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

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

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

Then comes the best part: once EVP turns a non-voting environmentalist into a consistent voter, campaigns and activists see the result on voter files and swoop in to mobilize that voter at no cost to us. EVP can then turn our resources to the next batch of non-voting and seldom-voting environmentalists.
2018 was an extraordinarily successful year for the Environmental Voter Project. Our budget increased by 225%, the number of voters we contacted increased by 709%, and we ultimately added a stunning 58,961 new environmental voters to the midterm election who otherwise would have stayed home.

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

This is the tremendous value proposition of the Environmental Voter Project: as soon as we turn a non-voter into a “super-voter,” campaigns see the change on public voter files and start mobilizing EVP’s voters at no cost to us. These environmentalists will continue to provide a return-on-investment to EVP and our donors for years to come, even though we are spending zero money to mobilize them.

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

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

With tremendous gratitude,
Nathaniel Stinnett
Founder & Executive Director
While there are not yet enough environmental voters to drive policymaking, there are millions of environmental non-voters who could change everything if they start showing up on Election Day.

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

It’s about turnout, not persuasion.
This is why EVP is laser-focused on just one thing: getting more environmentalists to vote. These millions of non-voting and seldom-voting environmentalists are the low-hanging fruit of the climate and environmental movements. If we can turn even a small percentage of these environmentalists into consistent voters, politicians will start fighting to win their approval...because voters decide elections, not non-voters.
IDENTIFICATION
Leveraging the latest advances in data analytics and predictive modeling, EVP is able to identify millions of environmentalists by name and street address. We then use public voter files to narrow our focus to only those environmentalists who typically don’t vote and thus are ignored by most political campaigns.

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

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

CHANGE THE ELECTORATE
Nothing motivates a politician more than the prospect of winning or losing an election. EVP’s ultimate goal is to change the electorate to such an extent that politicians will have no choice but to appeal to environmental voters and their priorities.
2018 MOBILIZATIONS

Powered by Volunteers

2,244
VOLUNTEERS CONTACTING VOTERS

Millions of Voter Contacts

57,789
DOORS KNOCKED

3.9 MILLION
TEXT MESSAGES SENT

65,263
CALLS TO VOTERS

41.3 MILLION
DIGITAL AD IMPRESSIONS

913,177
PIECES OF VOTER TURNOUT MAIL SENT

Partnerships:

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

- Appalachian Mountain Club
- Citizens’ Climate Lobby
- Conservation Law Foundation
- Elders Climate Action
- Indivisible
- Mass Audubon
- Mothers Out Front
- Swing Left
- The YEARS Project
In 2018, EVP contacted 2,162,552 poorly-voting environmentalists with cutting-edge messaging designed to nudge them into being more consistent voters.

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

Since launching just three years ago, EVP has now “graduated” 93,423 environmental voters out of our program. While these 93,423 environmentalists were previously poor voters, they have now built such robust voting records that politicians will reliably target them in every election.
We submit all of our mobilization efforts to randomized controlled trials – the gold standard for behavioral science experiments. This allows us to isolate the impact of our work, while controlling for all outside variables.

**ENVIRONMENTAL VOTER PROJECT**

OUR IMPACT IN 2018

COLORADO

- Voters Targeted: 194,385
- New Voters Attributed: 4,276 (2.2% increase in turnout caused by EVP)

FLORIDA

- Voters Targeted: 844,121
- New Voters Attributed: 18,571 (2.2% increase in turnout caused by EVP)

GEORGIA

- Voters Targeted: 277,744
- New Voters Attributed: 6,110 (2.2% increase in turnout caused by EVP)

MASSACHUSETTS

- Voters Targeted: 228,616
- New Voters Attributed: 5,258 (2.3% increase in turnout caused by EVP)

NEVADA

- Voters Targeted: 82,681
- New Voters Attributed: 2,811 (3.4% increase in turnout caused by EVP)

PENNSYLVANIA

- Voters Targeted: 535,005
- New Voters Attributed: 21,935* (4.1% increase in turnout caused by EVP)

*The Pennsylvania results are from a year-long Nov. 2017 - Nov. 2018 experiment, where EVP targeted the same set of voters for multiple elections over an entire year.
EVP’s primary focus is to change the electorate so that ultimately policy-makers have no choice but to lead on environmental issues. This means that the true measure of our success is how many non-voters we turn into super-voters with each passing year.

SEPTMBER 2015
EVP launches its pilot program in Massachusetts

MARCH 2017
EVP launches in Georgia

SEPTEMBER 2017
EVP launches in Colorado, Florida, Nevada, and Pennsylvania

“An Army of Environmental Super Voters”*

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

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

*“This Man is Building an Army of Environmental Super Voters to Rival the NRA in Turnout,” Huffington Post, October 7, 2017.
Working with volunteers – and inexpensive voter contact methods like texting, direct mail, and digital ads – EVP efficiently turns non-voters into voters.

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

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

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

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

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

Sharing our Learnings.

- Over 70 presentations to environmental groups and nonprofits
- Lectures and seminars at MIT, Harvard, Yale, Swarthmore, and over a dozen other colleges and universities in 2018
“The Environmental Voter Project knows who you are, and how to trick you into saving the planet. Relying on tools of behavioral psychology, [the] get-out-the-vote effort urges environmentalists to the polls—and barely mentions the environment at all.”

– Mother Jones

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

– Center for American Progress’s “Think Progress”

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

– Washington Monthly
In 2018, The New York Times named Nathaniel Stinnett one of five climate visionaries for the Environmental Voter Project’s cutting-edge work.
In 2018, more than 1,500 donors powered the Environmental Voter Project to a 225% increase in revenue over 2017.

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

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

- We are uniquely focused on finding environmentalists who don’t vote, and then consistently mobilizing them for local, state, and federal elections.
- We do not endorse candidates – we focus on voters, not politicians.
- We are born out of a new, empirical approach to politics and activism. Our model is based on scientifically rigorous research, and we demand the same precision and accountability of ourselves.

LEADERSHIP TEAM

Nathaniel Stinnett
> Founder & Executive Director

Peter Polga-Hecimovich
> Field & Data Director

Kate Heffernan
> Organizing Director

DIRECTORS AND ADVISORS

Sam Arons
> Director of Sustainability, Lyft

Kiran Bhatraju
> CEO, Arcadia Power

Bevin Butler
> CEO, CADE, NYC

Reid Capalino
> Principal, Aligned Intermediary

Megan Reilly Cayten
> Chief Impact Officer, Catriona
> Sustainable infrastructure development consultant

Ayana Elizabeth Johnson
> CEO, Ocean Collective

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

Ayana Elizabeth Johnson
> CEO, Ocean Collective

Robert LaRocca
> Political Strategist

Frederick A. O. Schwarz
> Chief Counsel, Brennan Center for Justice
> Former Board Chair, Natural Resources Defense Council

Melanie Wachtell Stinnett
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> Former Board Chair, Natural Resources Defense Council

Melanie Wachtell Stinnett
> EVP Co-Founder
> Senior Advisor, Case Method Project at Harvard Business School

You want a way to help save the planet, and we want to give it to you.

MAKE CHECKS PAYABLE TO:
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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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