

## A Metrics-Based Approach

- > We measure more than response rates—we measure net additional votes.
- > We are the first civic engagement organization to measure net additional votes for all of our programs, continuously.
- > Measurement leads to improvements in programs and enhanced ROI.



## Greatest Impact in a Presidential Year

“Because that's where the money is.” – Willie Sutton

Willie Sutton robbed banks because that's where the money was, VPC registers RAE because that's where the votes are.

- > Expanding the Electorate
  - > Registration
  - > Vote By Mail



## Registration: Much More Impactful in a Presidential Year

- > Cheaper and more cost effective.
- > For every RAE registered non-voter, four unregistered.
- > In 2008 turnout among VPC new registrants – 77%.
- > Registration builds infrastructure: VPC's 2004 registrants continue to vote in 2008 without being re-registered or contacted by another group.



## 2012 Cycle to Date

- > As of June 2012, mailed 6.6 million registration applications.
- > Projected overall return rate of 7% = 450,000 new registrants!

**Complete this form today and mail  
in the attached envelope!**

The Voter Participation Center tracks the registration rates of eligible voters. According to our records, you were registered at your previous address, but have not yet had the opportunity to register at your new address. Please fill out the attached registration form and return it in the envelope provided to your Secretary of State. We will be tracking the level of voter registration in your current neighborhood and hope that we can add your name to the list of people who are registered to vote in 2012.

{Jane Q. Smith}  
{123456 Any Street, Apt. 303033}  
{Anytown, ST 00000-0000}  
{County}



NO POSTAGE  
NECESSARY IF  
MAILED WITHIN  
THE UNITED  
STATES

FOLD HERE

1. Are you a U.S. citizen? <input type="checkbox"/> Yes <input type="checkbox"/> No			
2. Will you be at least 18 years of age on or before the next general election? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If you answered NO to either of the questions, do not complete this form.			
3. Last Name SMITH	First Name JANE	Middle Name or Initial Q	Jr., II, etc.
4. House Number and Street (Enter new address if changed) 123456 Any Street		Apt. or Lot # 303033	5. City or Post Office Anytown
			6. ZIP Code 00000
7. Additional Rural or Mailing Address (if necessary)			8. County where you live Anycounty
9. Birthdate (MO-DAY-YR) (required)	10. Ohio driver's license No. OR last 4 digits of Social Security No. (one form of ID required to be listed or provided)		11. Phone No. (voluntary)
12. PREVIOUS ADDRESS IF UPDATING CURRENT REGISTRATION - Previous House Number and Street			FOR BOARD USE ONLY SEC4010 (Rev. 07/08) City, Village, Twp.
Previous City or Post Office		County	State
13. CHANGE OF NAME ONLY Former Legal Name			Former Signature
I declare under penalty of election falsification I am a citizen of the United States, will have lived in this state for 30 days immediately preceding the next election, and will be at least 18 years of age at the time of the general election.			
14. Your Signature →			
Date MO / DAY / YR			

DETACH RETURN ENVELOPE HERE. ▼ MOST ENVELOPES MUST BE FOLDED FLAP TO SEAL RETURN ENVELOPE. ▼ DETACH RETURN ENVELOPE HERE.

## Vote By Mail: Maximum Effectiveness in Presidential Year

- > Applications requesting a mail ballot sent to RAE targets in "no excuse" absentee voting states.
- > VBM highly cost-effective at increasing net additional votes.
- > Convenience key.

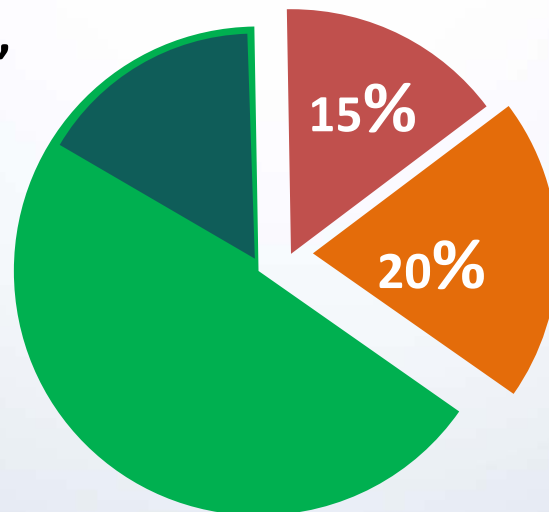


## Partnerships Drive Down Costs

The VPC has dramatically bent the cost curve for voter registration and VBM and partnering with VPC generates dramatic savings. In our June mailing alone, LCVEF's estimated savings are:

### Estimated Savings for LCVEF

Add'l savings from sharing VPC's modeling, legal vetting, and production logistics



Eliminating duplicate mailings

Printing: economies of scale