

## EXECUTIVE SUMMARY

### Voter Participation Center

Budget: \$11,500,000 [Org and program if relevant) – 75% goes to programming cost

Number of Staff: 14 – likely adding a program director and digital director in the next year; happy with group – it's working well; 4 in analytics, 4 in program management;

Location: Washington DC

Mission Statement: The Voter Participation Center's mission is to increase civic participation among the Rising American Electorate – unmarried women, people of color and young people – who comprise a majority of vote-eligible citizens but are consistently underrepresented in elections.

### Organizational Overview

What does the organization (or program, if relevant) do and who do they serve?

The VPC works to register, mobilize, and turn out unmarried women, communities of color, and young people – who together comprise the Rising American Electorate (RAE). The RAE currently comprises 59 percent of the vote-eligible population but continue to be underrepresented in elections. This means that America's democracy is not accurately represented on Election Day and the voices of the majority are not being heard in the voting booth.

The VPC's programs give the RAE the power needed to fundamentally and permanently change the outcomes of key elections. The VPC has conducted important demographic research that shows the RAE growing by at least 5 million between 2016 and 2018. VPC is dedicated to conducting robust voter registration and turn out programs in order to reach as many members as possible ahead of the 2018 elections, and will continually engage with these voters in 2020 and beyond. VPC's programs reach critical members of the RAE who might not have registered to vote or turnout to vote had they not been contacted at all, and can turn these voters into habitual voters for elections to come.

### Unique Strengths

What are the organizations unique strengths? (why did we choose them?)

The VPC knows more about the RAE than any other organization. VPC conducts crucial demographic and issue-based research to better understand the members of the RAE and the issues that affect them the most. Also, VPC is continuously the largest voter registration organization in the community year after year, and maintains a rigid dedication to experimentation and testing.

### Impact

How do they measure impact – what is their impact

The VPC uses treatment and control groups to measure the impact of each of its programs. In addition to understanding how each program performs, VPC has implemented a very rigorous analysis and evaluation process for its programs and the experiments conducted within those programs. The VPC begins its voter registration evaluation process for each mailing once the first returns of the mailing have been processed. Evaluating the returns as they are being processed allows the VPC to make early determinations of the program and adjust accordingly for the next mailing.

In addition to performing program evaluations, VPC measures program impact by always including control and treatment groups within its programs and experiments.

The VPC uses randomized treatment and control groups in its experiments to calculate and determine the number and cost of net registrants and net voters per experiment to gain further insight around the programs. After state voter files are updated, the VPC will determine how many of its program respondents successfully registered to vote, as well as determine how many of those registrants actually did vote. Independent organizations, such as the Analyst Institute, also conduct meta-analysis of voter registration and GOTV programs in the community, including VPC programs.

The VPC has registered close to 4 million voters. In 2016 VPC was once again the largest voter registration organization, helping to generate nearly one million voter registration applications of 341,118 unmarried women, 303,902 people of color, and 256,916 millennials through mail and online programs.