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)

Overall Turnout:
- Control: 55.0
- Treatment: 56.4
  +1.4 points

Voting By Mail:
- Control: 22.8
- Treatment: 24.2
  +1.4 points

In Person Voting:
- Control: 32.2
- Treatment: 32.3
  +0.1 points
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

  - 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