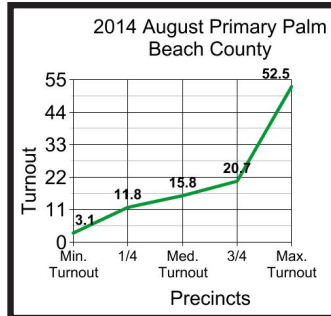


## What Candidates Have To Overcome

### Reminders for Candidates:

In the 2014 Primary Election, the median voter turnout in Palm Beach County was 15%!

In the 2016 General Election, 49% of Democratic voters did not vote.



**Non-voting Democrats Elect Republicans!**  
So . . . win your election  
by increasing voter turnout.

### How do you increase voter turnout?

Everybody Knows.

### The Most Effective Ways To Improve Turnout Are:

- Direct Mail
- TV Ads
- Radio Ads
- Phone Banks
- Door-to-door Canvassing.

### Right? Wrong!

The effectiveness of each of these methods

- Has been extensively studied
- Using rigorous experiments with
- Experimental and control groups.

### The Results Are Surprising:

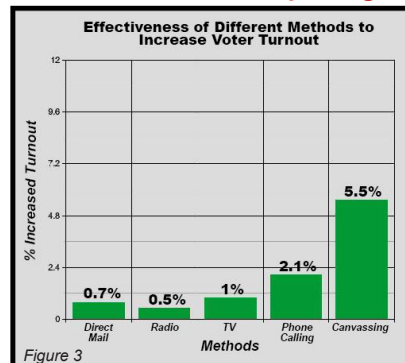


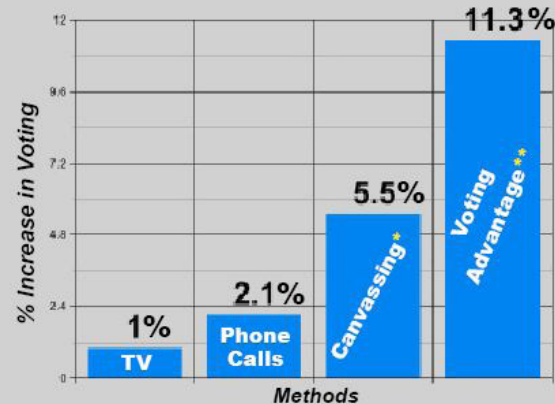
Figure 3

**The Enlightened Voter  
Plus Voting Advantage = Political Advantage**

In addition to the methods listed in Figure 3, Voting Advantage will:

- Harvest new email addresses,
- Remind recipient the importance of voting-by-mail,
- Send strategic emails at election times:
  - Announce election dates,
  - Remind recipient to vote,
  - Remind recipient there are many close elections —voting is vital,
- Solicit a pledge to vote (survey),
- Reminder what's at stake in the coming election.

## WHICH METHOD ARE YOU USING? Methods Used to Increase Voter Turnout



\*Green & Gerber, Get Out the Vote, 3rd Ed. 20:5

\*\*Difference between experimental group receiving The Enlightened Voter and the 28 surrounding precincts which didn't (2016 General election)

Figure 4

- Send voting date countdown daily in emails and text messages, to include constituent's voting record, and repeat messages included in *The Enlightened Voter*
- At election time, send text message reminders on the importance of voting and election dates
- Include interactive surveys
- Compare participant's voting record with the average of their neighbors.
- And more . . .

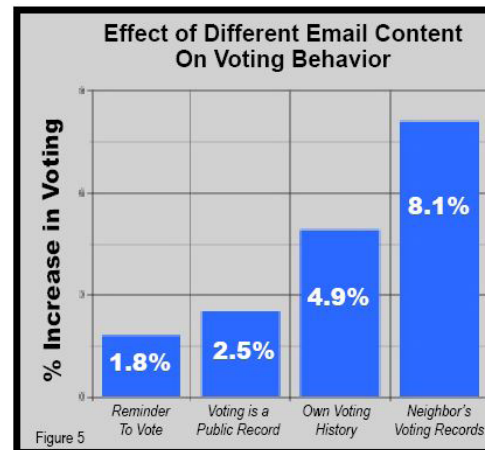


Figure 5

### Win Your Election



By Increasing  
Voter Turnout

VotingAdvantage@gmail.com

## The Enlightened Voter Plus



= Political Advantage

# Improving Turnout: The Key To Winning Elections



# The Enlightened Voter

A civic education publication to keep you up-to-date on voter issues



Established 2007

**America's Greatest Asset is a Knowledgeable Citizen**

**Palm Beach County Edition**

**Here's why America's leading grassroots newsletter is winning by a landslide in 2018:**

Receipt of *The Enlightened Voter* Showed a Dramatic Increase in Turnout in the Test Precinct Between Two Consecutive Off-Year Elections

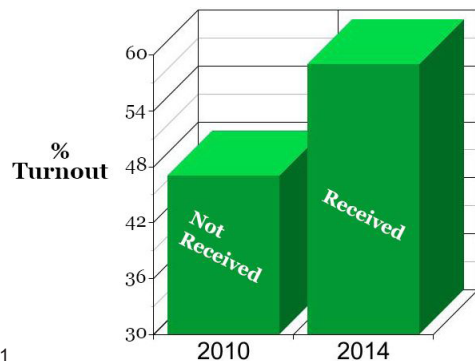


Figure 1

**The Enlightened Voter was founded on one basic principle:**  
an informed nation is the most powerful.

**Regardless of party, gender, race, or religion, America can beat any problem through free access to information.**

"It's beautiful, powerful... stuff people **need to know and understand.**"

— Roger M.

"This is such a **valuable asset.**"

— Roxanne H.

"A friend sent me your newsletter. It's **brilliant and just what we need.**"

— Heather R.

**Subscribe to The Enlightened Voter Today at:**

**[www.TheEnlightenedVoter.com](http://www.TheEnlightenedVoter.com)**

**... and Stay Up-to-Date on What Matters to YOU!**

*This message proudly brought to you by:*

The Enlightened Voter Publications

6055 Verde Trail South #H219

Boca Raton, FL 33433

713-876-7011



# The Enlightened Voter

**More Than a Publication — A Strategy to Save American Democracy**

**Keeping You Up-to-Date  
On Voter Issues**

## 1. Why Subscribe To The Enlightened Voter?

- *The Enlightened Voter* is the only publication which has **hard empirical data** to prove its effectiveness in turning out more Democratic votes.
- This increase in turnout is enough to move most of the recent elections from Republican to Democratic wins!

## 2. Why Urge the Voters On Your Walk List To Subscribe To The Enlightened Voter?

- *The Enlightened Voter* is the only publication where voters can find the **party registrations of candidates** in non-partisan elections.
- *The Enlightened Voter* is the only publication where voters can find the **job descriptions** of
  - City Council members,
  - County Council members,
  - School Board members,
  - Judges,
  - State Constitutional Officials,
  - State Representatives and Senators,
  - United States Officials.

## 3. Subscribe to The Enlightened Voter at: [www.TheEnlightenedVoter.com](http://www.TheEnlightenedVoter.com)

**Subscribers to  
The Enlightened Voter Show  
Significantly Higher Voter Turnout Than  
Non-subscribers.**

### Average Turnout Palm Beach County

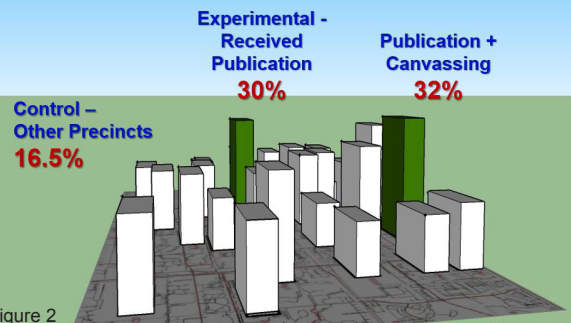


Figure 2

2014 Primary



### Political Education Matters

— If [*The Enlightened Voter* study] findings can be generalized from one locale to a nation, the main point would be that an effective, mass campaign of political education matters.

Providing information in communities, states, and the nation matter.

Communicating information increases a sense of political possibility, provides guidance as to the direction the country is headed, and what can be done to bring about change.

Prof. Harry Targ, PhD  
Department of Political Science  
Purdue University

**Science Deniers** — Traditionally, getting voters to the polls uses establishment methods which deny science.

**Science Says** — Reputable scientific studies report the usual methods show no detectable effect (television, radio, direct mail, phone, robocalls, email, leafleting).

**The Strongest Effect** — The only technique which they report to show a significant voter turnout effect is knocking on doors — however it's not possible to staff most precincts — and large knock numbers often conceal lackluster ground games.

**But Not Much Time Possible** — Also, personal contact of door-knocking spends about 5 to 10 minutes per election cycle — mostly in non-voter-education conversation.

**Thousands of Minutes** — Contact with *The Enlightened Voter* publication can amount to many thousands of minutes of civic education between elections.

### Critics argue that no one reads any more.

No one, they grouse, will read a publication like *The Enlightened Voter*.



We chuckle and respond, "OK, no one reads any more . . . so voters who **received** *The Enlightened Voter* — and didn't read it — turned out to vote at almost twice the rate as voters who **didn't receive** *The Enlightened Voter* — and didn't read it!"