

Success and the Fall Program

THE★VOTER★PARTICIPATION★CENTER★

www.voterparticipation.org

Presented on August 9, 2012

What we do

List-Based Technology and Models

Our programming is grounded in research. We run tests on everything from language to package design to response-prediction models. Thanks to this research, we know how and when to reach out individuals in the Rising American Electorate

Quarterly Registration Programs

- **Birthday:** Mail applications to 17 year-olds on the cusp of turning 18 and RAE members who have recently turned 18.
June projected response rate: 7.1%
- **Movers:** Mailed to RAE members previously registered at a former address.
June projected response rate: 12.4%
- **VAP:** Mail applications universally to unregistered RAE.
June projected response rate: 4.0%

Lists

Benefits:

- ❖ Near Universal Reach
- ❖ Highly Targeted, Model – Based, Cost-Effective
- ❖ Controlled Studies Support Impact

Challenges:

No list is perfect, for instance:

- ❖ The SSA Master Death File is missing 1.2 million people.
- ❖ According to a recent Pew Center on the States report, 24 million (1-in-8) US registrations are invalid/inaccurate.

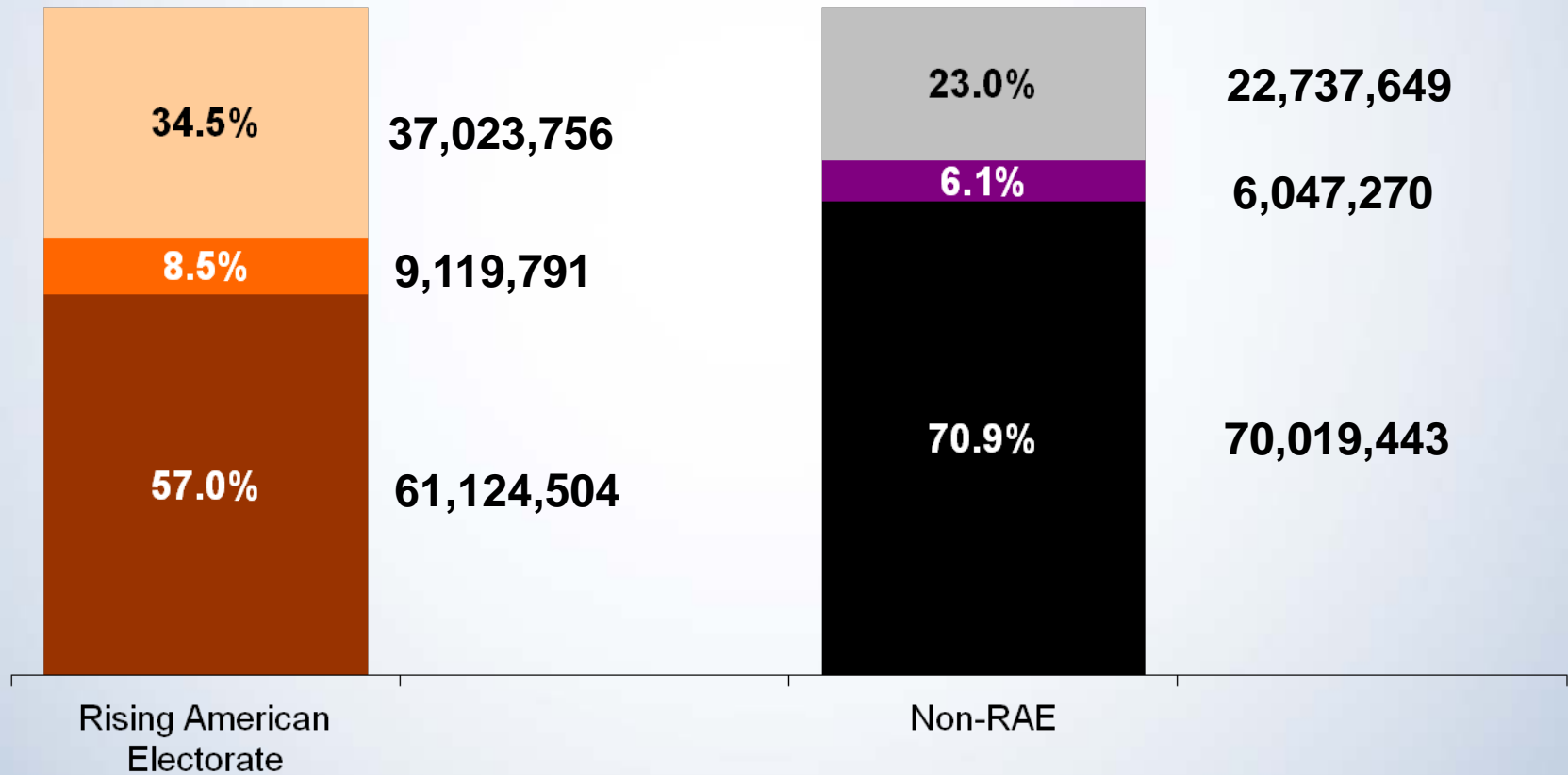


So we are doing even more to ensure our list quality.

- ❖ Excluding names that appear infrequently on the voter file
- ❖ Doubling Pet/Fake Names List
- ❖ Removing records where the first name is an initial
- ❖ Matching more broadly to the SSA Master Death File
- ❖ 13 Improvements to List Process that VPC initiated to improve vendor lists

Members of the RAE Are Less Likely to Register and Turn Out than Non-RAE Members.

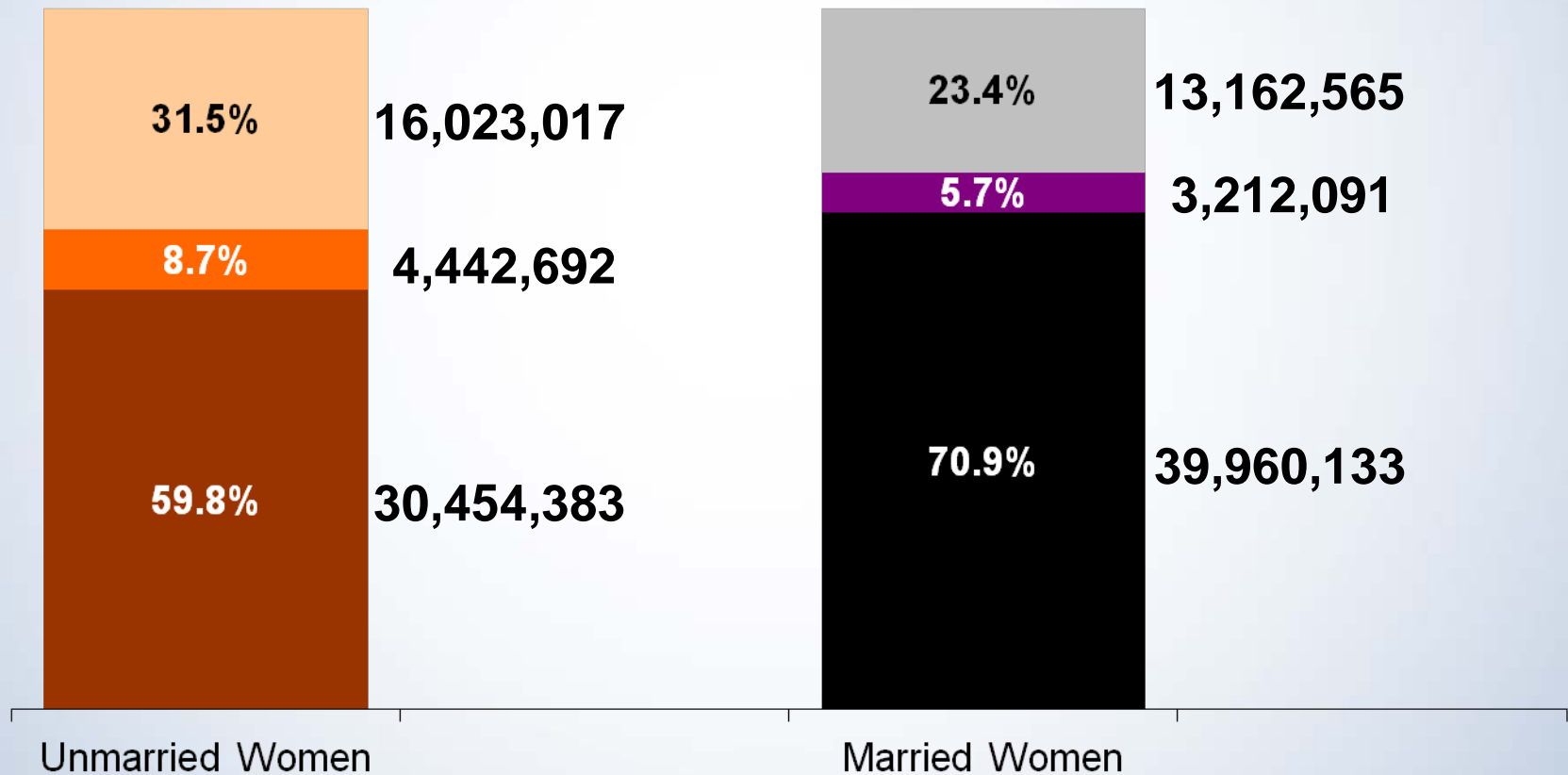
Registration and Voting Rates among the RAE and non-RAE



■ Voted ■ Registered but Didn't Vote ■ Not Registered
 % equals the number in the group registered/voted divided by the number in that group eligible to vote
 Source: 2008 Current Population Survey

Unmarried Women Are Less Likely to Register and Turn Out than Married Women.

Registration and Voting Rates among Married and Unmarried Women



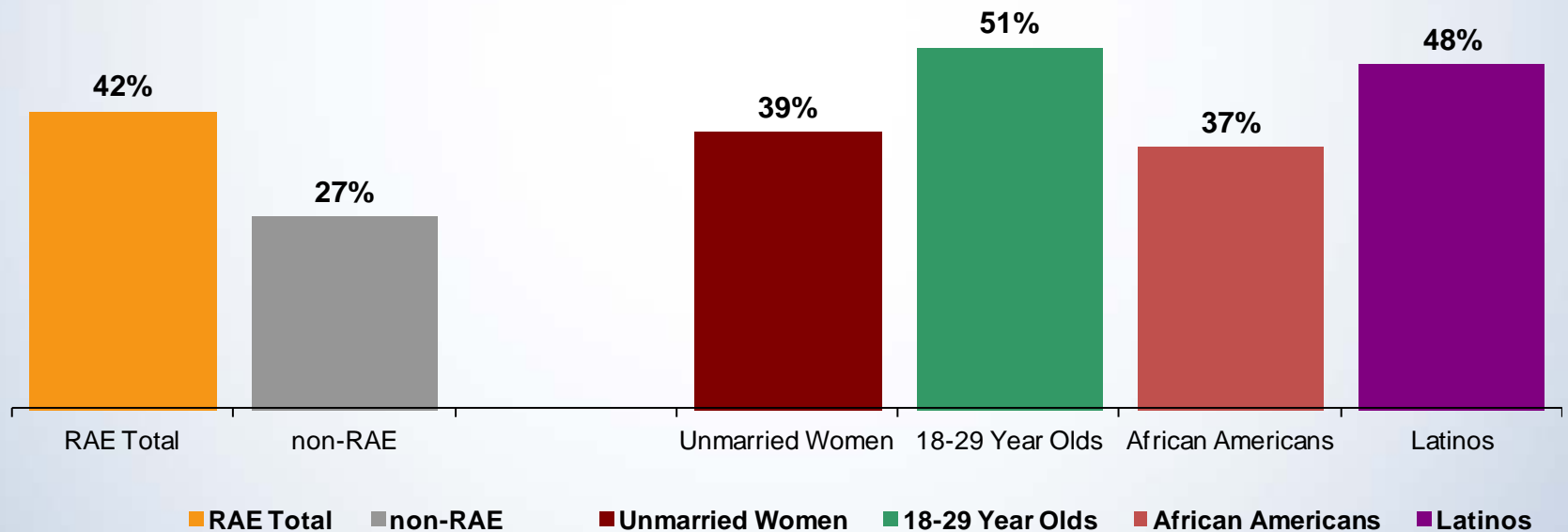
■ Voted ■ Registered but Didn't Vote ■ Not Registered
 % equals the number in the group registered/voted divided by the number in that group eligible to vote

Source: 2008 Current Population Survey

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Currently, 47 million or 42% of the RAE is not registered to vote. That represents 63% of all unregistered Americans.

% Not Registered



% equals the number of that group who are NOT registered divided by the number in that group eligible to register and vote.

September 2012 Mailing

The VPC and its partners will be sending out **4.3 million** registration applications in 28 states.

With our partner the League of Conservation Voters Education Fund, we will be sending vote by mail applications for absentee ballots to voters in 10 states.

We hope to generate approximately 800,000 applications from September of 2011 to September of 2012.

Quarterly Mailing

Past Successes

Mailing Breakdown

- September 2011
 - Sent: 473,600
 - Returns: 26,551
 - Response Rate: 5.61%
- February 2012
 - Sent: 1,009,727
 - Returns: 74,824
 - Response Rate: 7.4%
- June 2012
 - Sent: 5,013,810
 - Returns to date: 339,987
 - Response Rate to date: 6.8%
 - Projected Response Rate: 7.7%



Our Research Shows in Our Results.

Since September 2011, we and our partners have mailed nearly 7 million voter registration applications in 30 states.

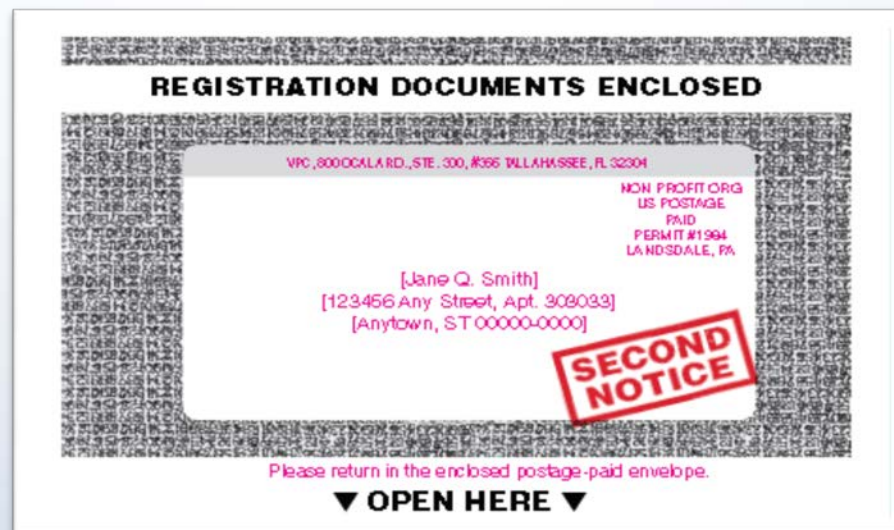
Over 440,000 Americans have returned these applications.

Including:

89,000 African Americans

60,000 Latinos

Over **175,000** young people



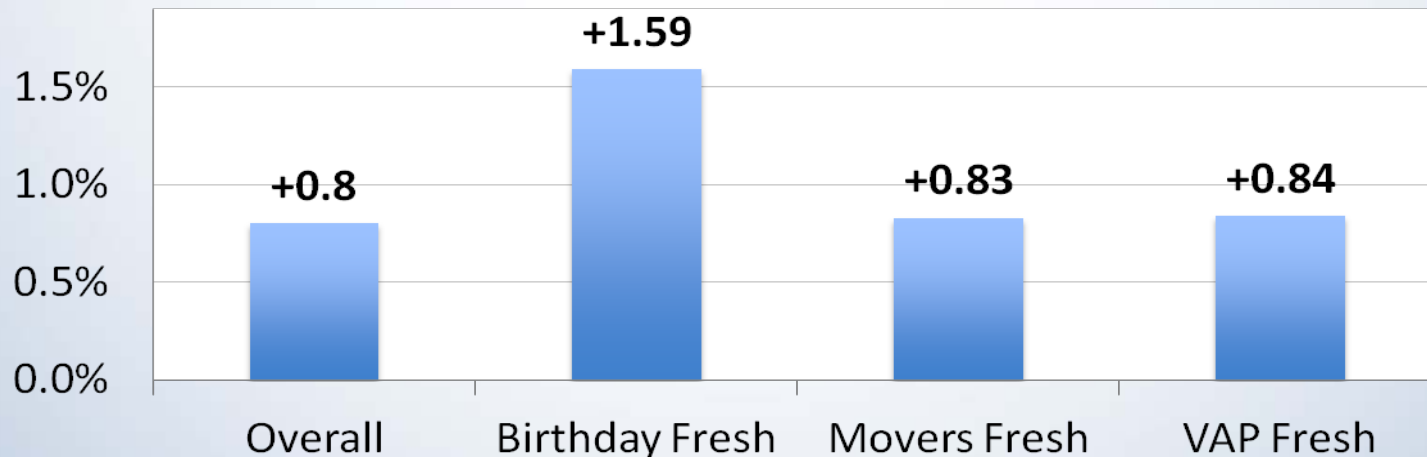
Adding “second notice” to envelope increased responses by 31%

Cost Per App: \$6.32

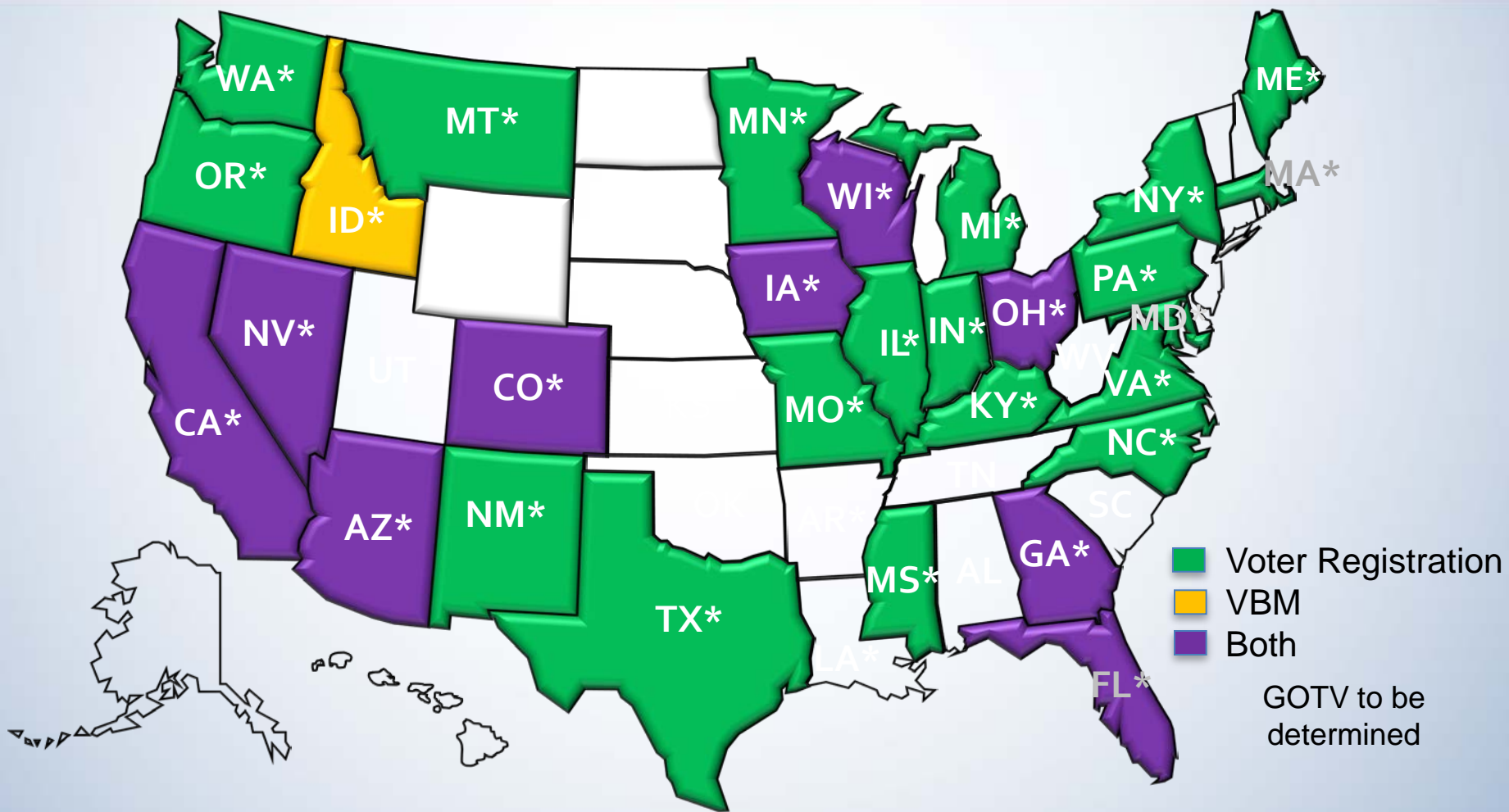
Auto Calls Surprisingly Effective as Registration Reminders

- In February VPC pilot tested auto-call reminders in Wisconsin.
- In June VPC rolled over 600,000 reminder calls in 10 states.
- Early analysis shows reminder calls to be very cost-effective, especially for first-time mail targets who need a nudge.

Increase in Response Due to Auto Call Reminders



September 2012 Program States to Date



National (Diversion) Attention



Richmond Times-Dispatch



UPDATE: Romney camp asks Va. to probe voter forms

July 24, 2012

SENT VIA US MAIL AND E-MAIL

Kenneth Cuccinelli
Office of the Attorney General
900 East Main Street
Richmond, VA 23219

Charles Judd
State Board of Elections
1100 Bank Street
Washington Building, First Floor,
Richmond, VA 23219

Re: Voter Participation Center

Dear Attorney General Cuccinelli and Chairman Judd:

DICKSTEINSHAPIRO_{LLP}

1825 Eye Street NW | Washington, DC 20006-5403
TEL (202) 420-2200 | FAX (202) 420-2201 | dicksteinshapiro.com

July 25, 2012

Via First Class Mail

The Honorable Kenneth Cuccinelli
Office of the Attorney General
Commonwealth of Virginia
900 East Main Street
Richmond, VA 23219

Re: The Voter Participation Center's Efforts to Increase Voter Registration in Virginia

Dear Attorney General Cuccinelli:

I write on behalf of the Voter Participation Center (VPC) in response to the July 24, 2012 letter you received from the Romney for President campaign (attached). The Voter Participation Center is astounded that the Romney campaign would ask you to investigate completely lawful voter registration efforts. The VPC is also astounded that the Romney campaign would ask the Virginia State Board of Elections to direct registrars to refuse to accept official, state approved voter registration applications submitted by eligible voters in the Commonwealth. In fact, these

“The Voter Participation Center is astounded that the Romney campaign would ask you to investigate completely lawful voter registration efforts...”

Common Sense Prevails- But Expect More

"We recognize this challenge to question or invalidate out voter registration initiatives for what it is -- the latest attempt to stifle the voices of Virginia voters," –**Carmen Taylor, Vice President of the Virginia State Conference NAACP**

"the board opted not to request a criminal investigation of the flap, saying local registrars can determine whether or not an individual is eligible to vote." –**Michael Sluss, The Roanoke Times**

"Our democracy is strongest when every citizen participates," Scholl said in a statement. "With more than 2 million eligible Virginians unregistered, the work of organizations like the Voter Participation Center is essential to ensuring every eligible voter has the opportunity to make their voice heard at the ballot box."
– **Anna Scholl, Executive Director of Progress VA**

**Richmond
Times-Dispatch**



Va. elections board won't seek probe into errant mailings

What Now?

The New York Times

August 7, 2012

“In Weak Economy, an Opening to Court
Votes of Single Women”

- The VPC program will yield approximately **800,000** new registrants by Election Day!
- This will result in over **500,000** ballots cast by people who would otherwise be unable to vote.
- Maximizing turnout requires several kinds of tactics.
- Thanks to VPC’ s continuing experimentation, it can be more effective than ever.

Cracking the Code: GOTV

- New Registrants and Unmarried Women Program
 - > Lower turnout for new registrants offers room for greatest impact, both short term and long term.
- Promise Program
 - > Live phone calls to RAE members asking for commitment to vote. In 2007 test, increase turnout by 6%.
- Voting Survey:
 - > Test Live and Automated calls in survey designed to reinforce reasons to vote.

Welcome to your personal voter information portal.

YOU DECIDE AMERICA'S FUTURE

Anne, your polling location is: Franklin Sherman School, 6630 Brawner Street, [McLean, VA](#), polls are open from 6 AM-7 PM

Click [here](#) to verify your registration.

Click [here](#) to see the weather at your polling location.

Click [here](#) for directions to your polling station.

Hello Anne Smith!

PARTICIPATION NATION

Click [here](#) Anne to see what you need to bring to your polling place with you.

Click [here](#) to make a plan for voting

Click [here](#) for rules about absentee voting or early voting.

Click [here](#) to see the candidates for US Senator and US Representative in your district and candidate information.

Enter your phone number or email address if you would like a reminder for Election Day.

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