





# OUR VISION

## **DRAMATICALLY INCREASE THE ENVIRONMENTAL MOVEMENT'S POLITICAL POWER BY TURNING NON-VOTING ENVIRONMENTALISTS INTO CONSISTENT "SUPER VOTERS"**

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.

The Environmental Voter Project is a non-partisan nonprofit focused on a straightforward, high-leverage solution to this problem: (1) we use data analytics to identify millions of environmentalists who don't vote, (2) informed by cutting-edge behavioral science, we then text, call, canvass, mail, and send digital ads to these environmentalists to nudge them into becoming more frequent voters, and (3) we work year-round, using every election (big and small) to reinforce their new voting habits.

Nothing motivates a politician more than the prospect of winning or losing an election, so they always end up following the voters. With a five-year track record of success, EVP has proven it can dramatically and efficiently scale up the number of environmental voters to a critical mass that will be too big for politicians to ignore.

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



## LETTER FROM THE EXECUTIVE DIRECTOR

2020 was an extraordinarily successful year for the Environmental Voter Project. After expanding from six to twelve states in 2019, we quickly and efficiently scaled up to meet the challenge of a presidential election year by increasing our revenue **86%**, increasing our voter contacts by **593%**, and ultimately deploying **over 6,000 volunteers**.

Of the 1.83 million never-voted-before environmentalists whom EVP targeted in the general election, a stunning **999,048 of our targeted environmentalists voted for the very first time**. Moreover, our randomized controlled trials prove that, despite record high turnout and over \$14 billion spent on the general election, EVP was still solely responsible (while controlling for all outside variables) for increasing turnout among our targeted voters by **+1.8 percentage points in Pennsylvania, +0.6pp in Florida, and +0.9pp in the Georgia US Senate runoffs**. These are big numbers in the election business, especially

**JUST FIVE YEARS AFTER LAUNCHING OUR ONE-STATE PILOT PROGRAM, THE ENVIRONMENTAL VOTER PROJECT HAS HELPED CREATE 730,007 BRAND-NEW ENVIRONMENTAL “SUPER VOTERS” ACROSS 12 STATES.**

in a year where so much money was spent by so many campaigns and organizations.

Most importantly, just five years after launching our one-state pilot program, the Environmental Voter Project has already helped create **730,007 brand-new environmental “super voters”** across 12 states. These were once environmentalists who never voted or rarely voted, but now they are consistently voting their values in federal, state, and even local elections.

In short, we’ve now proven over multiple years that we can efficiently and dramatically increase the number of environmentalists who vote in every election, and we’re thrilled to be

taking our work into **five new states in 2021: Alaska, Iowa, Kansas, New York, and Texas**.

None of this crucially important work would be possible without our dedicated and generous volunteers, donors, staff, board members, advisors, and family. Thank you all for contributing to these results. It’s an honor to work with you.

With tremendous gratitude,

Nathaniel Stinnett

A handwritten signature in black ink, appearing to read "Nathaniel Stinnett".

Founder & Executive Director

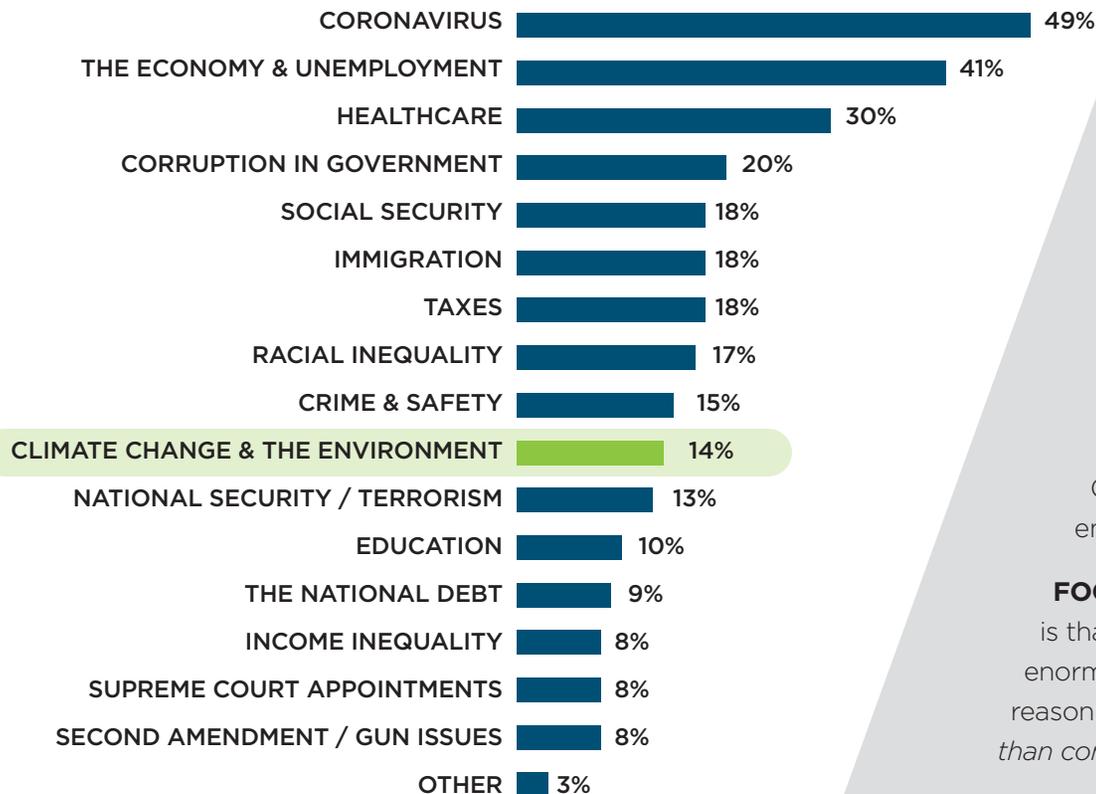
# THE CHALLENGE

## THE PROBLEM

Because politicians care about winning elections, they always go where the votes are. But right now, there aren't nearly enough voters demanding climate & environmental leadership.

### POLL OF 2020 PRESIDENTIAL ELECTION VOTERS

Most important issue to voters (top three combined choices shown)



Politico / Seven Letter Insight Poll of 2020 general election voters



## 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.

### 11 MILLION POTENTIAL ENVIRONMENTAL VOTERS.

Heading into the fall of 2020, EVP estimated that as many as 11 million already-registered voters who care deeply about the environment were *unlikely* to vote in the presidential election. Of course, for state and local elections, the number of non-voting environmentalists is even larger.

**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.*

## 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 are thus ignored by most political campaigns.

## MOBILIZATION

Using proven voter turnout messaging built on cutting-edge 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.

2019

# MOBILIZATIONS

**NEVADA**  
18 local elections  
17,676 voters contacted

**ARIZONA**  
61 local elections  
128,169 voters contacted

**NEW MEXICO**  
7 local elections  
34,830 voters contacted

**COLORADO**  
10 local elections  
1 statewide election  
352,676 voters contacted

**PENNSYLVANIA**  
5 local elections  
2 statewide elections  
568,570 voters contacted

**GEORGIA**  
59 local elections  
109,857 voters contacted

**NEW HAMPSHIRE**  
15 local elections  
9,941 voters contacted

**MAINE**  
2 local elections  
1 statewide election  
32,248 voters contacted

**MASSACHUSETTS**  
253 local elections  
88,989 voters contacted

**VIRGINIA**  
5 local elections  
1 statewide election  
498,355 voters contacted

**NORTH CAROLINA**  
110 local elections  
84,018 voters contacted

**FLORIDA**  
68 local elections  
167,553 voters contacted

**613** LOCAL & STATEWIDE ELECTIONS

**2.1** MILLION VOTERS CONTACTED

2019

# IMPACT

## VOTER CONTACTS

31.4 Million



DIGITAL AD IMPRESSIONS

2.3 Million



TEXT MESSAGES SENT

404,069



PIECES OF DIRECT MAIL

66,009



CALLS TO VOTERS

43,923



DOORS KNOCKED

**RESULTS:** Using every election as an opportunity to build good voting habits, our randomized controlled trials showed that **EVP had a proven and significant impact on turnout in 2019**, while also contributing to the long-term growth of the environmental electorate.

**IN TOTAL:** Active in over 600 elections, EVP increased turnout by **0.8 to 4.1 percentage points** over our control groups, depending on the election. By the end of our fourth year, our cumulative impact showed that we had helped convert **253,175** of our targets into **consistent local, state, and federal voters**.

**PENNSYLVANIA:** In a statewide election with low turnout, EVP's combined digital and texting campaign increased environmental voter turnout by **2.2 percentage points**.

**COLORADO:** In a statewide primary election with low turnout, EVP's direct mail, texting, canvassing, and digital ad campaign increased environmental voter turnout by **4.1 percentage points**.

**MAINE:** In a statewide ballot question election with low turnout, EVP's texting-only campaign increased environmental voter turnout by **1.3 percentage points**.

**VIRGINIA:** In a very high turnout statewide general election, EVP's digital and texting campaign increased environmental voter turnout by **0.8 percentage points**.

2020

# MOBILIZATIONS

## PRESIDENTIAL PRIMARIES

EVP targeted 4 million environmentalists who were unlikely to vote in their presidential primaries and caucuses.

## LOCAL ELECTIONS

We used hundreds of local elections to nudge first-time voters into becoming habitual voters.

## STATE PRIMARIES

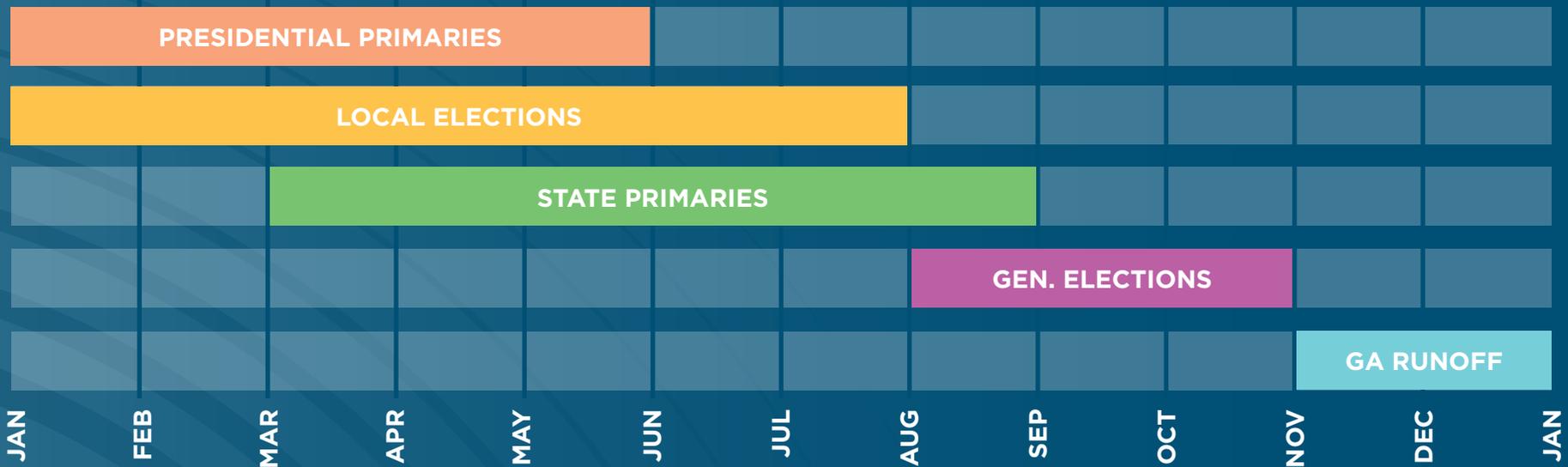
In low-turnout state primaries, we familiarized millions of environmentalists with new vote-by-mail and early voting procedures.

## GENERAL ELECTIONS

We engaged over 1.8 million never-voted-before environmentalists with previously tested and optimized messaging over texts, calls, digital ads, and direct mail.

## GEORGIA RUNOFF ELECTIONS

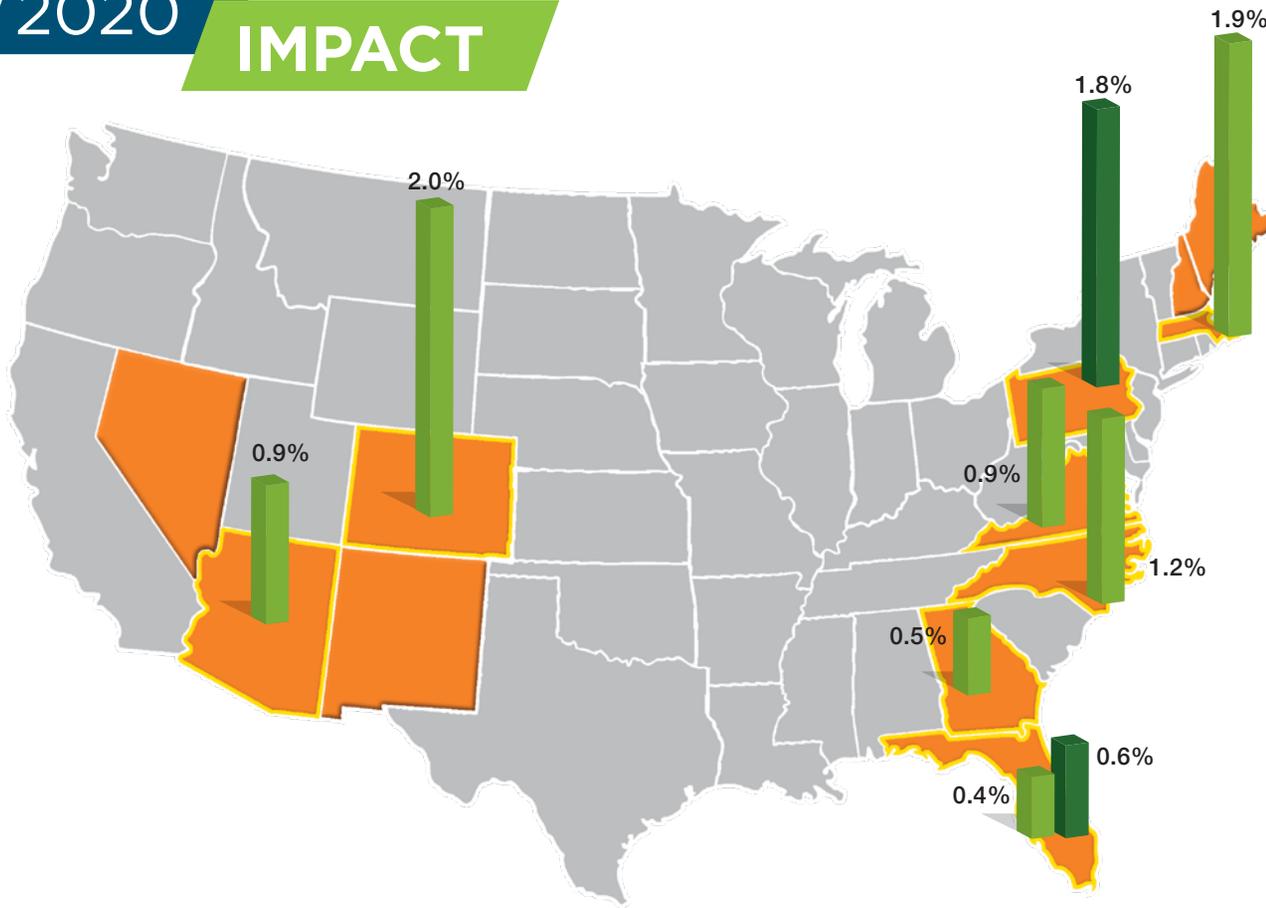
As soon as we knew there would be two US Senate runoffs in Georgia, we immediately began mobilizing 380,000 unlikely-to-vote environmentalists.



GROWING THE ENVIRONMENTAL ELECTORATE ACROSS 12 STATES

2020

# IMPACT



## Throughout 2020, EVP boosted turnout in hundreds of local, state, and federal elections

**EVP Targets Voting in the General Election:**  
 Across EVP's 12 states, we targeted 1.83 million never-voted-before environmentalists. Ultimately, our efforts helped a stunning **999,048** of these EVP targets vote for the very first time.

**Randomized Controlled Trials:**  
 Although many of EVP's targets voted, that doesn't mean we were solely responsible for getting them to vote, so we went a step further and, where sample sizes were large enough, we submitted our work to randomized controlled trials (RCTs) to isolate EVP's impact while controlling for all outside variables.

**Proof of EVP's Impact in the Primaries:**  
 In these state and presidential primaries, RCTs revealed that EVP was solely responsible for increasing turnout by as much as 2.0 percentage points.

**Proof of EVP's Impact in the General Election:**  
 Even in a general election with record high turnout and over \$14 billion spent, RCT data shows that EVP was solely responsible for a stunning 1.8 percentage point increase in turnout among our targets in Pennsylvania and a 0.6 percentage point increase in Florida.



**101 Million**  
DIGITAL AD IMPRESSIONS



**10.1 Million**  
TEXT MESSAGES SENT



**5.1 Million**  
CALLS TO VOTERS



**1.4 Million**  
PIECES OF DIRECT MAIL

## WHEN THE EYES OF THE WORLD TURNED TO GEORGIA, EVP WAS ALREADY THERE



### BACKGROUND

In April of 2017, Georgia was EVP's very first expansion state because our research showed that Georgia had a huge population of non-voting environmentalists whom we could mobilize into a powerful political force.

### PRE-ELECTION IMPACT

By the end of 2020, four years of EVP mobilizations in local, state, federal, primary, general, special, and runoff elections had turned a stunning **66,929** of these non-voting and seldom-voting Georgia environmentalists into **consistent super voters** who were now reliably voting in local, state, and federal elections.

### RUNOFF MOBILIZATIONS

For the January 5, 2021 US Senate runoff elections, EVP immediately sprang back into action, targeting unlikely-to-vote environmentalists across Georgia with 825,007 phone calls, 538,106 pieces of direct mail, 1.1 million text messages, and 12.7 million digital ad impressions.

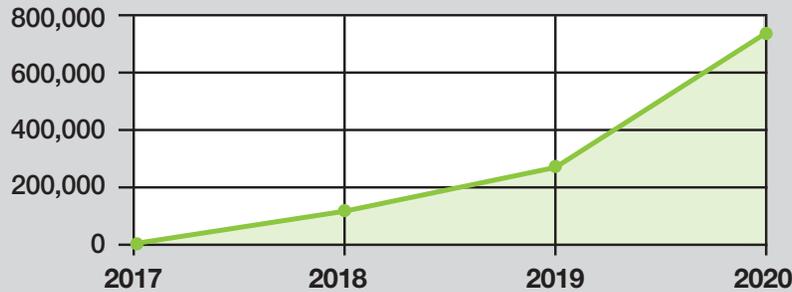
### IMPACT

In addition to the **66,929 Georgia super voters** whom EVP had helped create over the previous four years of work, our randomized controlled trials showed that in the runoff elections alone, EVP was **solely responsible for increasing turnout by 0.9 percentage points** among our 382,643 target voters (compared to a control group that had been set aside).

# CUMULATIVE IMPACT

## 730,000 SUPER VOTERS CREATED IN 5 YEARS

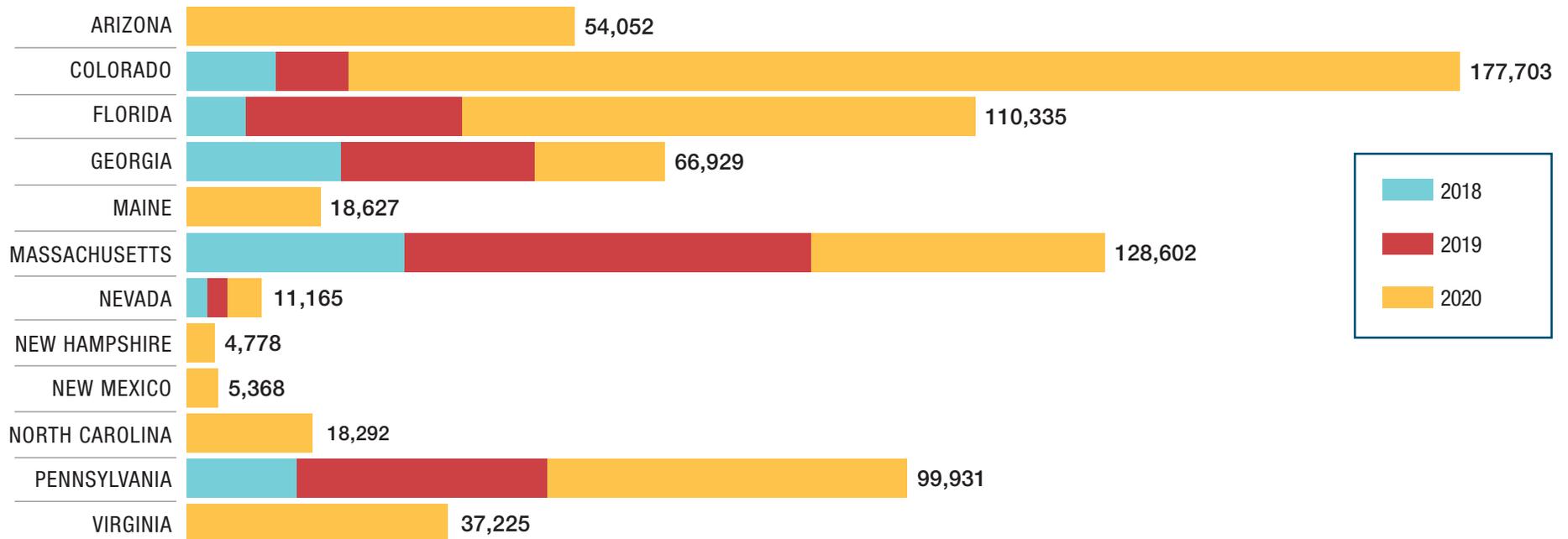
Cumulative Total of Voter Targets EVP Has Turned From Non-Voters Into Consistent Voters



EVP's primary goal is to change the electorate over time, building an unstoppable army of environmental voters.

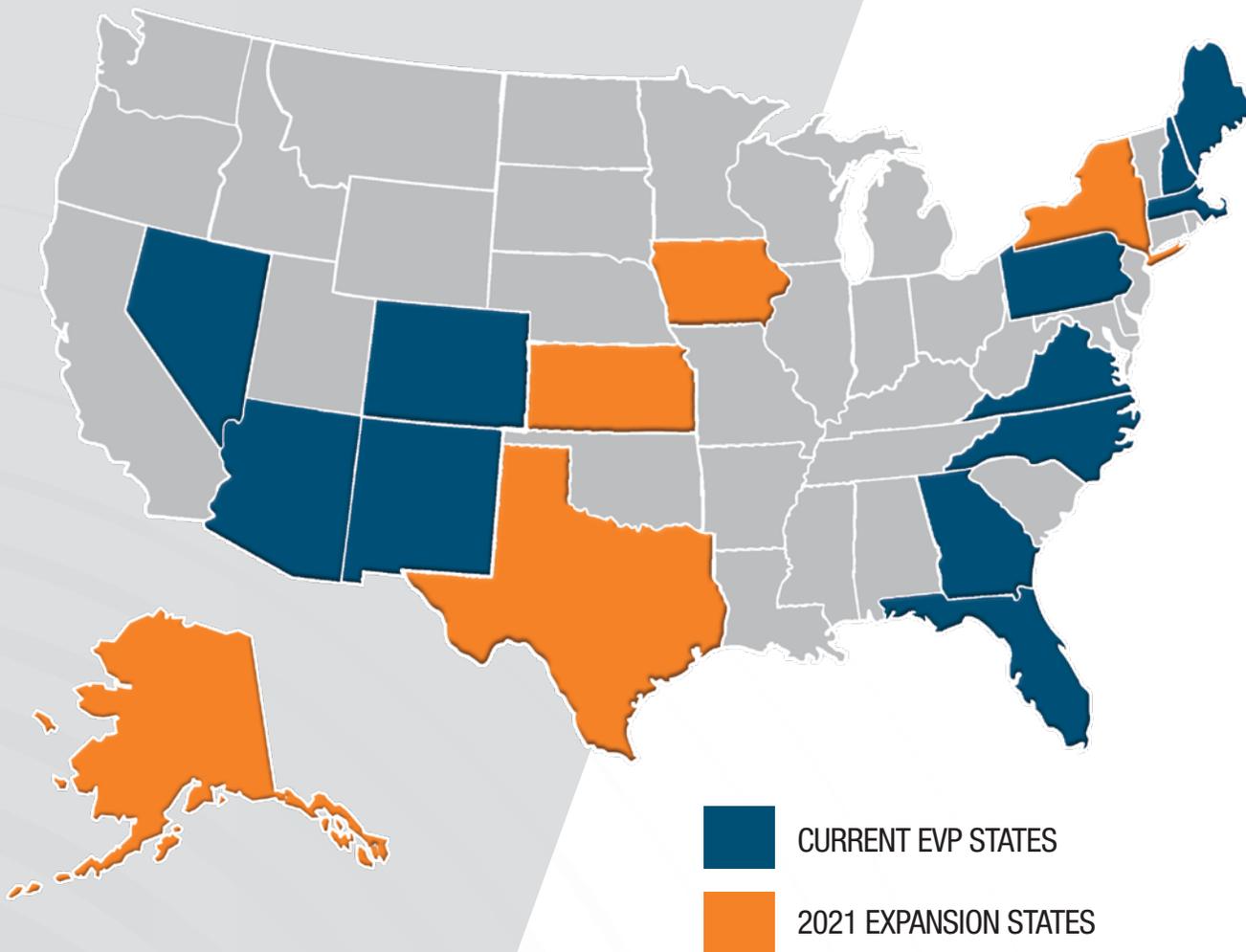
Each year, we track how many seldom-voting and non-voting environmentalists we've helped convert into consistent super voters who now reliably vote in federal, state, and local elections.

Cumulative Total of Voter Targets EVP Has Turned From Non-Voters Into Consistent Voters



# PLANS

# FOR 2021



## EXPAND INTO 5 NEW STATES

In 2021, EVP is thrilled to be expanding into five new states: Alaska, Iowa, Kansas, New York, and Texas, each of which has a significant population of non-voting environmentalists and lots of 2021 elections in which to contact them.

## FILL THE “ODD YEAR” VOID

The cheapest way to make a new voter in 2022 is to talk to them in 2021. EVP is the only environmental organization that will be active in hundreds of local elections in 2021, leveraging big data, behavioral science, and thousands of well-trained volunteers to take advantage of the long-term electorate-building opportunities offered by these under-the-radar elections.

## EXPERIMENT MORE TO OPTIMIZE OUR MESSAGING

EVP is dedicated to staying in the vanguard of voter mobilization techniques, and we're excited to test dozens of new behavioral science-informed messages in 2021.

# RESEARCH LABORATORY



## EXPERIMENTATION

Since our inception, EVP has submitted over 100 voter mobilization efforts to randomized controlled trials, allowing us to always optimize our messaging by demographic group, communication channel, geography, and other variables. We try new things, double down on what works, and abandon what doesn't. Most importantly, we always let the data lead us forward, never assuming that what worked yesterday will still be impactful tomorrow.



## COLLABORATION

We are voracious learners, collaborating with data scientists, behavioral psychologists, and machine learning experts to always stay on the cutting edge of any field that could be applicable to EVP's work.



## SHARING BEST PRACTICES + TRAINING OTHERS

Just as we learn from others, we are also committed to sharing our knowledge with other environmental groups and the broader academic community. In 2020, EVP staff led trainings for over a dozen environmental organizations, and our Executive Director gave guest lectures at Harvard University, Yale University, MIT, Dartmouth College, Cornell University, and Tufts University.

# WHAT MAKES DIFFERENT

## WE CHANGE BEHAVIOR, NOT MINDS

EVP doesn't try to convince people to care more about the environment. Instead, we find already convinced environmentalists who don't vote, and then we turn them into better voters. Why? Because it's cheaper and easier that way.

## WE MOBILIZE THE VOTERS OTHER GROUPS USUALLY IGNORE

Whereas most groups target likely voters or "drop-off" voters, EVP only targets environmentalists who are unlikely to vote in the election at hand - it's our specialty.

## WE WORK YEAR-ROUND, NOT JUST EVERY TWO YEARS IN BIG ELECTIONS

Studies show that voting is not a series of one-off transactions; rather, it's a potentially habitual behavior that can be reinforced over time. This is why EVP uses every election - local, state, and federal - as a behavioral intervention opportunity for turning non-voters into super voters.

## SCIENTIFIC PRECISION GOVERNS EVERYTHING WE DO

You can't learn from what you don't measure. EVP is always experimenting, and we submit all our work to randomized controlled trials.



# PRESS COVERAGE

# FEATURING EVP IN 2020

The Washington Post



The Boston Globe

Rolling Stone

The Guardian

Newsweek

POLITICO

HUFFPOST

grist



greentechmedia:

Forbes



salon

REFINERY29

WIRED

GIZMODO



wbur 90.9



QUARTZ



Tampa Bay Times

## WHAT OUR VOLUNTEERS ARE SAYING

“Congratulations on all of your hard work! **I am so proud** - both personally and professionally - to be part of this collaboration with EVP and this monumental achievement. It feels very impressive and rewarding to see this data come back. I can't wait to share the news in our next newsletter!”

- *Jennifer* (ARIZONA)

“

The voting part was the hook for me. I was attracted to the fact that EVP's mission is a long term project - it's not just about this election - but it's about setting up a foundation for the future. So, getting involved with EVP was a perfect fit for me. **It's so intelligent, it's so professionally done**, and it perfectly scratches where it itches.”

- *Roberta* (WASHINGTON)

“

Thanks for giving me an outlet to help make a difference this year. We had our last debrief and one of our volunteers said **“our work mattered,”** which really summed it all up.”

- *Jonathan* (CALIFORNIA)

## WHAT OUR VOLUNTEERS ARE SAYING

“

**You all stand out** amongst all the well-intentioned groups clamoring for our attention, and for all the right reasons. It's been a true pleasure to work with you these past few years. Thank you for all you do!

– *April* (MASSACHUSETTS)

”

“

I originally committed myself to volunteering just through the general election. I said I would do four hours a week until then. And then, of course I stayed through the run-offs. **And now, I'm still here** and helping to call voters about local elections, because it's important and it's necessary.”

– *Rita* (INDIANA)

”

“

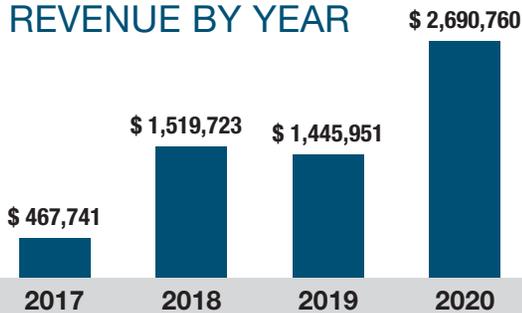
I have volunteered for many aspects of data handling in campaigns, starting with the Hillary campaign. This includes using VAN for doing phone banks, using several different apps for canvassing and for texting campaigns. From a volunteer's standpoint, EVP has **hands-down the best voter data set** that I (and my colleagues) have experienced. We get a lot of positive responses and therefore really feel like we are making an impact.

– *Sheryl* (CALIFORNIA)

”

# FINANCIAL OVERVIEW

## REVENUE BY YEAR



In 2020, 7,495 donors contributed \$2.69 million towards EVP's voter mobilization efforts, representing a stunning 358% increase in our number of donors and an 86% increase in revenue over 2019.

This tremendous growth allowed EVP to further leverage efficiencies of scale and dedicate 92.2% of all expenditures to our voter identification and mobilization efforts. We continue to prove, year after year, that EVP can scale its work quickly and efficiently, bringing exceptional value and impact to our supporters.

In 2021, we look forward to working with donors who have supported us for years and also those who are new to our work, as countless local and state elections provide high-leverage opportunities for EVP to create hundreds of thousands of first-time voters.

## REVENUE AND EXPENSES

Total Net Assets for End of Year 2018 \$ 119,634

**CONTRIBUTIONS 2019 \$ 1,445,951**

### EXPENSES 2019

Environmental Voter Mobilization \$ 877,853

Voter Identification & Data \$ 184,687

General & Administrative \$ 98,786

Fundraising \$ 62,237

**Total Operating Expenses \$ 1,223,563**

Total Net Assets for End of Year 2019 \$ 342,022

**CONTRIBUTIONS 2020 \$ 2,690,760**

### EXPENSES 2020

Environmental Voter Mobilization \$ 2,444,250

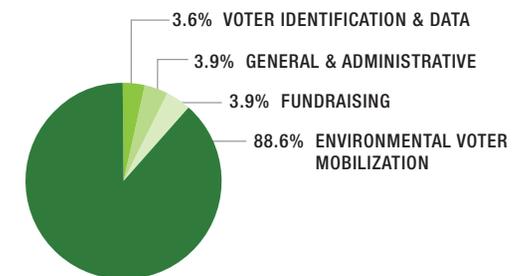
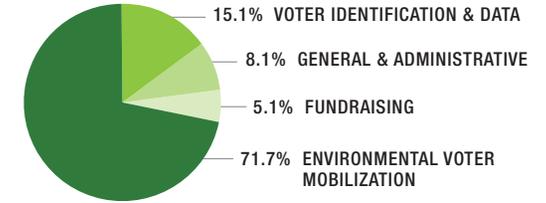
Voter Identification & Data \$ 99,279

General & Administrative \$ 108,629

Fundraising \$ 106,909

**Total Operating Expenses \$ 2,759,067**

Total Net Assets for End of Year 2020 \$ 273,715



## 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.
- ▶ Named a 2018 “Visionary” by *The New York Times*.
- ▶ 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**

▶ Senior Organizing Advisor



**Shannon Seigal**

▶ Organizing Director

## DIRECTORS AND ADVISORS



**Sam Arons**

▶ Director of Sustainability, Lyft



**Reid Capalino**

▶ Senior VP, LS Power



**Ayana Elizabeth Johnson**

▶ CEO, Ocean Collectiv



**Frederick A. O. Schwarz**

▶ Chief Counsel, Brennan Center for Justice  
▶ Former Board Chair, Natural Resources Defense Council



**Kiran Bhatraju**

▶ CEO, Arcadia Power



**Megan Reilly Cayten**

▶ Chief Impact Officer, Catrinka  
▶ Sustainable infrastructure development consultant



**Philip Jordan**

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



**Ron Turiello**

▶ Of Counsel, Woodside Counsel  
▶ Co-Founder, Voter Genome Project



**Bevin Butler**

▶ CEO, CADE, NYC



**James Hoyte**

▶ Senior Advisor, Tremont Strategies Group  
▶ Former MA Secretary of Environmental Affairs



**Robert LaRocca**

▶ Executive Director, Voter Protection Corps  
▶ Political Strategist



**Melanie Wachtell Stinnett**

▶ EVP Co-Founder  
▶ Senior Advisor, Case Method Project at Harvard Business School

You want a way to help save 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](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

 @Enviro\_Voter

 @EnvironmentalVoter

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