



Illinois Primary Postcard Experiment

Coalition for A Better Illinois 6th, Spring 2018



About

The CBIL6 is a volunteer led coalition made up of 24 member groups including numerous Indivisible chapters, Citizen Action IL, progressive Facebook groups, etc. Most formed in early 2017, after the first Women's March.



Programmatic Goals

- Increase voter engagement, specifically among *drop-off* voters for the presidential election.
- Engage volunteers and partners in impactful and lasting work early in the election year.

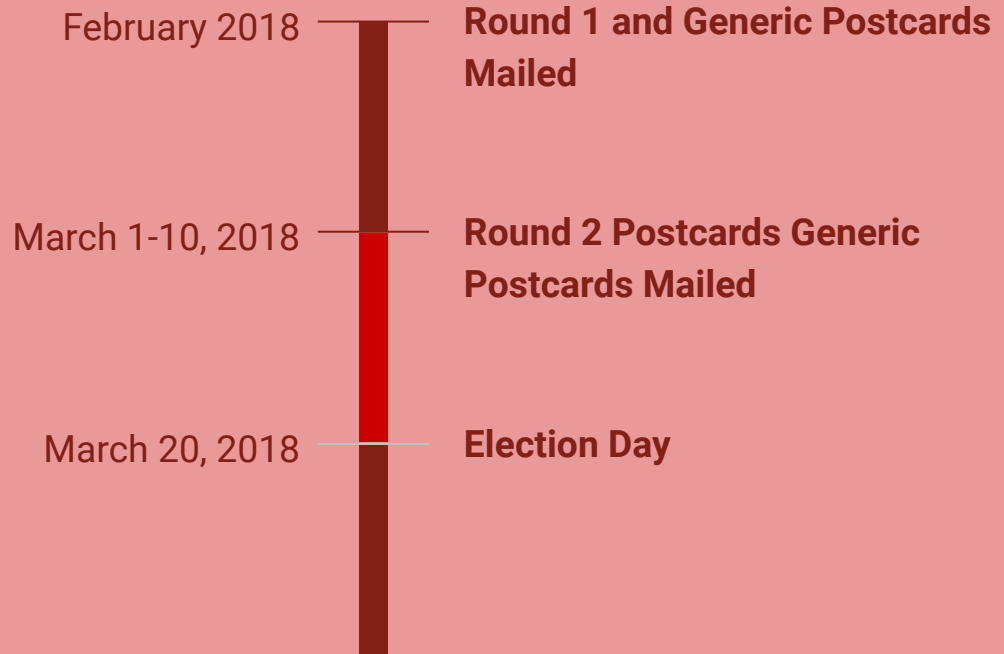
Experimental Goals

- Measure the efficacy of handwritten postcards on voter mobilization.
- Measure the downstream effects voter mobilization mail on future elections.

The Program

- 20,049 individuals mailed at least two handwritten postcards. 3,349 received a third postcard.
- Control group of 20,368 that were not mailed postcards.

Timeline



The Postcards

Thank you for voting in 2016! The next election is the Illinois primary on March 20, 2018 Early voting starts on February 8 [write "started" if you're writing the card after 2/6] What's your plan to get to the polls? During this important moment for our country, let's all vote and stay engaged."

TEMPLATE HANDWRITTEN TEXT

FRONT OF POSTCARDS (RIGHT)



ILLINOIS' NEXT ELECTION IS THE PRIMARY ELECTION ON MARCH 20, 2018
Polls are open 6:00 AM - 7:00 PM

✔ VOTE EARLY February 8 - March 19 ✔ VOTE BY MAIL - Request a mail-in ballot!

For more information on location of polling places, voting early, and voting by mail please visit:
www.betterillinois6th.com/vote

Paid for by The Coalition for a Better Illinois 6th (CBIL6), a network of grassroots groups across the 6th Congressional District of Illinois who share a core set of values based upon the beliefs that people in the United States of America deserve equal and fair treatment and that a successful democracy requires an informed and engaged public.

 @BetterIllinois6th  @CBIL6th



ILLINOIS' NEXT ELECTION IS THE PRIMARY ELECTION
ON MARCH 20, 2018
Polls are open 6:00 AM - 7:00 PM

✔ VOTE EARLY February 8 - March 19 ✔ VOTE BY MAIL - Request a mail-in ballot!

For more information on location of polling places, voting early, and voting by mail please visit:
www.betterillinois6th.com/vote

Paid for by The Coalition for a Better Illinois 6th (CBIL6), a network of grassroots groups across the 6th Congressional District of Illinois who share a core set of values based upon the beliefs that people in the United States of America deserve equal and fair treatment and that a successful democracy requires an informed and engaged public.

 @BetterIllinois6th  @CBIL6th

41 groups and
1,200+ volunteers
participated in
the postcard
effort. There
were 91 total
postcard parties.



Groups Who Hosted Postcard Parties (41)

ABT - Northern Suburbs
Act. Connect. Engage. (ACT)
Action 6th District Illinois
Aisha Noble
Ann Greenstein & Lauren Saternus (Huddle IL 8)
Ardes Poisson - Fight Back Fridays
Blue Beginning
Brown Bag Progressives
Downers Grove Progressive Women
DuPage Retirees of AFSCME
Fox Valley Action for Justice
Girlfriends Group
Indivisible 606
Indivisible Brookfield
Indivisible Chicago Northwest Side
Indivisible Chicago South Side
Indivisible DuPage
Indivisible Evanston
Indivisible Glenview
Indivisible Lakeview
Indivisible Lincoln Square
Indivisible Naperville
Indivisible Printers Row
Indivisible South Suburban Chicago
Indivisible West Town
Indivisible Wheaton Warrenville
Indivisible Women's Action Network, LF-LB
Indivisible Wrigleyville
IndivisibleNWIL
Northside Action & Resistance
Northside Chicago Swing Left
Oak Park Area Indivisible
Our Voice
People Over Party
Progressives for Change (formerly ABTE)
Progressives of the Southwest Suburbs
Resist the 6th
Rise Up Wise Up Eyes Up (Jennifer O'Brien)
Swing Left Chicago - Danny Greenfield & Christine Bass
We the People - Mt. Prospect Area
WISE

Volunteers

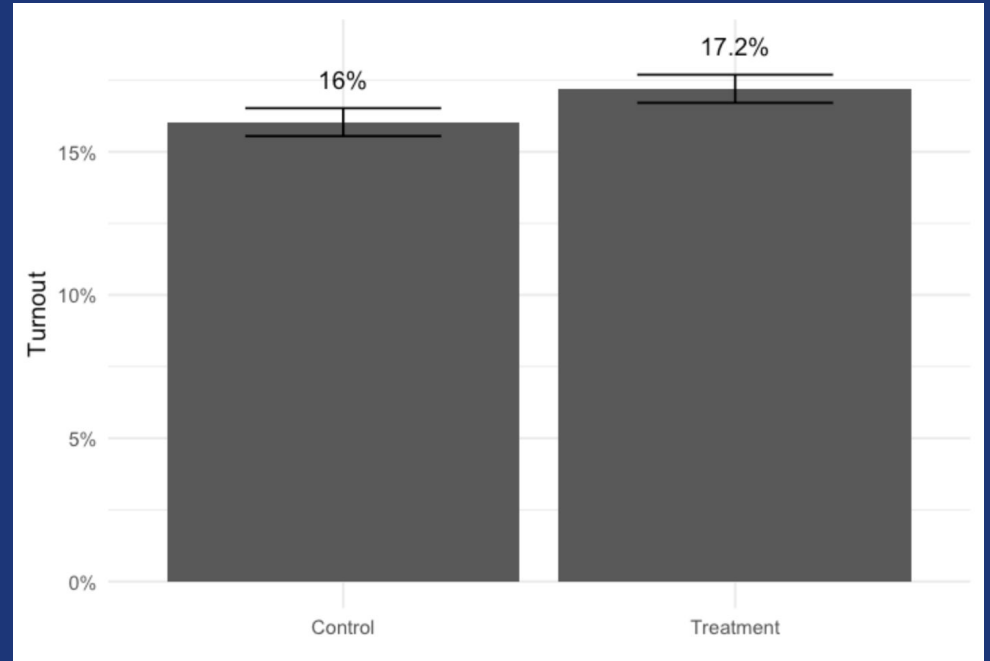
Hosts found it easy to recruit friends and neighbors. Many who attended postcard parties had no previous activism experience. After meeting others, scores of new activists opted to get more involved.



Topline Results

Postcards increased turnout by 1.2%.

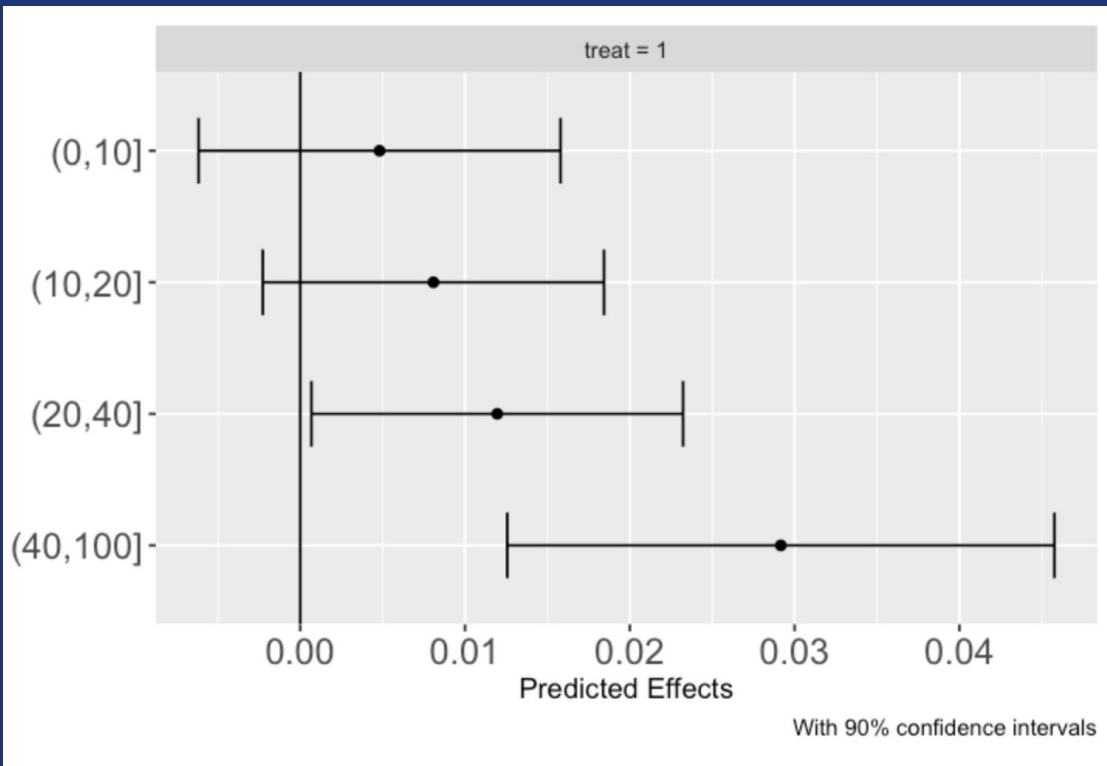
241 New Votes Generated



P value < 0.01

Vote Propensity

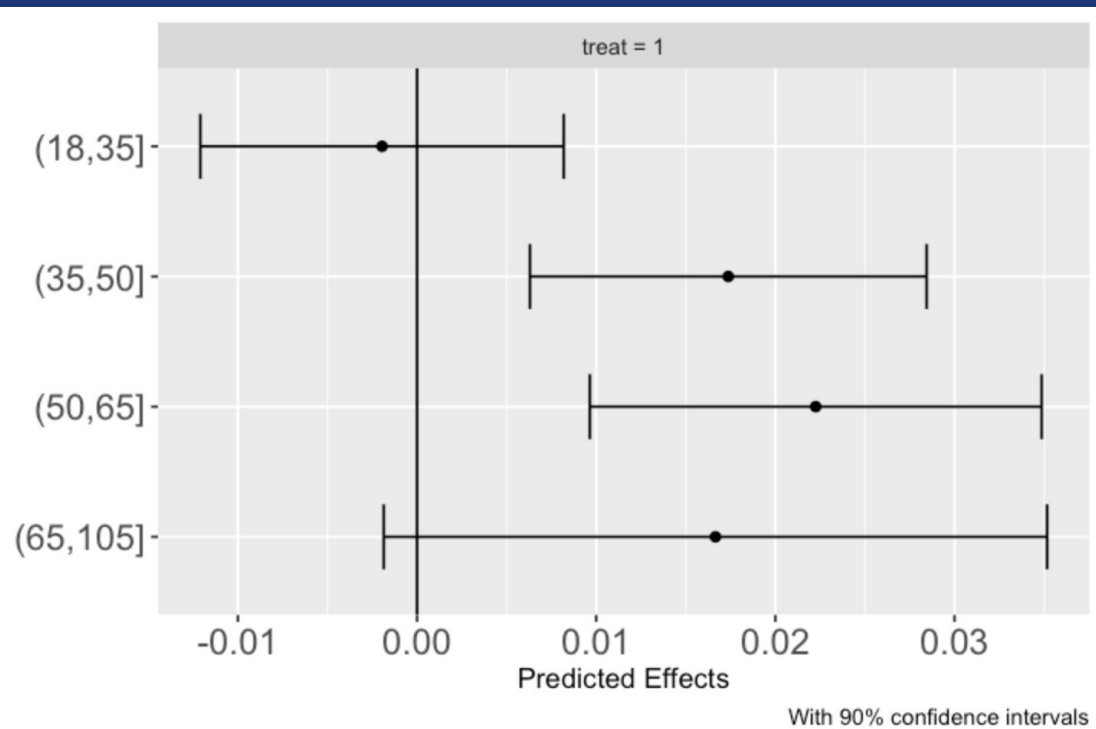
Voters with higher vote propensity scores were more treatment responsive.



TargetSmart Midterm Vote Propensity Score Buckets

Age

Middle aged voters were the most responsive.



Age Buckets

Results and Next Steps

- No detectable effects by education, race, or gender.
- When November 2018 vote history is released, we will determine if there were “downstream” effects of this program on that election.

Experimental oversight and analysis conducted by:

Annie Wang

Justin Burchard

Special thanks to:

Reid McCollum

Julie Sampson

Lynda DeLaforgue