



**FOR IMMEDIATE RELEASE**

**Turnout Nation's Voter Engagement Strategy A Monumental Success,  
Columbia University Study Finds**

Control trial conducted during the November 2019 election cycle identified Turnout Nation's strategy for increasing voter turnout through use of deep mobilization highly effective.

**San Francisco, CA (February 2020)** - Turnout Nation, a nonpartisan, non-profit organization dedicated to activist-focused voter turnout methods, is excited to announce the release of a report by Dr. Donald Green of Columbia University, a preeminent researcher in voter turnout, that details the impact of a randomized control trial conducted in November 2019 to evaluate Turnout Nation's voter engagement strategies. Turnout Nation helps activists commit to helping ten friends to vote.

The trial compiled data from four specific election areas in Colorado, Connecticut, Ohio, and California. In each area, local activists--our Captains--were asked to provide the names of twenty people they knew and could encourage to vote. Our partners at Columbia University divided these individuals randomly into two groups--ten that would be encouraged to vote and ten to compare those to--with the goal of measuring the change in voter turnout when Captains were involved.

Captains then contacted those friends, family members, or acquaintances placed in the test group, encouraged them to vote, and personally followed up with them throughout the election process; the other group had no direct contact or friend-to-friend influence. At the end of the trial, Columbia then determined the impact our Captains had by measuring the percentage of active voters in the groups the Captains interacted with versus those in the groups that had no communication with Captains.

The results are staggering. Dr. Green concludes that Turnout Nation's use relational organizing encouraged unprecedented growth in voting percentage, stating that in groups that received Captain influence, "Turnout rates are 13.2 percentage points higher...the largest intent-to-treat effect documented by an experimental GOTV study over the past two decades."

You can read the report in its entirety or download a copy [here](#).

The premise of this trial was to show, in raw numbers, the impact a network of civically-minded activists can have by simply encouraging a small number of the people they know and talk to everyday to get out and vote, no matter what their politics. At Turnout Nation, we believe true change in voter turnout is possible and now we can confidently say that our



method is a real and actionable way to impact change. Turnout Nation intends to scale these peer-to-peer voter engagement efforts nationwide, with a focus on the upcoming primary elections and the 2020 national election.

For more information about Turnout Nation, the report, or if you would like to get involved, please reach out!

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**About Turnout Nation:**

Turnout Nation connects activists across the country to help them get out the vote, ten friends at a time. We empower individuals who are passionate about democracy to encourage their friends and family to participate in local and national elections, putting the power back in the hands of the people.