



Using Technology to Communicate in the 21st Century

Agenda

- Welcome

- Moderator

Rachel Weston, State Representative of Vermont

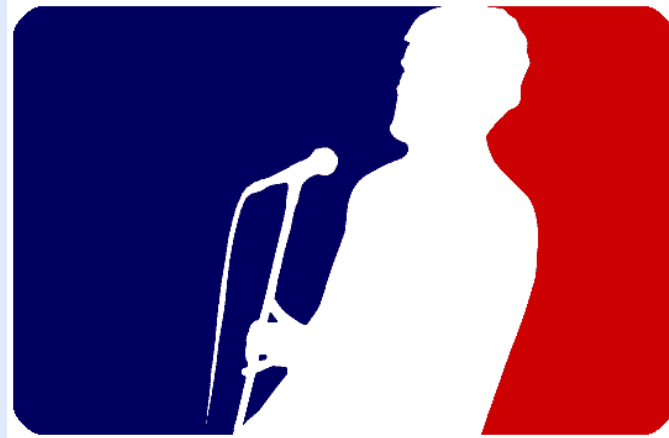
- Speakers

Kari Chisholm, President *Mandate Media*

Adam Klaus, Politics 2.0 Manager

Credo Mobile, formerly Working Assets

Q & A

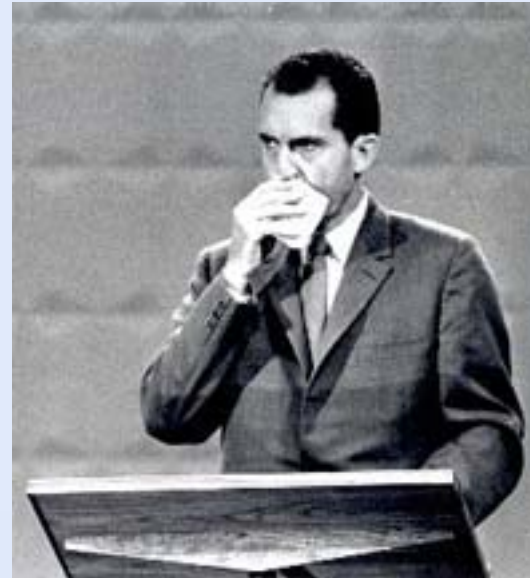


Kari Chisholm Mandate Media

www.MandateMedia.com

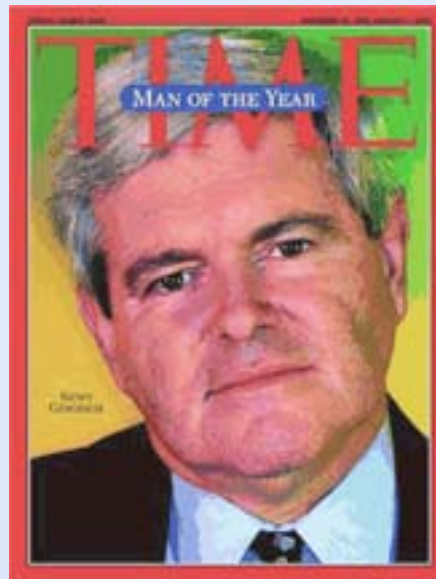
The Past is Prologue

- 1960: Television



The Past is Prologue

- 1980s: Direct mail fundraising

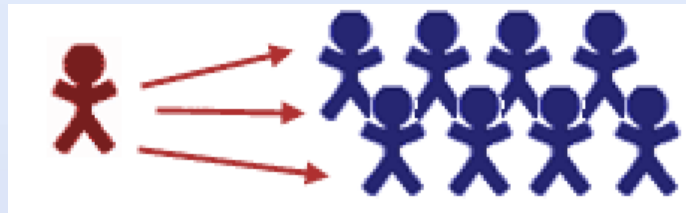


Politics & the Net

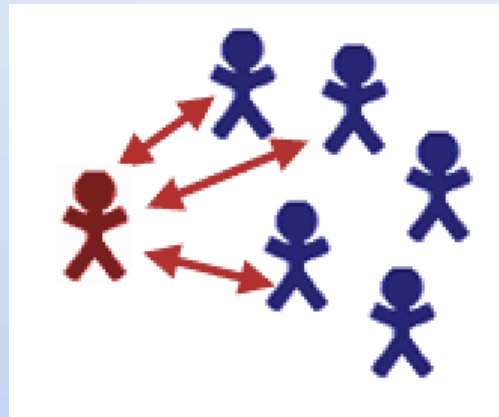
- **1996**
first campaign websites; e-brochures
- **2000**
John McCain: \$1 million in 48 hours
- **2004**
Howard Dean: \$51 million, 61% < \$200

The Net Effect

- **Bad Old Days** - one-way communication

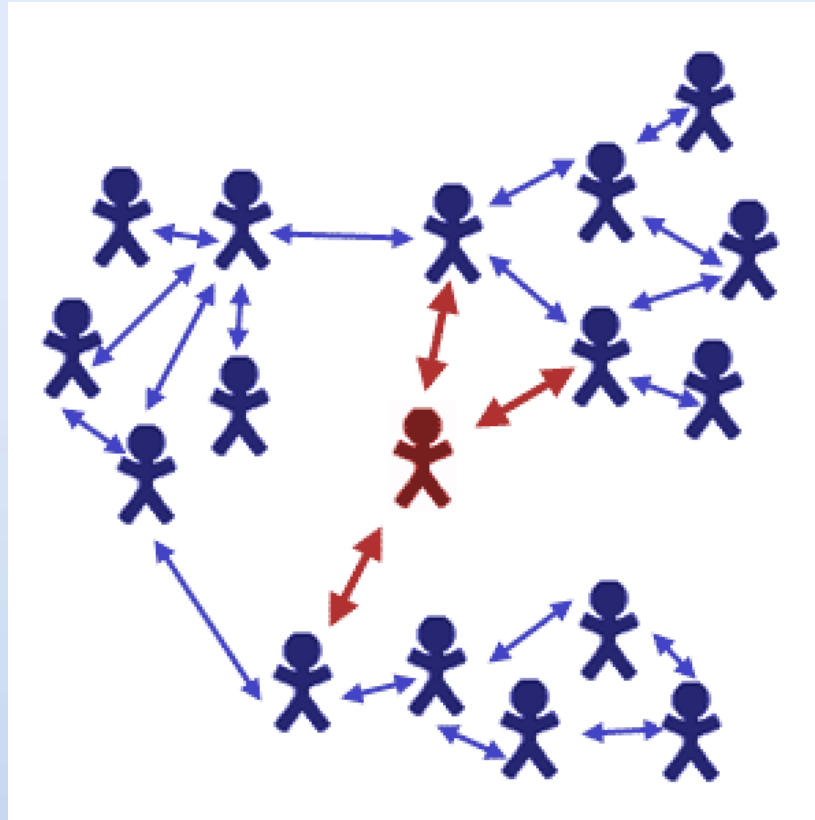


- **Voters Talk Back** - the impact of email



The Net Effect

- 2004 and Beyond...
Networked Communities of Interest



Big Picture: The Net Effect

- **2004 and beyond...**
 - Voters can talk back and to each other
 - Independent, ad hoc networks of citizens
 - Campaign-created/nurtured networks
- **The bottom line?**
 - The net empowers citizens to organize themselves.
 - A people-powered politics.
 - Winning campaigns will nurture their networks and seize the advantage

Big Picture: The Net Effect

- **What the internet isn't...**
 - a magic ATM
 - a one-way message machine
 - a substitute for old-fashioned organizing

Making it happen

- **Damn cheap. (Too cheap for most.)**
 - Blogger.com for blog/website (free)
 - ConstantContact.com for email (\$15-20/mo)
 - No database; no online fundraising
- **Getting it right.**
 - content management system
 - rock-solid email broadcasting
 - database; online \$\$\$; other widgets
- **Your e-organizer.**
 - focus on content; not tech.
 - field + communications + fundraising

YEO Network Technology Teleconference

Online Voter Registration

Adam Klaus

Politics 2.0 Manager

*Credo Mobile, formerly
Working Assets*



Online Voter Registration

- Building infrastructure to encourage civic participation, especially among underrepresented groups.
- Online – very efficient way of reaching young voters.
- Over 2.1 million applications since 2003.
- ~63% actually turn out and vote.
- Cost effective: \$1 / application.

Online Voter Registration

- Application Programming Interface (API)
- Widget



OUR MISSION

PHONES

PLANS

QUESTIONS


MEMBER SERVICE

REGISTER TO VOTE



We've made it easy. Start by clicking on the button below to begin filling out your form — then print, sign, stamp and mail your form in.

[Haz clic aquí para inscribirte en Español](#)



Voter Registration by Rock the Vote

POWERED BY **CREDO** mobile

1. Fill out form! 2. Print & Mail! [Español](#)

***REQUIRED FIELDS**

***Registration state:**

***Email address:**

We will email you a copy of your voter registration form. Rock the Vote and its voter registration partners may contact you in the future ([privacy policy](#)).

***Will you be 18 years old on** Yes No

you run the campaign

Add this voter registration widget to your webpage or blog to run your own registration campaign.

[add to your page](#)

contribute!

CREDO Action has committed to raising one million dollars to fund voter registration projects in 2008.

[contribute](#)

16398 voters registered via this page

Since 2003, Working Assets and CREDO Action have registered over one million voters! Each time you use one of our

Mobilizing the Mobiles: How Text Messaging Can Boost Youth Voter Turnout

- A growing number of Americans rely exclusively on mobile technology as their primary means of communication.
- Political campaigns and voter mobilization groups must reevaluate how they connect with this segment of voters who aren't reachable through conventional landline and U.S. mail outreach

The Study

- Working through independent registration efforts, Working Assets, the Student PIRGs, and Mobile Voter registered nearly 150,000 new voters leading up to the 2006 election.
- Over 12,000 of these new registrants who provided cell phone numbers were selected for an experiment to test the effectiveness of text messaging for mobilizing voters.
- Half of the participants received a text message reminder to vote on the Monday before Election Day; half did not.

The Study

- Members of the treatment group, who received the reminder, voted at a rate of 56.3%;
- Members of the control group, who did not receive the reminder, voted at a rate of 53.2%—a difference of 3.1 percentage.
- Statistically, there is over a 99% chance that the text messages had a net benefit on turnout.

Treatment Text Messages

- All messages were sent between 11:00 am and 7:00 pm local time on the day before the election (Monday, November 6th).
- Each message began with the text “A friendly reminder that TOMORROW is Election Day

Message Content Sent to Each Treatment Group

- “A friendly reminder that TOMORROW is Election Day. Democracy depends on citizens like you-so please vote!
- “A friendly reminder that TOMORROW is Election Day. Democracy depends on citizens like you-so please vote! Polling place info @ 866-687-8683

Message Content Sent to Each Treatment Group

- “A friendly reminder that TOMORROW is Election Day. Elections often come down to few votes—so please vote! –GoVote.org”
- “A friendly reminder that TOMORROW is Election Day. Elections often come down to few votes—so please vote! Polling place info @ 866-687-8683 –GoVote.org”

Number of Recipients Receiving Text Message

Table 1: Message Content Sent to Each Treatment Group

Group	No. of original recipients / No. matched to voter file	Message Text (with by group signature)
Civic Duty without hotline	1,573 / 1,065	“A friendly reminder that TOMORROW is Election Day. Democracy depends on citizens like you-so please vote! –PIRG/TxtVoter.org”
Civic Duty with hotline	1,571 / 1,074	“A friendly reminder that TOMORROW is Election Day. Democracy depends on citizens like you-so please vote! Polling place info @ 866-687-8683 –PIRG/TxtVoter.org”
Close election without hotline	1,566 / 1,033	“A friendly reminder that TOMORROW is Election Day. Elections often come down to few votes—so please vote! –GoVote.org”
Close election with hotline	1,582 / 1,064	“A friendly reminder that TOMORROW is Election Day. Elections often come down to few votes—so please vote! Polling place info @ 866-687-8683 –GoVote.org”
Control	6,275 / 4,293	[None]

Results of the Field Experiment

- The field experiment demonstrates that text messaging is a powerful tool for mobilizing voters.
- The overall intent-to-treat effect was 3.1%: the turnout rate for the control group was 53.2%, while the turnout rate for those in the treatment group was 56.3%.
- The post-treatment survey results suggest that the contact rate was 80% and that the percentage of participants who voted before Election Day was 14.5%.
- Accordingly, we estimate the implied treatment-on-treated effect to have been 4.2%

Conclusion

- Increased youth turnout in 2006 clearly demonstrates that young people can be motivated to go to the polls.
- Mobilization research, as well as related work on voting registration, continues to shed light on effective techniques for motivating young people to political action.

Conclusion

- This research demonstrates that young voters want to use technology to communicate with political organizations, and that these new forms of communication are powerful tools for increasing turnout.

Conclusion

- In sum, this area of research can help encourage young people to develop habits of voting that can strengthen their engagement with the political process for years to come.



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