



# **Movement Labs Experiments: Environmental Voter Project**

**San Antonio 2025**



# Background



## Research Question

- Can a mixed-mode campaign with social pressure, loss aversion, and plan-making messaging increase turnout among low-propensity environmental voters in the 2025 San Antonio, TX mayoral election?



## Hypothesis

- The combination of social pressure, loss aversion, and plan-making messaging could inspire low-propensity environmental voters to show up at the polls.



## Goal

- Achieve a statistically significant increase in turnout among our targeted voters in comparison to a control group

# Experimental Universe



## Registered voters in San Antonio

- Identified by EVP modeling to have a high likelihood of listing climate/environment as top priority
- 0-49.99 score on TargetSmart's 2025 Local Voter Vote Propensity model



## Removed

- Control Group





# Characteristics of Experimental Universe



**Mean Age: 48.6**

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**% Female: 66.3**

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**% White: 41.7**

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**Mean Off-Year Turnout Score: 29.2**

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# Experimental Design



**Randomly assigned voters  
to one of 2 groups:**

**Control (n = 20,042)**

**Treatment (n = 80,788)**



- Digital video, display, and audio ads for 12 days: from the start of Early Voting through Election Day (April 22–May 3)
- Volunteer phonebanks from April 8–May 3
- Social pressure letter (to sub-universe 30yo+) in mailboxes April 22–24
- Loss aversion glossy mail piece (to sub-universe who voted in Nov 2024) in mailboxes April 25–28



**Compared voter turnout  
rates between treatment  
and control groups**

**The treatments increased  
voter turnout by +1.56pp  
relative to the control group  
( $p < .001$ )**



# Volunteer Phone Calls

## Example TREATMENT Message



### Sample Phone Bank Script

Hi, is **{First Name}** available? This is **[Your Name]**, a volunteer with the Environmental Voter Project.

You have your San Antonio mayoral election today. Will you be voting at the polls or with an absentee ballot?

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#### **[LEFT MESSAGE W/ OTHER IN HOUSE]**

Can I leave a message for **{First Name}**?

I'm calling from the Environmental Voter Project to remind them that they have a San Antonio mayoral election today. If **{First Name}** would like more information, they can call the county elections office or visit their website.

Thank you and have a great day! **[end call]**

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#### **[VOICEMAIL]**

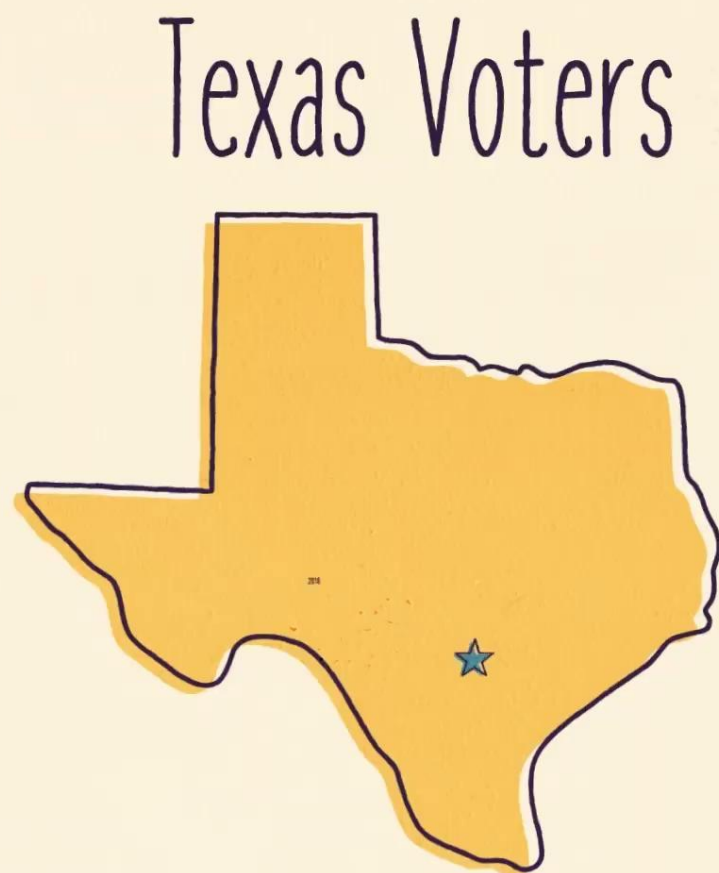
Hi, my name is **[Your Name]** with the Environmental Voter Project. I'm calling to let **{First Name}** know that you have a San Antonio mayoral election today, May 3rd. For more information, you can call the county elections office or visit [bexar.org/elections](https://bexar.org/elections)

# Digital Ads

## Example TREATMENT Messages (1)



Video Ad



Static Ad



Your **annoying neighbor** has already **voted early**. Have you?

San Antonio Mayoral Election: May 3

Early voting: April 22-29

Paid for by the Environmental Voter Project

# Digital Ads

## Example TREATMENT Message (2)



15s Audio  
Ad Script

**More San Antonians are voting each year. We're talking record-breaking numbers! And you don't want to be left behind. So, be a good voter and vote in the May 3rd mayoral election.**

**–Paid for by the Environmental Voter Project**



# Direct Mail

## Example TREATMENT Messages (1)



Sample  
Loss  
Aversion  
Postcard

**Thank you**  
for  
voting in  
2024

**Don't ruin**  
your good  
voting record  
in 2025

Your Next Election → May 3, 2025

[Paid for by the Environmental Voter Project, a non-partisan nonprofit.](#)

You want to **be a good voter,**  
and we want to help you.

**San Antonio Election Facts**

Your San Antonio mayoral election is on **May 3.**

Who you vote for is secret, but whether you vote is public record.

Election Day Polling Hours: 7am - 7pm

Early Voting Period: Tues. April 22 - Tues. April 29

Voting Information: [www.bexar.org/elections](http://www.bexar.org/elections)

Environmental Voter Project  
PO Box 962002  
Boston, MA 02196

FIRST STD  
U.S. POSTAGE  
PAID  
PERMIT NO. 231  
zip code: 02205

74  
COUNTY OF BEXAR

[Paid for by the Environmental Voter Project, a non-partisan nonprofit.](#)

# Direct Mail

## Example TREATMENT Messages (2)



### Sample Social Pressure Letter

Environmental Voter Project

{FIRSTNAME} {LASTNAME}  
{MADDRESS}  
{MCITY}, {MSATE} {MZIP5}-{MZIP4}

Dear {FirstName},

We're writing to remind you and other registered voters in San Antonio of the importance of participating in the upcoming Mayoral General Election on **Saturday, May 3<sup>rd</sup>**.

Who you vote for is private information, but whether or not you vote is a **matter of public record**.

A sampling of your public voter record is below.

Election	Voted?
2024 Presidential Election	{General24}
2024 Primary Election	{Primary24}
2023 State General Election	{General23}
2022 State General Election	{General22}

**Voter turnout on {StPrefix}{StName} {StType} is predicted to be:**

Above Average
Average
Below Average

Join your neighbors in casting a ballot. The good news is that voting is easy, and we have all the basic information you'll need right here:

- When is the election? **7am - 7pm on Saturday, May 3<sup>rd</sup>**
- When is early voting? **Tuesday, April 22<sup>nd</sup> - Tuesday, April 29<sup>th</sup>**
- Where can I find my registration and polling place info? **[www.bexar.org/2229](http://www.bexar.org/2229)**
- Where can I find my sample ballot and other voting info? **[www.bexar.org/1568](http://www.bexar.org/1568)**

Thank you for being a good voter. We may follow up with you after the election to ask about your experience at the polls.

Sincerely,

The Environmental Voter Project

Paid for and Authorized by the Environmental Voter Project

**Voter turnout on {StPrefix}{StName} {StType} is predicted to be:**

Above Average
Average
Below Average

Join your neighbors in casting a ballot. The good news is that voting is easy, and we have all the basic information you'll need right here:

- When is the election? **7am - 7pm on Saturday, May 3<sup>rd</sup>**
- When is early voting? **Tuesday, April 22<sup>nd</sup> - Tuesday, April 29<sup>th</sup>**
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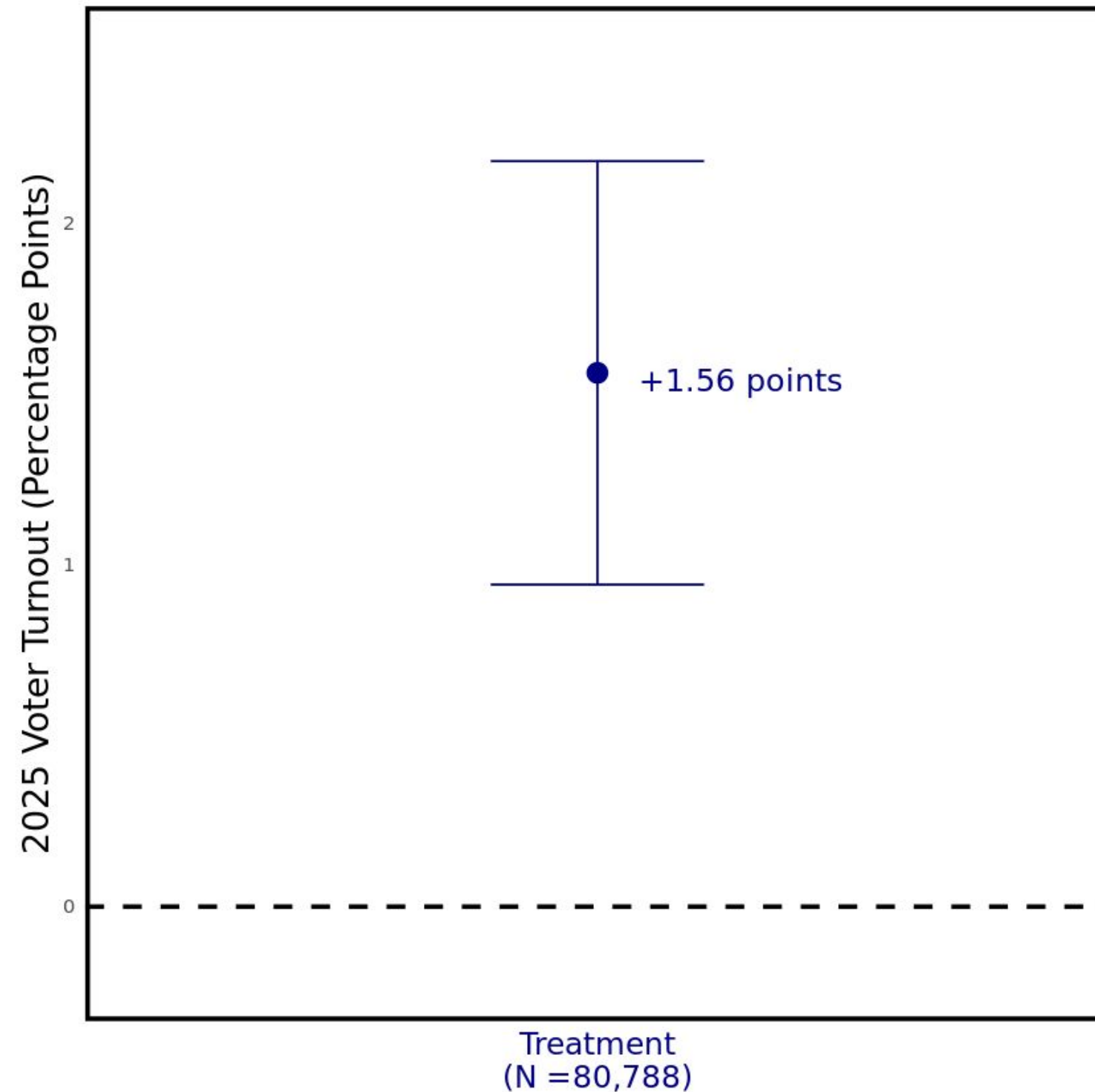
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Sincerely,

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# The Treatments Increased Voter Turnout



- ▶ The treatments increased voter turnout by +1.56pp relative to the control group ( $p < .001$ ).



# Summary



**Our hypothesis that the combination of social pressure, loss aversion, and plan-making messaging could inspire low-propensity environmental voters to show up at the polls was borne out in the research.**



**The combined treatments increased voter turnout in the 2025 San Antonio mayoral election by +1.56pp relative to the control group ( $p < .001$ ).**



**These results provide validation for similar mixed-mode campaigns that the Environmental Voter Project has run, and suggest the value of future research into the comparative efficiency of multi-modal turnout campaigns.**



# Thank You