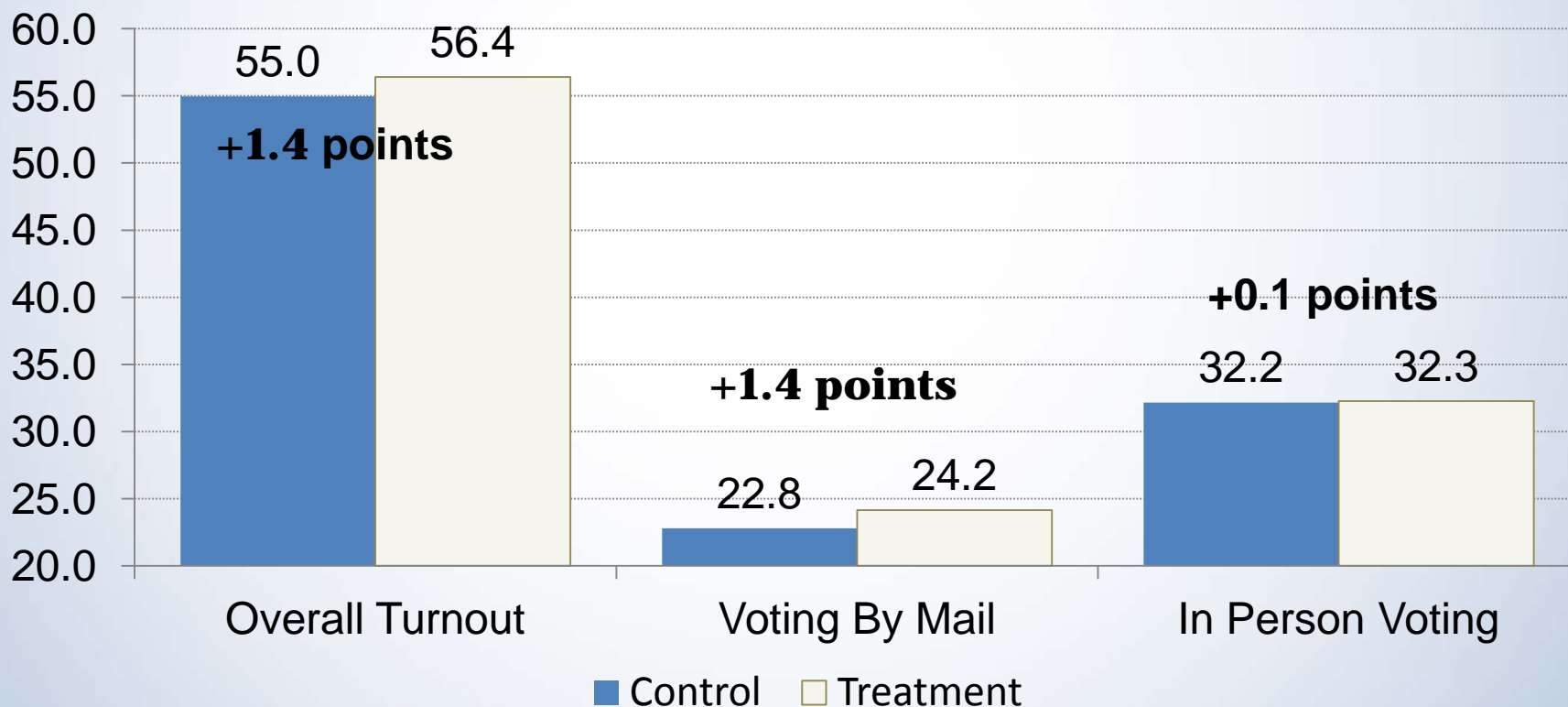


2008 Vote By Mail Program Effect on Mode of Voting

(League of Conservation Voters Education Fund Program Using VPC VBM Model in 3 VBM option states)



Effectiveness of VBM

- > Consistent, cost-effective increase in turnout with best practices
 - > Improvements from lessons learned
 - > Experiments in Presidential and mid-term
 - > Experiments by multiple organizations
- > Long-term voting change: 1/3rd of VPC's effect in 2006 persisted in 2008
 - > Teaching voting skills, not just temporary motivation

VBM: Lessons to Reduce Cost per Net Vote

- > Message & design matter (testing since 2004)
 - > Message → “convenience”
 - > Design → plain and simple (like govt mailings)
- > Modeling VBM response behavior
 - > Eliminating waste of mailing people unlikely to respond
- > One application maximizes return on investment
 - > Diminished returns from multiple mailings
 - > Don't do sequential mobilization: no GOTV effect for Early In-Person Voting or Election Day after VBM