

# Citizens' Climate Lobby Monthly Call

July 9, 2022

Twitter: @Enviro\_Voter

Website: [environmentalvoter.org](https://environmentalvoter.org)

1. Very brief intro to EVP
2. Recent results
3. Volunteer Opportunities for the 2022 midterms
4. Q&A session

We turn non-voting  
environmentalists into  
consistent voters.

# 2022: the Big Potential of Low Propensity Environmental Voters

Focus on  
Turnout

2016

10.1 million environmentalists did not vote

2018

12.4 million environmentalists did not vote

2020

8.1 million environmentalists did not vote

2022

13+ million unlikely environmental voters

# A long-term, evidence-based approach to building the power of the environmental electorate

## Identification

With big data analytics and predictive modeling, we identify millions of environmentalists by name and street address.

We then focus only on those environmentalists who are the least likely to vote.

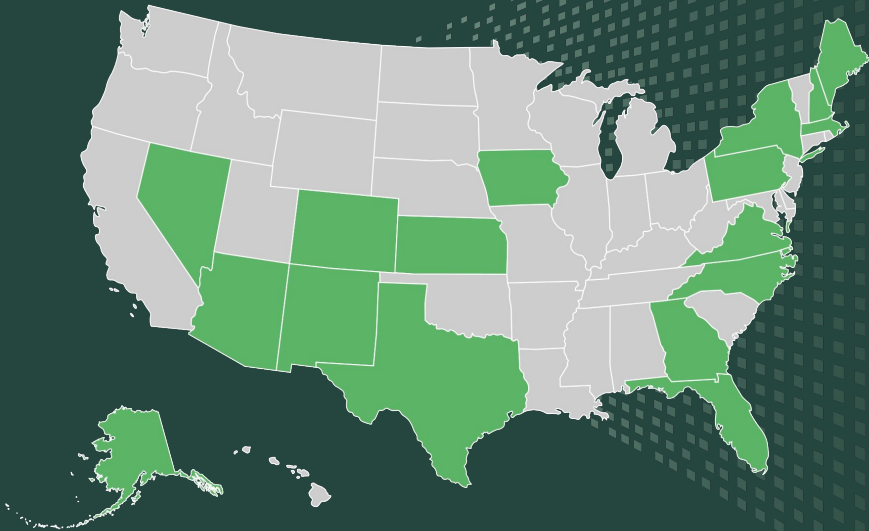
## Mobilization

Using proven voter-turnout messaging that relies on the latest behavioral science, we canvass, call, mail, and send digital ads to our target environmentalists in the lead-up to every election (federal, state, and local).

## Habit reinforcement

We regularly check public voter files to see which of our target environmentalists vote, and thank those who are improving their voting records.

We continue to mobilize our targets until they become consistent super-voters.



## 381 Elections

From tiny aldermen elections in New Hampshire to huge statewide elections in Virginia, Texas, and Pennsylvania, EVP mobilized voters in each of our 17 states and continued to treat every election as an important behavioral intervention opportunity to improve the voting habits of environmentalists.

## 3.8 Million Individual Voters Contacted

Over the course of 2021, we communicated with 3,785,251 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.

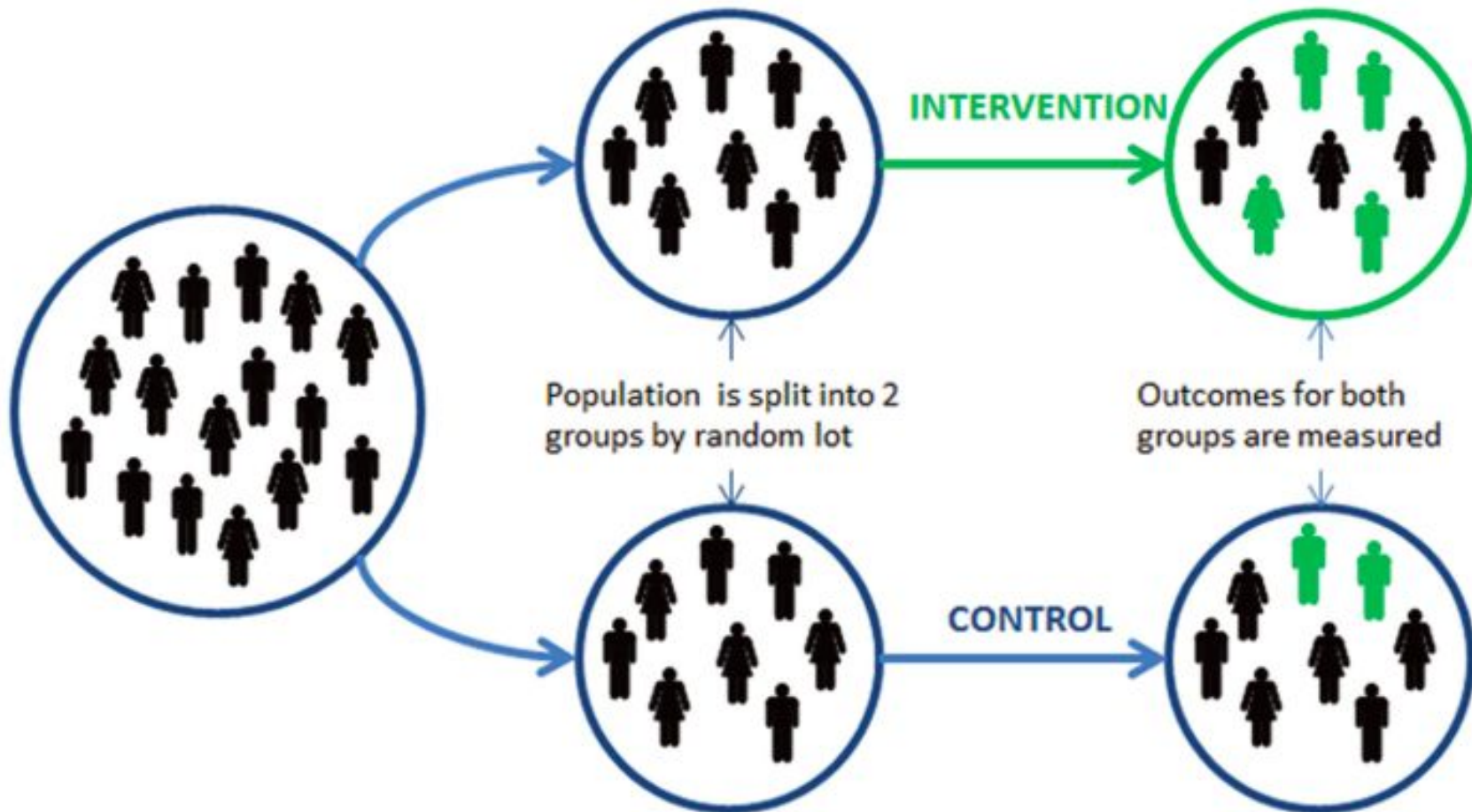
## 4.1 Million Volunteer-to-Voter Communications

Thousands of EVP volunteers had over 4.1 million conversations with these voters by canvassing them at their doors, texting with them, or talking to them over the phone.

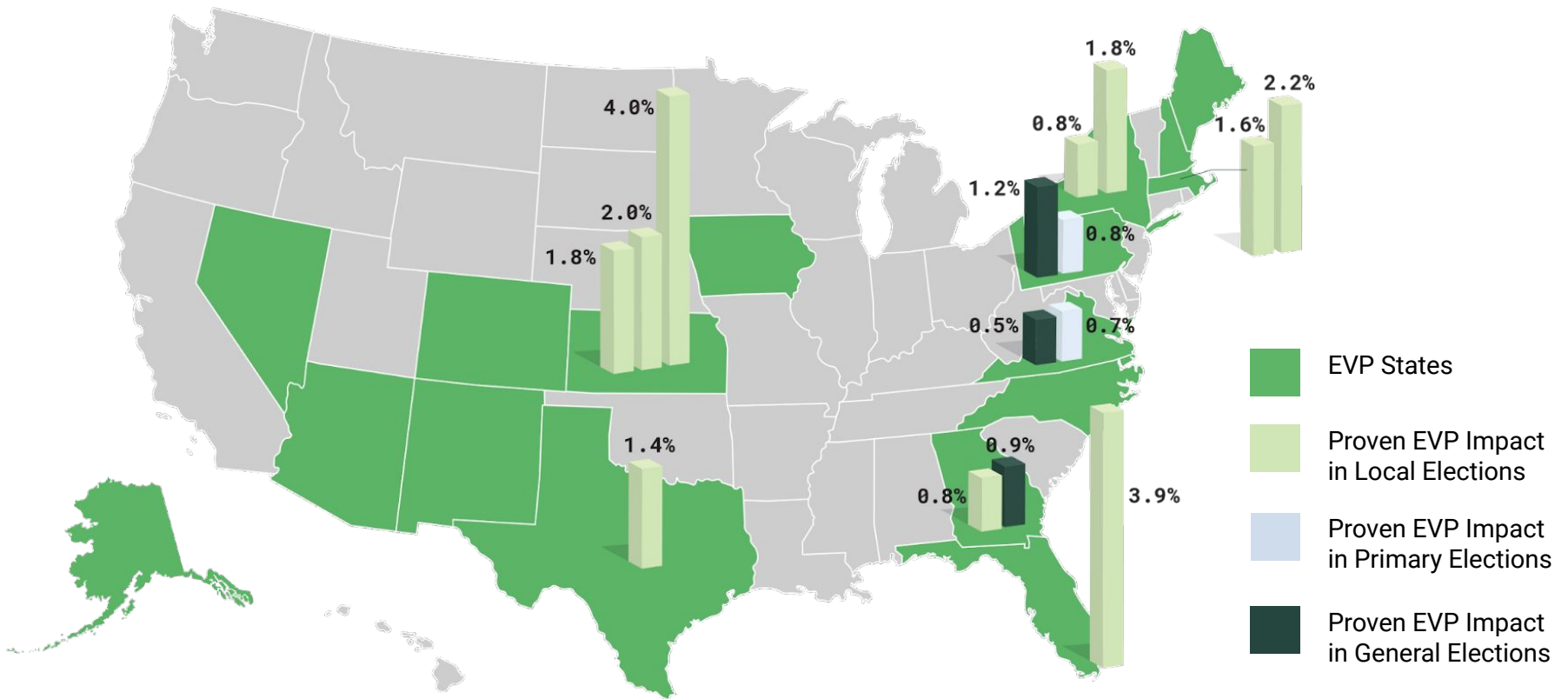
## 49.8 Million EVP-to-Voter Communications

In addition to our volunteer efforts, EVP sent 759,468 pieces of direct mail and delivered over 49 million digital ad impressions to these voters, always using tested messaging that was optimized to our particular voter targets.

# Measuring Election-Specific Impacts: Randomized Controlled Trials

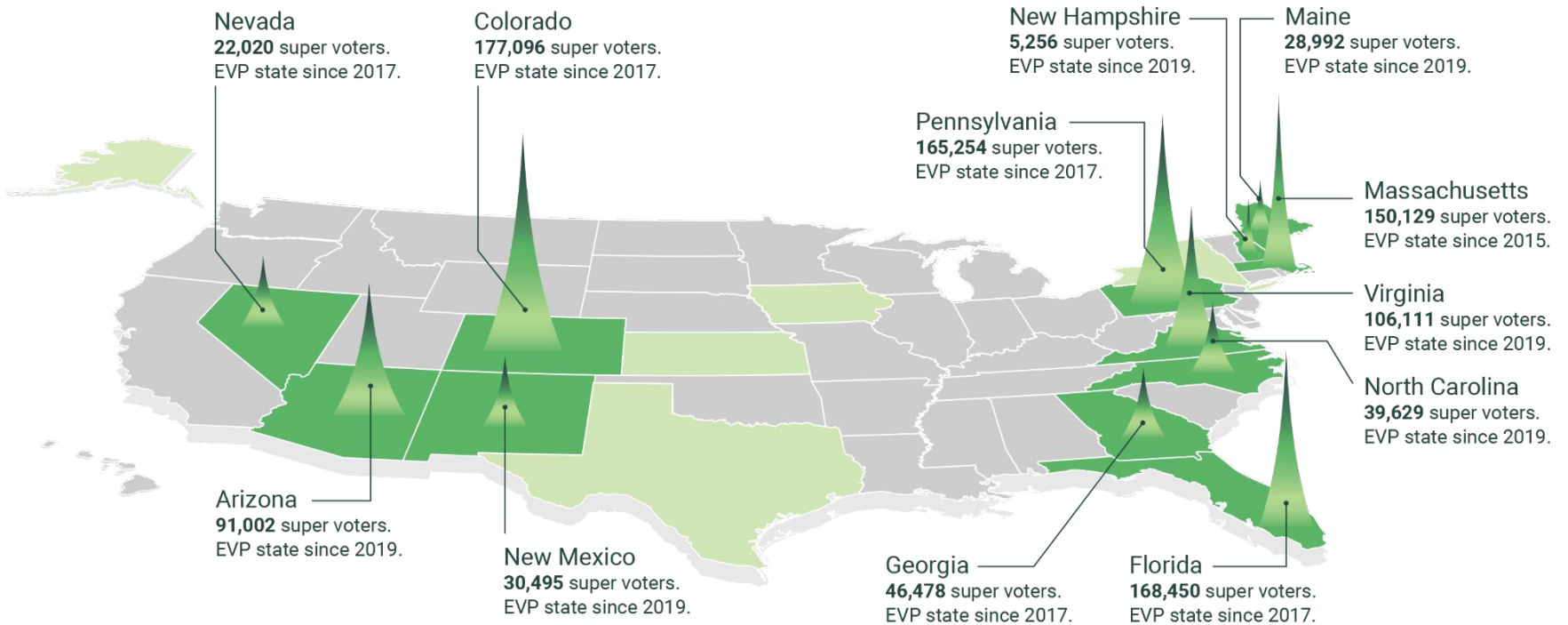
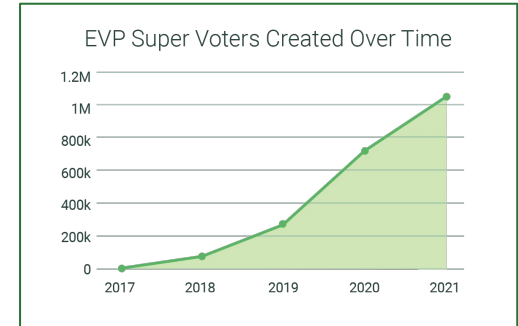


EVP boosted turnout in hundreds of local, state, and federal elections in 2021





1,030,912 super voters created in 6 years.

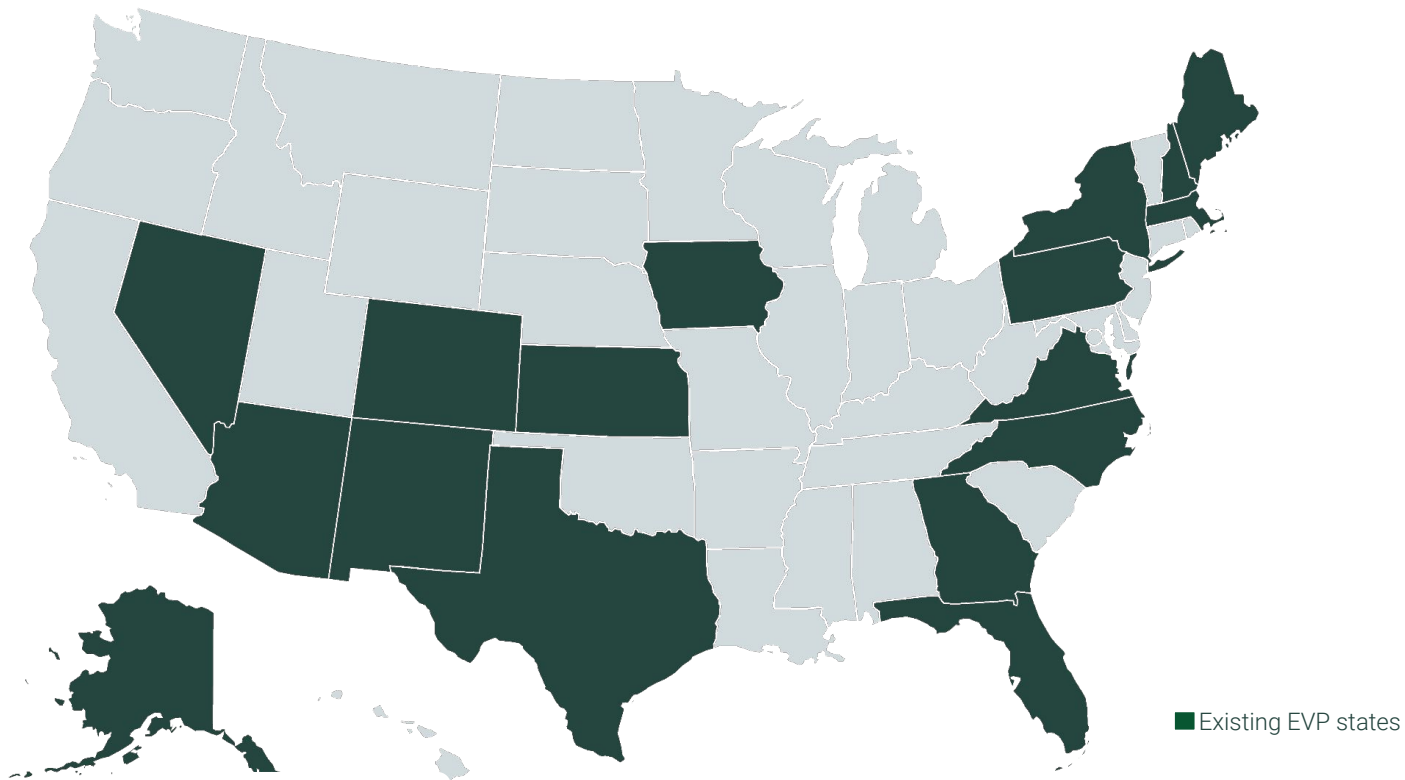


● New EVP expansion state in 2021

# 2022 Midterms Outlook in EVP States

# Operating in 17 states in 2022

Targeting 5.8 million environmental voters who have never voted in a midterm election



We're talking to voters every single day through  
November 8th.

STATES	2022 EVP Targets	Ballots Cast in 2018	2022 Targets / 2018 Ballots
Alaska	19,269	283,134	6.8%
Arizona	249,841	2,384,308	10.5%
Colorado	417,028	2,525,062	16.5%
Florida	602,642	8,220,561	7.3%
Georgia	136,799	3,939,328	3.5%
Iowa	91,679	1,327,638	6.9%
Kansas	60,013	1,055,566	5.7%
Maine	49,986	634,409	7.9%
Massachusetts	478,947	2,707,090	17.7%
Nevada	95,942	972,132	9.9%
New Hampshire	41,912	573,608	7.3%
New Mexico	105,557	696,459	15.2%
New York	1,251,668	6,104,477	20.5%
North Carolina	260,167	3,693,104	7.0%
Pennsylvania	714,881	5,012,555	14.3%
Texas	636,137	8,371,655	7.6%
Virginia	544,166	3,351,373	16.2%

# Where EVP Could Make the Biggest Impact

STATES	2022 EVP Targets	EVP 2022 Targets as % of 2018 Ballots Cast	Competitive Federal Races
Arizona	249,841	10.5%	Senate, Gov, 4 US House
Colorado	417,028	16.5%	Senate, 2 US House
Florida	602,642	7.3%	Senate, Gov, 3 US House
Nevada	95,942	9.9%	Senate, Gov, 3 US House
New Hampshire	41,912	7.3%	Senate, 2 US House
New Mexico	105,557	15.2%	Gov, 2 US House
New York	1,251,668	20.5%	8 US House
Pennsylvania	714,881	14.3%	Senate, Gov, 3 US House
Texas	636,137	7.6%	Gov, 3 US House

## Volunteer as an Individual with EVP

- Visit [environmentalvoter.org/get-involved](https://environmentalvoter.org/get-involved) for phonebanking and canvassing opportunities. Easy, all training provided, proven to be impactful.

## Volunteer as a Group

- Email Shannon at [shannon@environmentalvoter.org](mailto:shannon@environmentalvoter.org) to set up special volunteer opportunities for your local CCL group

## More EVP Information

- Visit [environmentalvoter.org](https://environmentalvoter.org) for results, studies, press, etc.

## Your Superpower

- Be a loud & proud climate voter. Use your social influence in peer groups



# Q&A Session

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