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Polls show that voters consistently rank environmental issues among their **lowest concerns** in every election.

This is a huge problem.

Politicians want to win elections, and if environmental issues are a low priority for voters, they will be a low priority for policy makers.

Yet polls also show that **tens of millions of Americans strongly prioritize progressive environmental policies – the real problem is that these people do not vote.**

Indeed, even in recent nation-wide elections, over 15 million individually identifiable environmentalists have stayed at home on Election Day. Therefore, the key to getting powerful environmental policies in place might not be to persuade more Americans to be environmentalists; it may be as simple as getting more of our existing environmentalists to vote.

The Environmental Voter Project is a new, powerful concept that

- (1) uses big-data analytics to identify inactive environmentalists and then
- (2) applies cutting-edge behavioral science to turn them into more consistent voters.

Using a new generation of Get-Out-The-Vote techniques, we are dramatically increasing voter turnout while precisely measuring our impact.

EVP is a non-partisan nonprofit organization. We do not endorse candidates or tell people how to vote. EVP has a much bigger goal: instead of trying to influence particular elections, we aim to fundamentally change the electorate so that policy makers respond accordingly. Our steady, movement-building approach is using proven techniques to bring environmental voter turnout to a tipping point of overwhelming demand for progressive environmental policies.

WORKING WITH THE ENVIRONMENTAL VOTER PROJECT

--Annis Pratt

Most election years, I volunteer to do phone banking (see photo) for a specific candidate, sometimes from their office but, lately, from my own home.

This year I was more concerned with getting out the vote in general – have you seen those pie graphs showing the vast number of



Americans who never or rarely vote?

They could easily have tipped the 2016 presidential election!

So, I got in touch with the Environmental Voter Project

(www.environmentalvoter.org) which uses data analytics and predictive modeling to identify millions of non-voting Americans who are concerned with the environment.

I have never enjoyed cold calling, so I was pleased to choose the less personally stressful activity of texting instead. Every week or so I get a notice that we will be contacting voters in a specific state. I pull up web.hustle.com and click on the state we are targeting, and the first name pops up on my computer. I just press the “send” button 100 times to send the message provided. Then I go into “conversations” to see if there are any replies. For each of these, there is also a scripted answer. The first day I participated we reached 600,000 voters!