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.
As of June 2012, mailed 6.6 million registration applications.

Projected overall return rate of 7% = 450,000 new registrants!
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.
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**

- 20%: Printing: economies of scale
- 15%: Eliminating duplicate mailings
- Add’l savings from sharing VPC’s modeling, legal vetting, and production logistics