



TURNOUT NATION

2020-2021 At a Glance

Vox

THE
NEW YORKER

As seen in:
The
Dallas
Morning
News

SCIENTIFIC
AMERICAN



Turnout Nation

Turnout Nation is a nonpartisan, nonprofit organization building a community of volunteer "Voting Captains" who help ensure their friends vote in every election. We're growing a network of Voting Captains across the United States with the common goal of raising voter turnout and improving representation in government.

In 2020 we mobilized Voting Captains for the general election and the Georgia runoffs. In 2021 we're focusing on local elections in 7 states.

Turnout Nation is a fiscally-sponsored project of The Social Good Fund, a 501(c)3 organization.

How Voting Captains Turn Out Their Friends

Voting Captains make sure 10 of their friends vote in every election:



Chat with an organizer or attend a group orientation



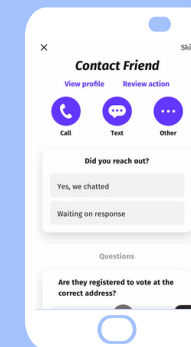
Make a list of 10 friends you'll commit to helping vote. You can encourage them to volunteer as Captains, too!



Pass on voting information to 10 friends and make sure they have what they need to vote!

The Empower App

We've partnered with [Organizing Empowerment](#) to offer an easy way for Voting Captains to organize their friends and get push notifications, reminders, and up-to-date election info through the app.



The US has low turnout.
Especially in local
elections and primaries.

15-27%

% of eligible voters
that cast a ballot in
local elections

57

Median age of voters
in local elections

When too few people elect local leaders, a small fraction of residents can have outsized influence on issues involving **schools, parks, housing, libraries, police, election laws, and transportation**. More consistent turnout is needed to prevent uneven prioritization of public spending.

21%

Of eligible voters turned
out for Congressional
primaries (2018)

27%

Of eligible voters turned
out for Gubernatorial
Primaries (2018) ¹

29-38%

Of 18-29 year olds say they would help
register their peers to vote if given an easy
opportunity (2020)

Where are Turnout Nation Captains and Fellows?

256 Voting
Captains

17 States

18-25 Average age
of Captains

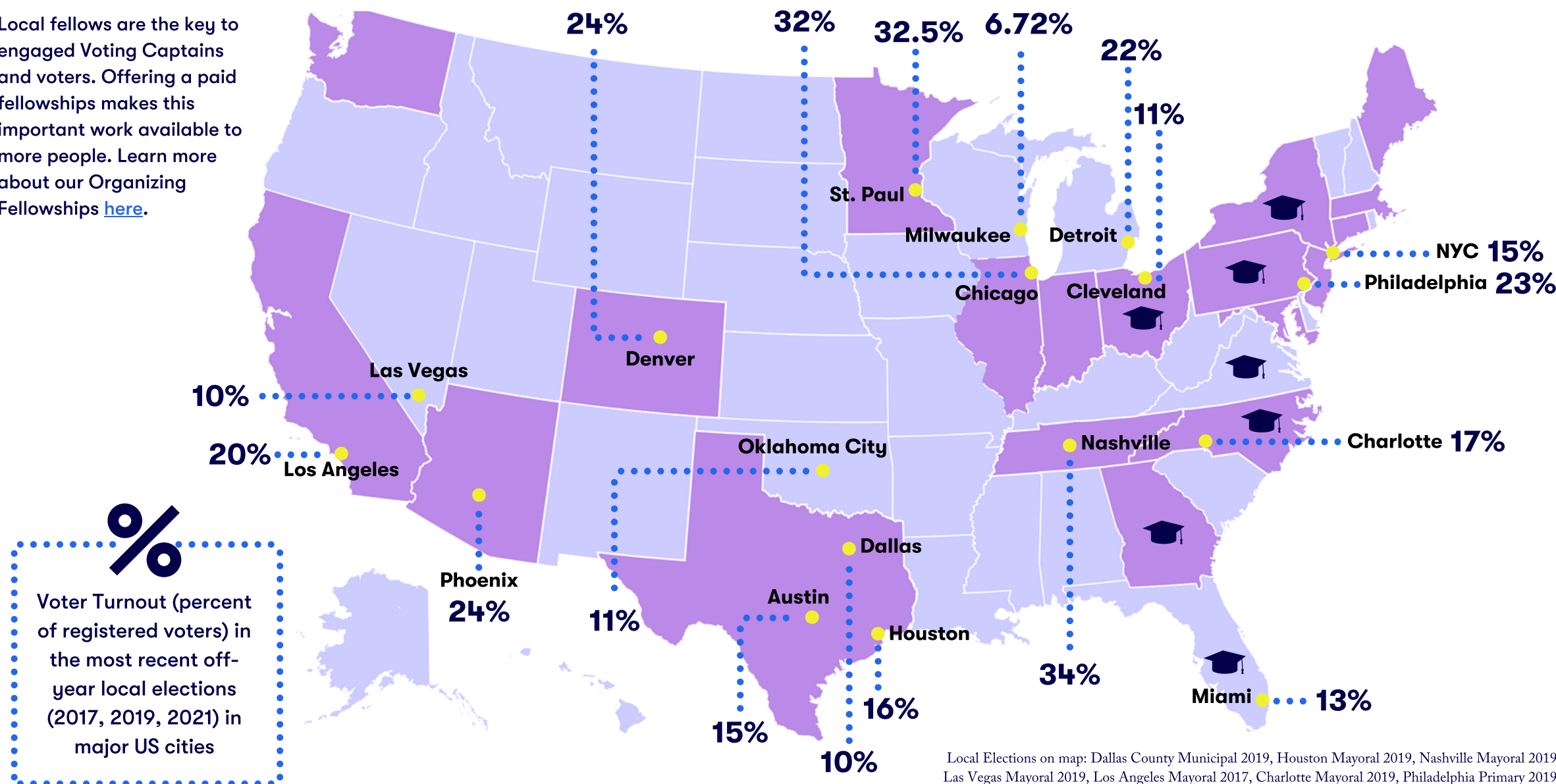


States where we had
Voting Captains in 2020
and 2019



States with Organizing
Fellowships in 2021

Local fellows are the key to engaged Voting Captains and voters. Offering a paid fellowships makes this important work available to more people. Learn more about our Organizing Fellowships [here](#).



Local Elections on map: Dallas County Municipal 2019, Houston Mayoral 2019, Nashville Mayoral 2019, Las Vegas Mayoral 2019, Los Angeles Mayoral 2017, Charlotte Mayoral 2019, Philadelphia Primary 2019, NYC Municipal 2019, Miami Runoffs 2019, Milwaukee General 2021

Friend-to-Friend Mobilization Works!

Impact of Stranger-to-Stranger Methods on Voter Turnout:

- 2.8% Volunteer phonebanking
- 4.0% Door-to-door canvassing
- 0.296% Mailers

Impact of Friend-to-Friend Methods on Voter Turnout:

- 8% "Vote Tripling"
Aka: Texting three friends to join you at the polls
- 12% Friend-to-Friend Emails
Non-randomized controlled trial

Turnout Effect of Voting Captains:

“Turnout rates are **13.2** percentage points higher in the treatment group, the largest intent-to-treat effect documented by an experimental GOTV study over the past two decades”

Turnout Nation: A Pilot Experiment Evaluating a Get Out-The Vote “Supertreatment” Donald P. Green, Columbia University 2019 [READ THE REPORT](#)

Sangeeth Peruri, Outreach Circle (2017) "So what does research say on Relational Organizing?"
Dylan Matthews, Vox (2020) "The pandemic is forcing Democrats to ask: How important is door-knocking, anyway?"

Partnerships

As a national organization, Turnout Nation's goal is to support local organizers and nonprofits in getting out the vote for important community causes. Local organizing is the most effective way to create long lasting political engagement and real change. We offer the following to our partners:

- Trainings on how to organize using the Voting Captain method, empowering your community to turn out more people in their network during local elections
- Data & reporting on the impact of your Voting Captains
- A customized landing page for members who want to become Voting Captains, plus a dedicated Turnout Nation Organizer to support you
- Volunteers and fellows that can participate in events (e.g. virtual voter registration drive)
- County-specific election information and app reminders

Past partners:



"There is incredible potential in the vote of young people. I want to help my peers make their voices heard by giving them the resources to vote and encourage their friends to be politically active."

- **Reilly, Voting Captain from PA**

"Thank you so much for the opportunity, it was definitely worth doing since every vote counts in this election."

- **Sai, Voting Captain from GA**

"It is absolutely essential that the youngest generation of voters show up to the polls. We are the future of the United States; we must include ourselves in the decisions that shape the country we inherit"

- **Kyllianne, Voting Captain from TN**

Most of my friends are 17 or 18 and haven't even considered voting, and especially during this quarantine. I think it is very important to pay more attention to and make our voice heard in politics.

- **Dawson, Voting Captain from CA**

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