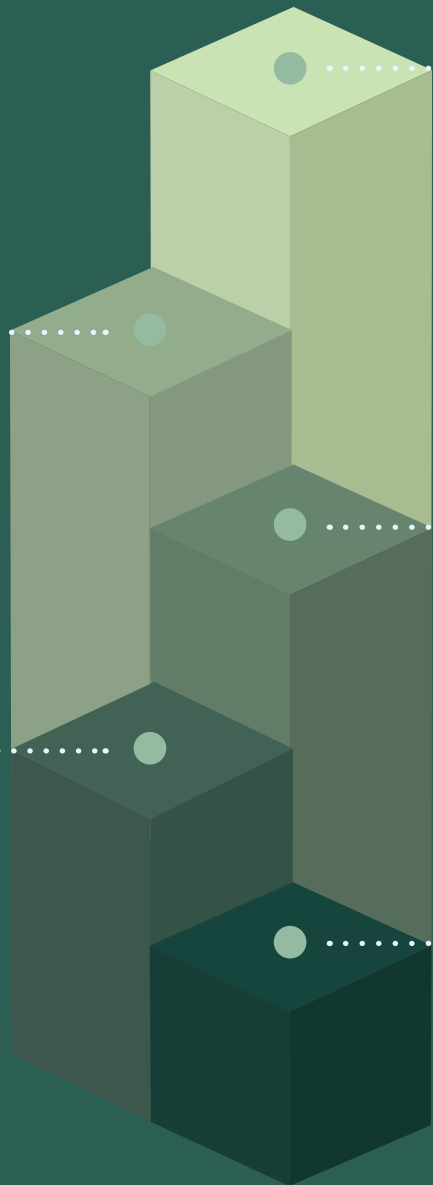
Once we help an environmentalist become a consistent voter we stop spending resources on them, yet we continue to realize the value of their environmental vote each time they cast a ballot in future elections. And, if that voter ever skips an election, we can immediately start mobilizing them again.

WE CHANGE VOTERS' BEHAVIOR, WHICH IS EASIER AND CHEAPER THAN CHANGING OPINIONS

Changing voters' minds is harder than changing their behavior, largely because you can't test a message that relies upon a secret outcome — who someone voted for. On the other hand, it's public record whether an EVP target votes in a particular election, so we can run experiments, assess which messages get people to vote, and then quickly iterate to optimize our campaigns.

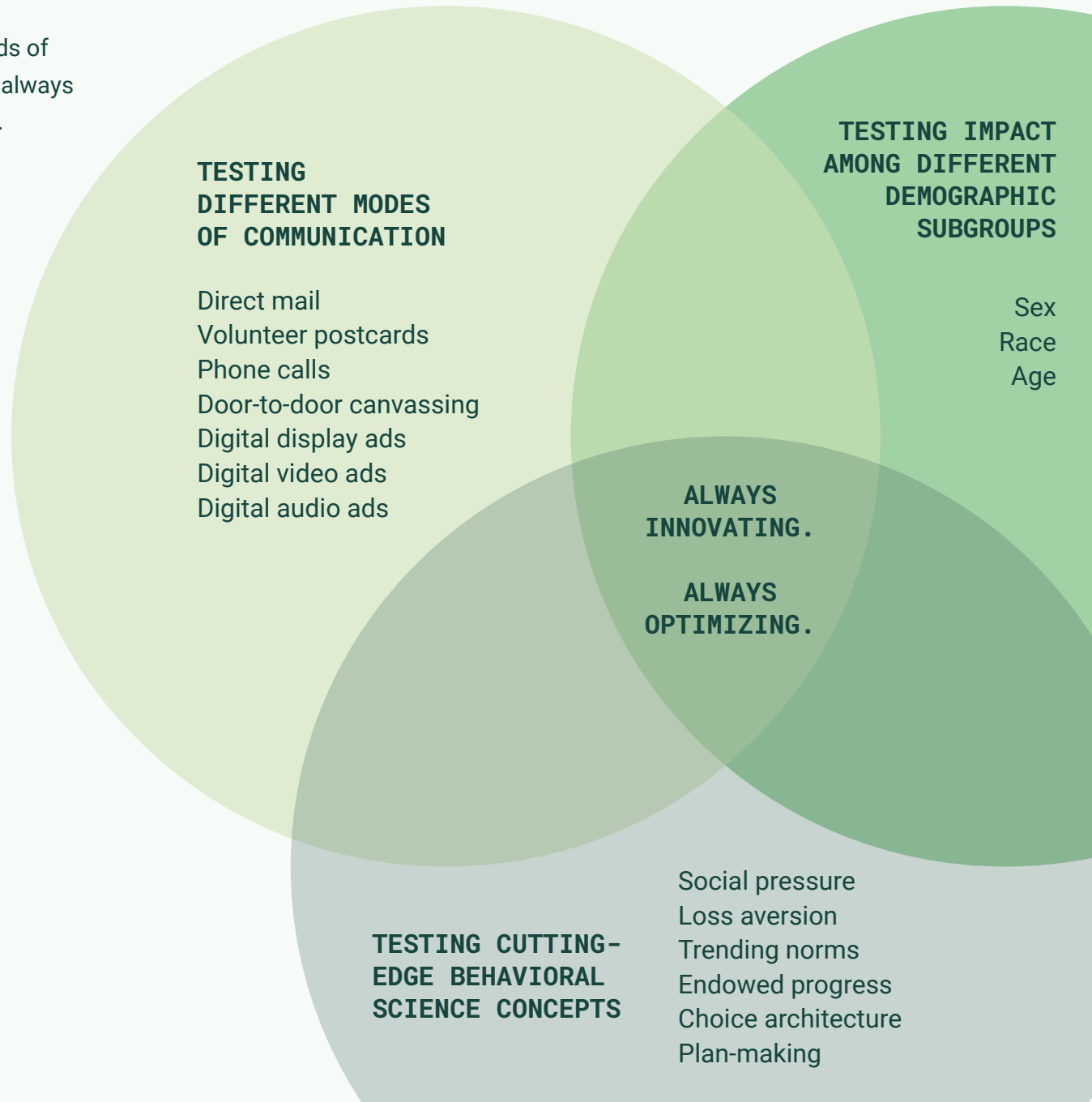
WE FOCUS ON UNDER-TARGETED VOTERS

Billions of dollars are spent communicating with the same reliable voters each year, leading to rapidly diminishing returns for donors and volunteers. Meanwhile, relatively few resources are spent on the low propensity voters whom EVP targets, which means your contributions and volunteer time go much further.



Voter Messaging Laboratory

Since EVP runs mobilization experiments in hundreds of elections each year, we can test and iterate quickly, always staying at the vanguard of voter-turnout messaging.



PUBLISHED REPORTS :

environmentalvoter.org/reports

Sharing Our Research

We are committed to sharing our knowledge with environmental groups, activists, philanthropists, and researchers. In 2023-24, EVP staff led trainings and research presentations for dozens of organizations, including those listed below.

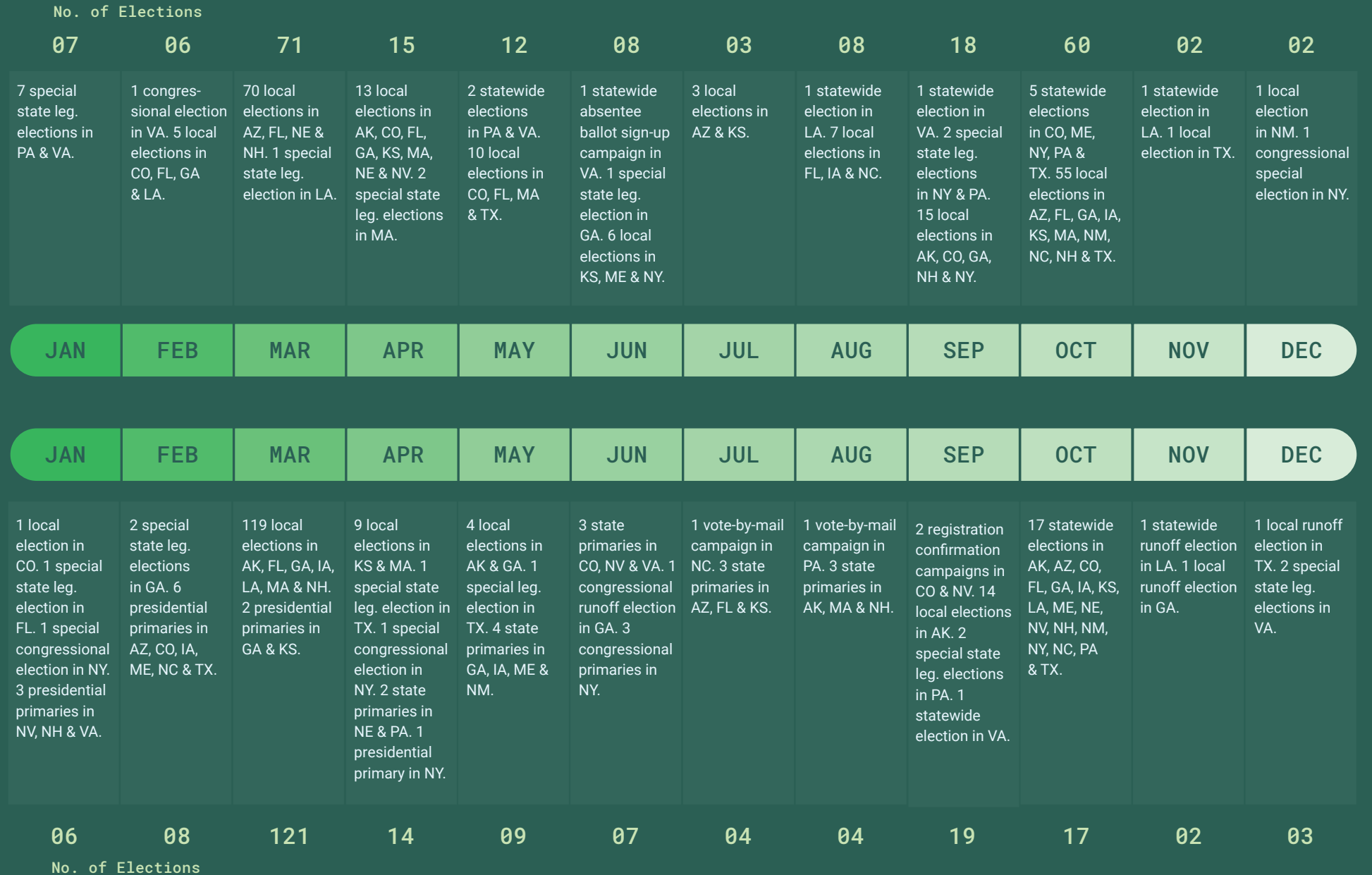
2023-24 RESEARCH PRESENTATIONS

TED Talk
Aspen Ideas Festival
Society of Environmental Journalists
Pew Charitable Trusts
Sun Valley Forum
The Movement Cooperative
Nasdaq
Climate Week NYC
Medical Society Consortium on Climate & Health
Third Act
Citizens' Climate Lobby
Conservation Law Foundation
Climate Psychiatry Alliance
Bowdoin College
17 EVP-hosted Research Presentations
6 EVP-hosted Panel Discussions of EVP Research



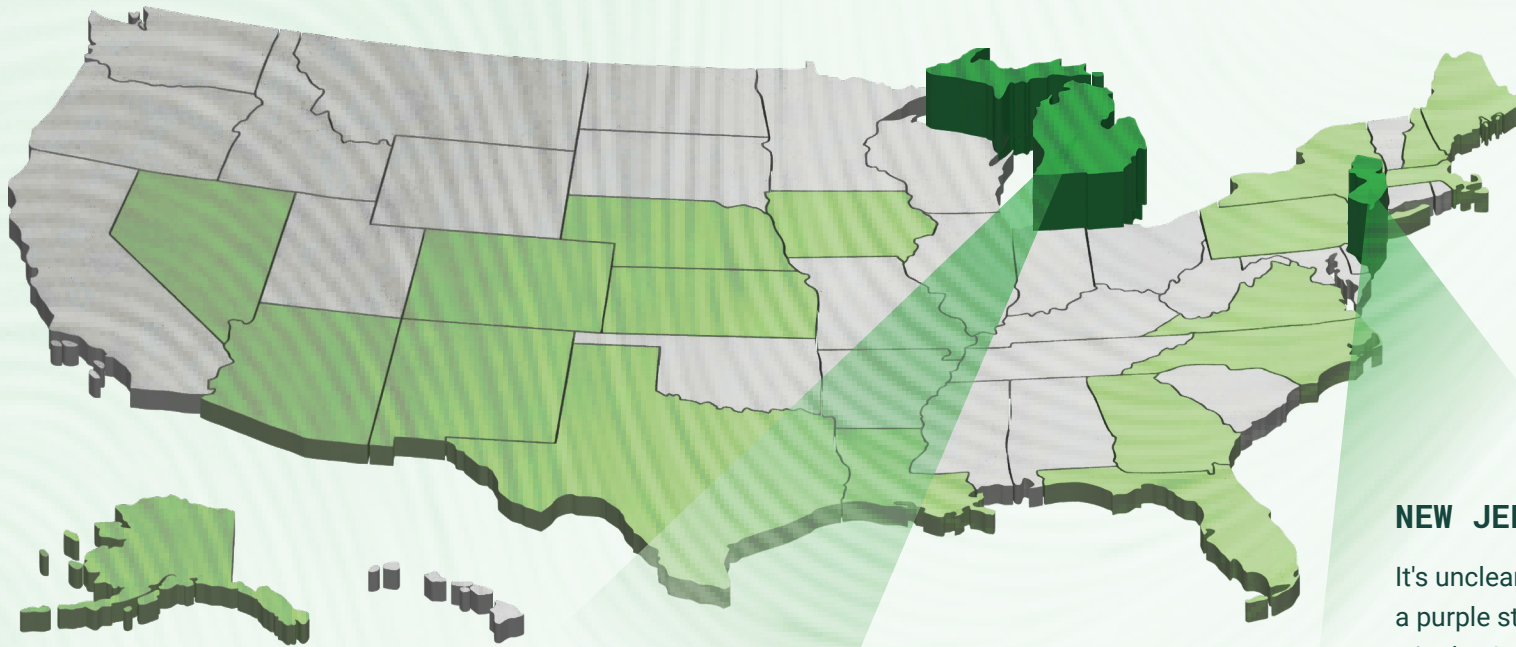
It's Always Election Day for EVP

Most groups only work in a handful of big elections each year, but EVP knows that the only way to build a powerful bloc of voters is to **work year-round in hundreds of elections** to turn non-voters into new voters, and new voters into super voters. In 2023 and 2024, we worked in a total of **426 elections**, helping to turn hundreds of thousands of environmentalists into consistent voters. In the chart below, elections are counted in the month when EVP began contacting voters for that election.



Expansion into Michigan and New Jersey

After in-depth research of all 50 states, EVP is thrilled to be expanding into Michigan and New Jersey in 2025. We are now working year-round to mobilize low propensity environmental voters in 21 states.



MICHIGAN

A perpetual battleground state, Michigan is also ground zero for a host of environmental problems (such as dangerous drinking water) and opportunities (electric vehicle manufacturing). In 2025, Detroit and other cities will hold open mayoral elections, and in 2026 Michigan will have open US Senate and gubernatorial elections.

NEW JERSEY

It's unclear whether New Jersey is becoming a purple state, but Kamala Harris did only win the Garden State by 5.9% in 2024, while Phil Murphy only won the 2021 gubernatorial race by 3.2%. EVP has identified a huge number of non-voting environmentalists in New Jersey, and we're thrilled to mobilize them for the open 2025 gubernatorial election and continue building environmental political power into the future.

What Our Partners Are Saying

EVP was proud to actively partner with over 40 organizations in 2024. We truly value collaboration, and we're honored to have gained the trust of so many extraordinary activists.

DAYENU

"EVP is smart, strategic, and a great collaborative partner. By working together, we've been able to engage our activists in a meaningful and important way that we know is making an impact, and their flexible model allows us to bring our own ruach (spirit) to the work. We're looking forward to continuing and strengthening our partnership."

— Lisa Nikodem, Dayenu: A Jewish Call to Climate Action

"EVP's phonebanks were the foundation of our electoral program in 2024. Our partnership let us focus on activating our volunteers, instead of reinventing the wheel on voter targeting."

— Madeline Dyke, Climate Changemakers

CLIMATE CHANGEMAKERS

"The Environmental Voter Project effectively increases the turnout of 8 million unlikely-to-vote environmentalists. Our democracy is stronger when more people vote, and democracy is CCL's solution to climate change. That's why EVP is one of CCL's closest allies."

— Todd Elvins, Citizens' Climate Lobby

CITIZENS' CLIMATE LOBBY

What Our Volunteers Are Saying

At EVP, we have the utmost respect and gratitude for our volunteers' time, expertise, and energy, which is why we only ask our volunteers to communicate with a voter after we test the effectiveness of that message in a randomized controlled trial. Our work — and your time — is too important to take any other approach.



"The tech help during the calls is wonderful — respectful, patient, effective! All EVP staff and volunteers I've observed demonstrate competence, caring, and beautiful teamwork: antidotes for the grim realities we are combating."
— Jean C., Pasadena, MD



"As a social scientist myself, I love your project's data-driven approach."
— David P., Salinas, CA



"Engaging with EVP these past 5 months meant that I had no regrets on November 6 that I hadn't done what I could. I really respect the work that you are doing, the integrity of it, and the long-term steady vision in the midst of the 'our hair's on fire' messaging that permeated so much of the rest of my inbox during 2024." — Pam F., Northfield, MN



"It is so great to work with an organization that really pays attention to the details and does those details right!"
— JoAnn K., Pittsburgh, PA

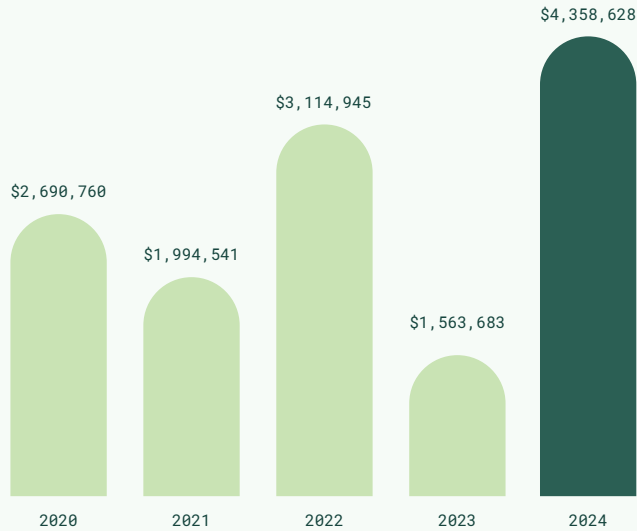


"Honest and data driven."
— Jay K., Kennebunk, ME



Financial Overview

REVENUE BY YEAR



In 2024, EVP raised more money than ever before (\$4.4 million), from more donations than ever before (13,637), and we spent it with an efficiency that few other organizations or campaigns can match (91% on program services). Most importantly, we were powered by a team of 619 recurring monthly donors whose generosity enabled us to have a significant impact in elections both big and small.

REVENUE AND EXPENSES

Total Net Assets for End of Year 2023 **\$115,269**

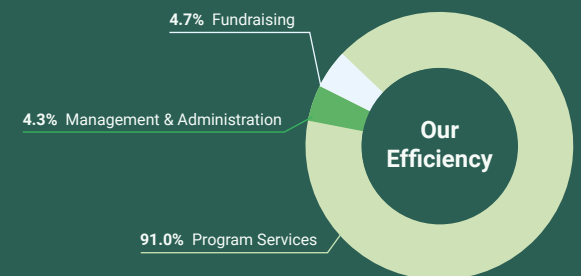
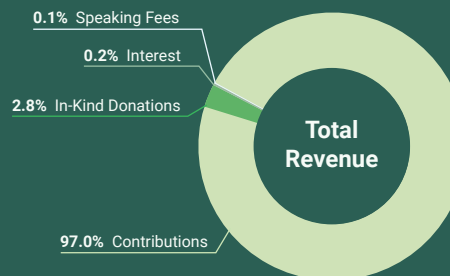
Revenue 2024

Contributions	\$4,226,554
In-Kind Donations	\$121,546
Speaking Fees	\$3,250
Interest	\$7,278
Total Revenue	\$4,358,628

Expenses 2024

Environmental Voter Mobilization	\$3,504,125
Voter Identification, Research & Data	\$203,194
Total Program Services	\$3,707,319
Management & Administration	\$173,483
Fundraising	\$191,782
Total Supporting Services	\$365,265
Total Operating Expenses	\$4,072,584

Total Net Assets End of Year 2024 **\$401,313**



PERCENTAGES MAY NOT ADD UP TO 100% DUE TO ROUNDING

The EVP Team

STAFF



RENAISSANCE CENIZA
Volunteer & Digital Organizing Manager



DEBBIE CHANG
Organizing Associate



DANIELLE HARGETT
Field & Research Manager



PETER POLGA-HECIMOVICH
Data & Operations Director



SHANNON SEIGAL
Organizing & Field Director



NATHANIEL STINNETT
Founder & Executive Director

DIRECTORS & ADVISORS



SAM ARONS
Clean tech and energy executive, multiple organizations



PETER HORTON
Director, Actor, Producer, Activist



JOHANNA CHAO KREILICK
Fmr. President, Union of Concerned Scientists



SUSAN SU
Partner, Toba Capital



KIRAN BHATRAJU
Founder and CEO, Arcadia



JAMES HOYTE
Fmr. Massachusetts Secretary of Environmental Affairs



JACK KUTNER
Principal, JPK Sustainable Business Consulting, Fmr. CEO, Big Belly Solar



MELANIE WACHTELL STINNETT
EVP Co-Founder, Writer, Editor, Non-profit strategy consultant



BEVIN BUTLER
CEO, CADE NYC



AYANA ELIZABETH JOHNSON
Co-Founder, Urban Ocean Lab, All We Can Save Project



ROBERT LAROCCA
Founder & President, LaRocca Strategies, Fmr. Executive Director, Voter Protection Corps



REID CAPALINO
Senior VP, LS Power



PHILIP JORDAN
VP and Principal, BW Research Partnership



BROOKS PRESTON
Managing Director for Energy Transition Investments, Macquarie Asset Management



MEGAN REILLY CAYTEN
Head of Carbon Nature Fund, Climate Asset Management



MOLLY KAWAHATA
Founder, Systemic Impact Strategies, Fmr. White House Climate Advisor



FREDERICK A.O. ("FRITZ") SCHWARZ
Chief Counsel, Brennan Center for Justice, Fmr. Board Chair, Natural Resources Defense Council

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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