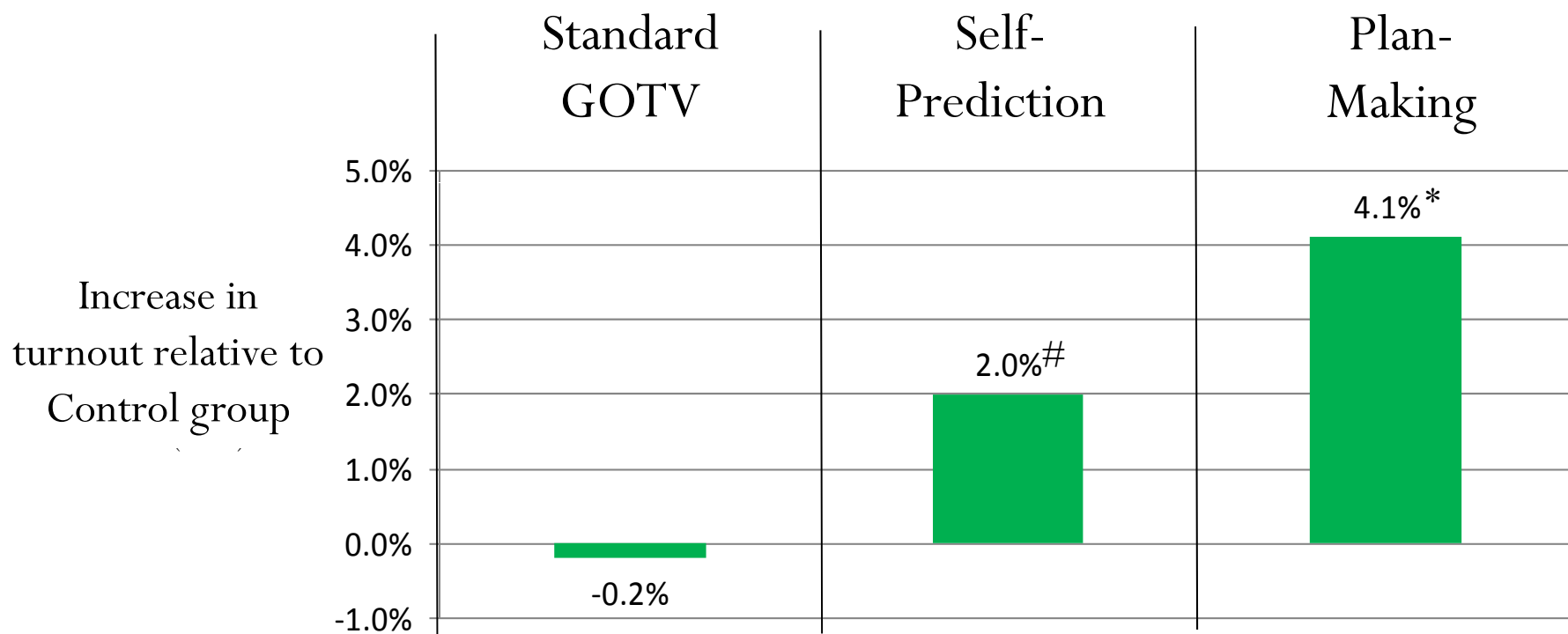


FCCP Call on Experiments and Advocacy

7/6/2009

Experiment Example: Plan-Making Increases Turnout



Project collaboration between Analyst Institute and David Nickerson

* $p < .01$; # $p = .09$

GOTV: What Works and What Doesn't

3



EFFECTIVE

- Plan-Making
- Door Hangers
- Text Messages
- Conversational and Interactive Phone Calls
- Emphasizing High (Not Low) Expected Turnout
- Reminding of Previous Vote Commitment



INEFFECTIVE

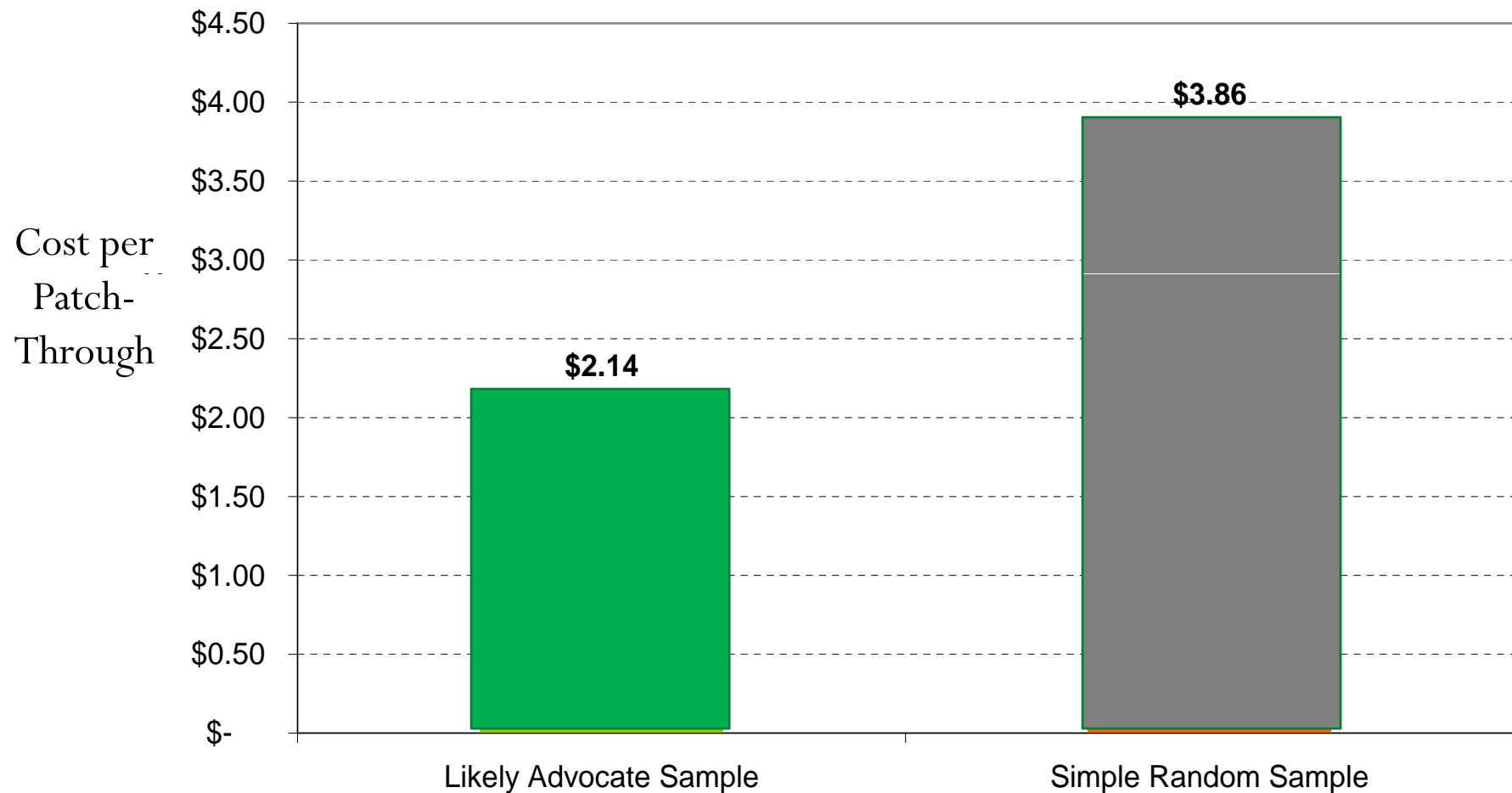
- GOTV Robocalls
- Mail Simply Encouraging Turnout, Reminding of Election
- Scripted, Rushed Phone Calls

WVWV Models

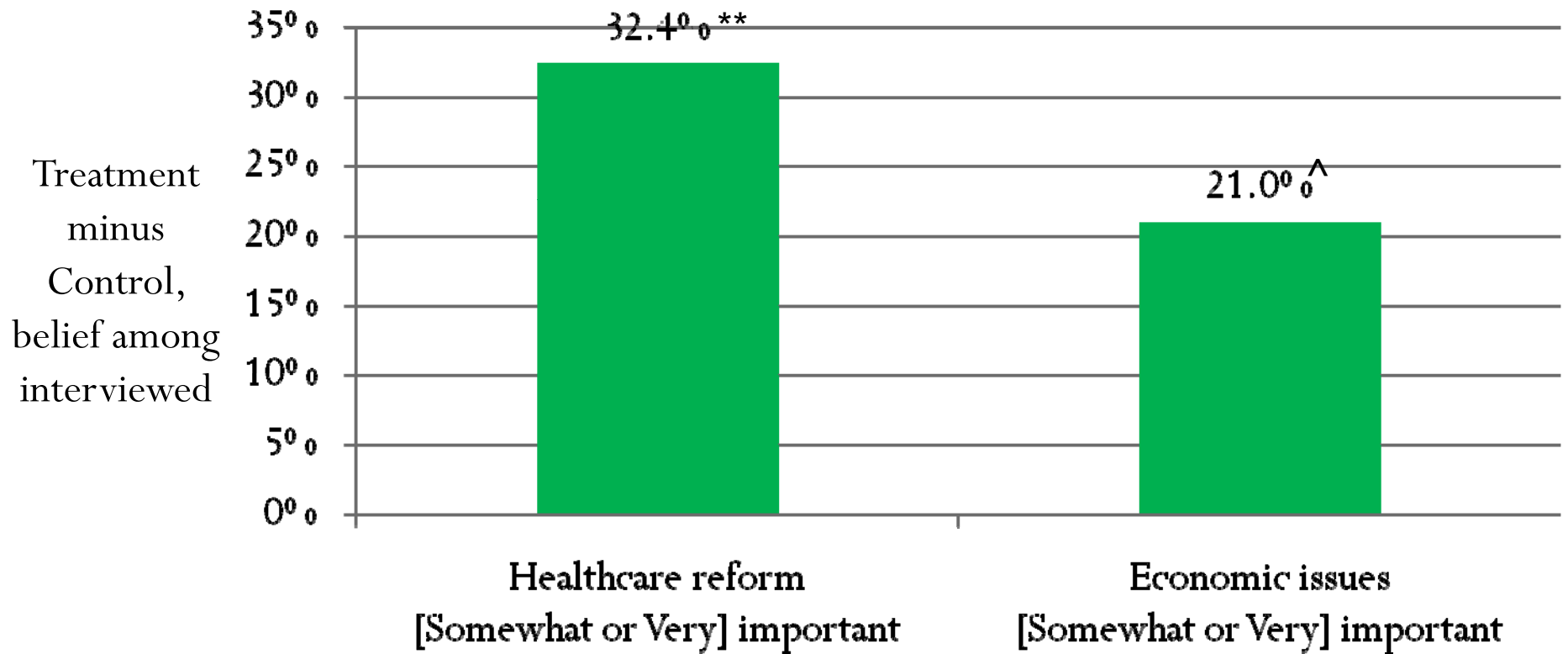
The success of our programs is due in large part to our advances in modeling.

- **Marital Model:**
 - 40% more accurate than commercially available data
 - Built to identify unmarried women by giving every individual a score predicting their likelihood of being unmarried and included a range of demographic indicators.
- **Issues Model:**
 - Assures that the unmarried women we are contacting are most likely to share the fundamental values of the majority of all unmarried women.
- **Vote by Mail Model:**
 - Built to predict who would be most likely to return a vote by mail application.
 - By targeting those most likely to respond, using the model allowed a significant reduction in the cost per application achieved.
- **Registration Model:**
 - Allowed WVWV to target unregistered women for mailings
 - WVWV was able to lower cost of applications by 40%
- **Advocacy Response Model:**
 - Built to predict who would be most likely to be willing to be patched through to their elected representatives during an automated call from WVWV.
 - By targeting future advocacy calling at those most likely to respond, the costs per patch through will be dramatically reduced.

On a Per Patch-Through Basis, the Model Achieved Significant Cost Savings



Estimated Impact of 2008 Working America Program on New Members' Issue Priorities



** $p < .05$; ^ $p < .10$

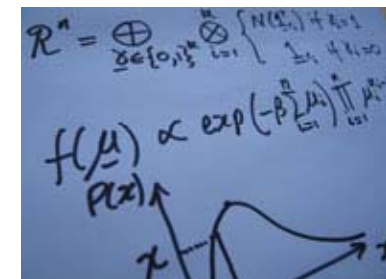
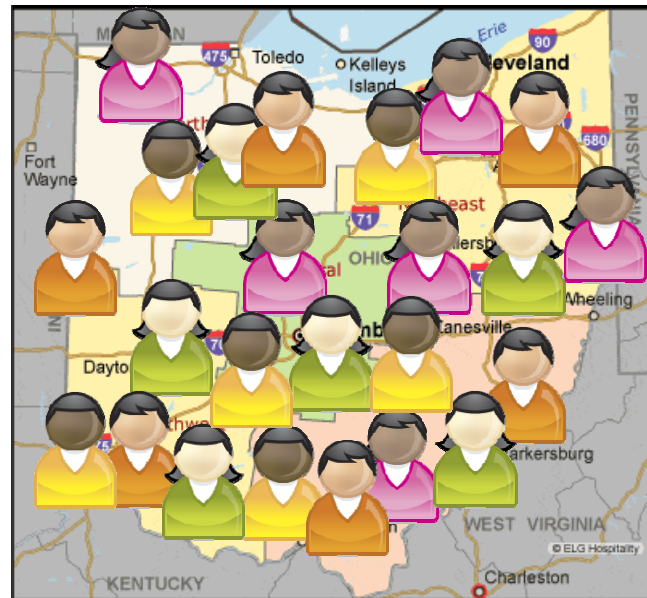
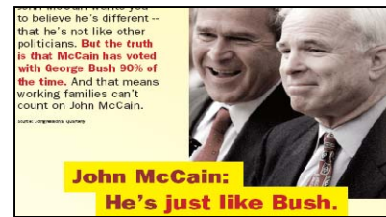
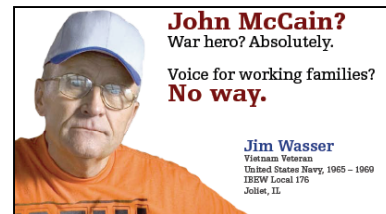
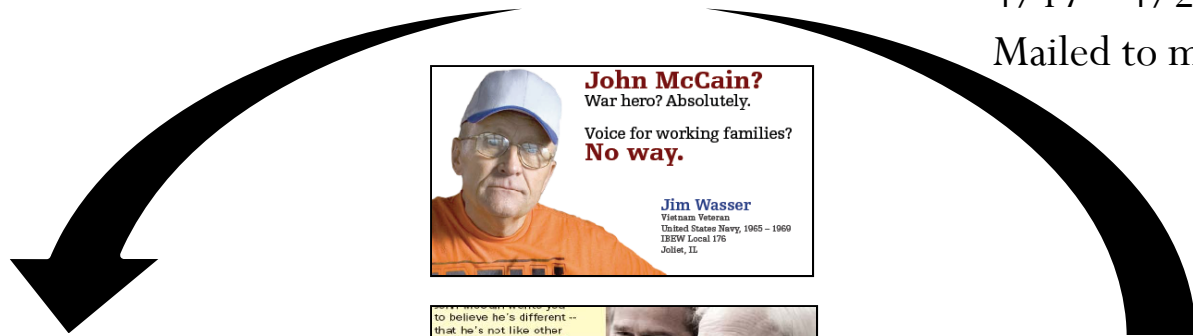
Treatment on treated; assuming 50% spillover;

inquire for study details and analysis decisions and assumptions



Impact Based Communications Example*

4/17 – 4/20
Mailed to members



CONTROL
(not mailed)

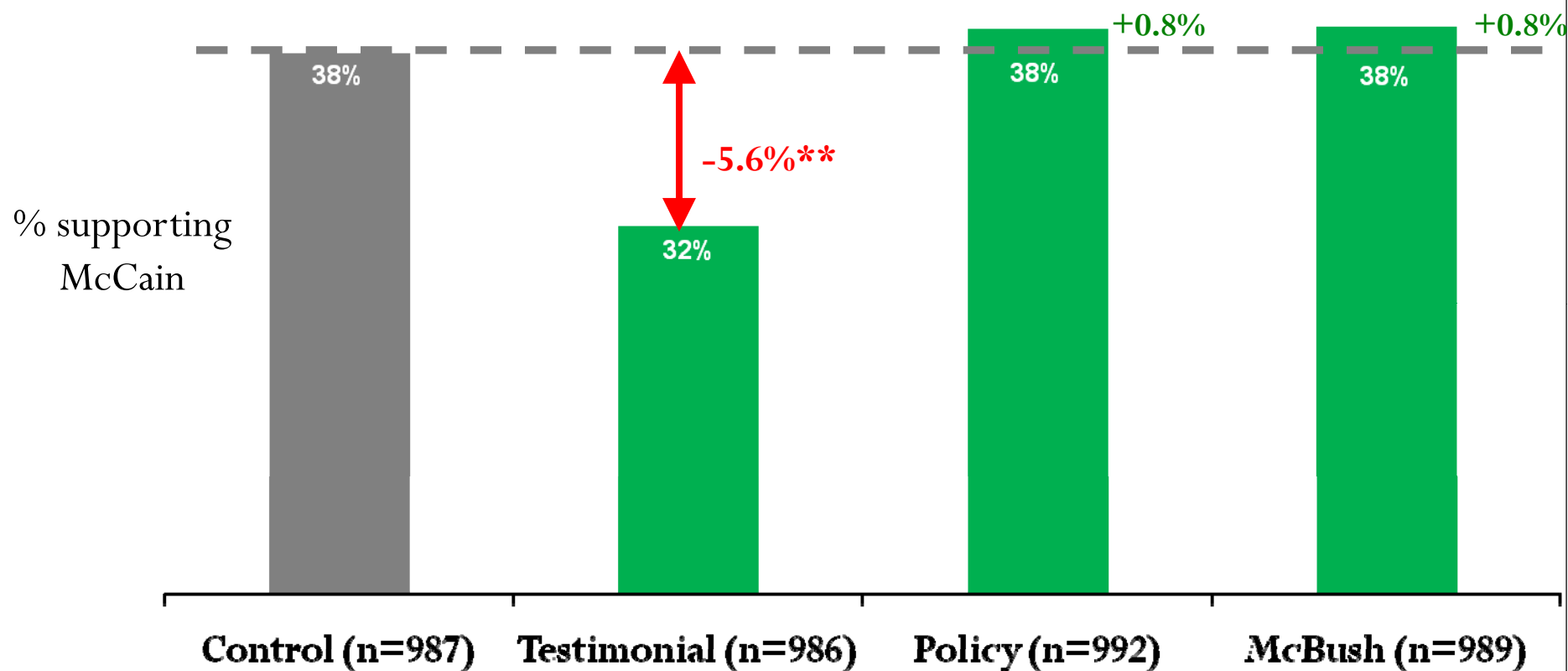
3/28-4/6
Survey Calls

3/26 Mailed



*This method applies to public advocacy about issues as well as about candidates

Only 1 / 3 Impactful; Unknowable Without Test*



*This method applies to public advocacy about issues as well as about candidates

** $p < .05$



Some Public Advocacy Priorities

- *Change Preferences*

- Greater use of “Impact Based Communications”
- Compare modes of contact (phone, mail, canvass, internet, SMS, cable)
- Messenger “brand equity”
- More program evaluations, in general

- *Induce Action*

- Greater use of “Impact Based Communications”
- Generalizable best practices: scripts, messenger, targeting, etc.

- *Other Domains*

- Volunteer recruitment, training
- GOTV
- Rolloff

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