

The Voter Participation Center and The Center for Voter Information

Social Pressure in
Voter Outreach



Building an Electorate that reflects America's Values and Diversity

For over 20 years, VPC and CVI have worked to empower those most underrepresented in our democracy – **young people, people of color, and unmarried women**, the New American Majority.

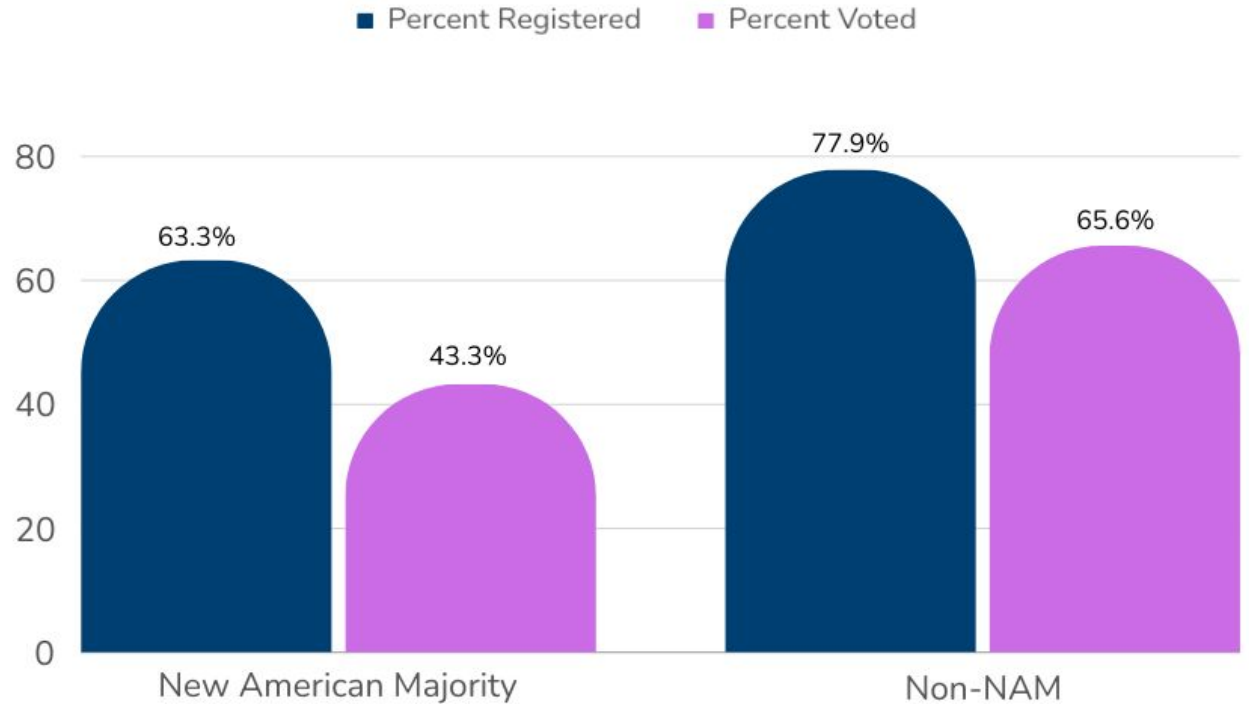
VPC and CVI have helped register over 6.6 million people.



NAM voters face significant gaps in registration and turnout rates compared to those not in the NAM.

VPC and CVI's programs make strides to close these gaps.

Registration and Turnout Rates in 2022



Research-Informed Programs Reach Voters Where They Are

2024 Voter Registration Mailer

2024 Digital Vote by Mail Ad

Virginia Voter Registration Application

February 26, 2024

Dear Jane:

According to our review of publicly available records, you have recently moved and might not be registered to vote at your current address.

If you have already registered at this address or are ineligible to vote, please disregard this notice.

Registering to vote is simple! All you have to do is:

FILL IT → **SIGN IT** → **MAIL IT**

Fill in all required information on the form. Sign your name. Send it in the enclosed envelope.

To check your current voter status or to register online, please visit the Virginia Department of Elections Portal at: vote.elections.virginia.gov/VoterInformation

Or, use this QR code to easily register or update your registration online.

Sincerely,

Tom Lopach

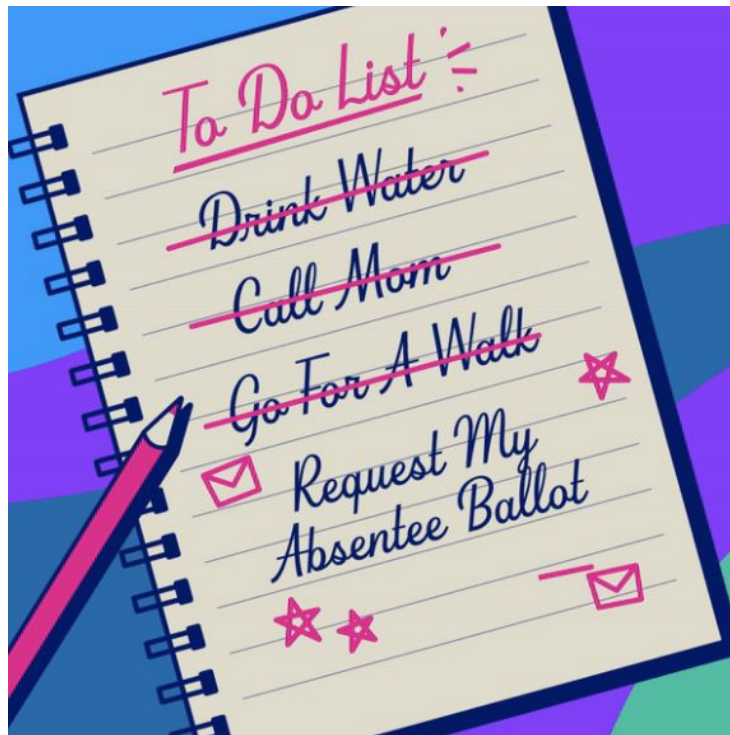
Tom Lopach, President
The Voter Participation Center

PS. Complete the form and send it in the enclosed pre-addressed, postage-paid envelope.

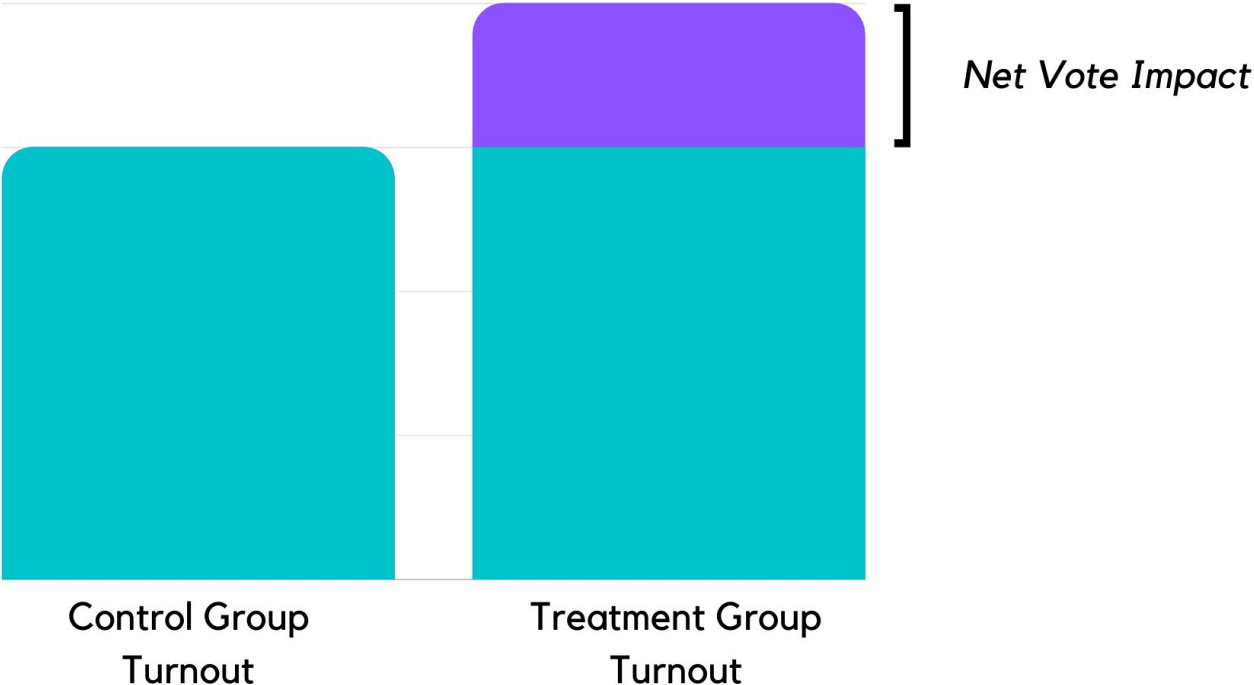
Note: May 28, 2024 is the deadline to mail your registration form in order to vote in the primary election on June 18, 2024. You can also register online until May 28, 2024 or in-person through Election Day.

If you wish to be removed from our mailing list, call (866) 299-1598 or email unsubscribe@voterparticipation.org and provide this code: VA1JQS61655.

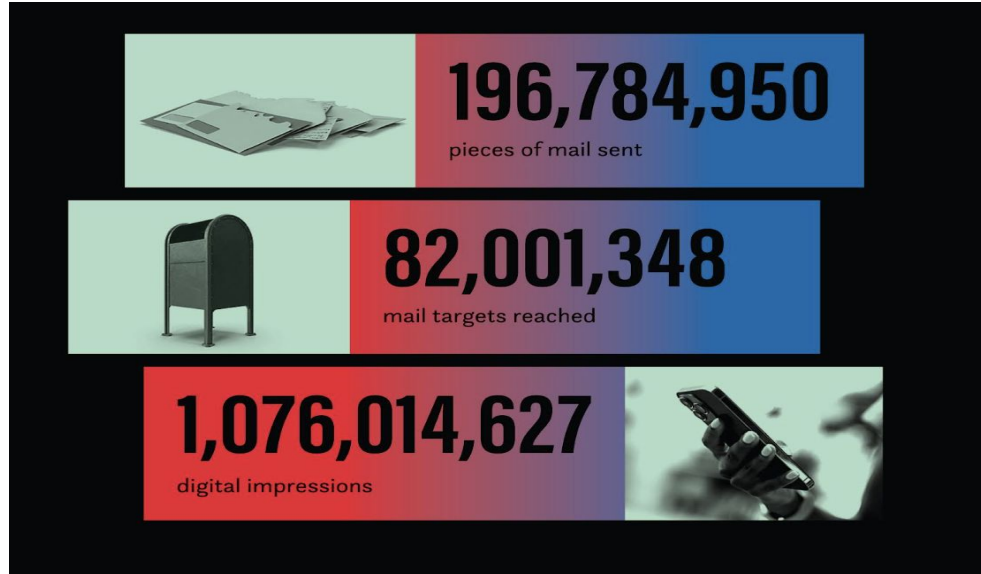
This mailing has been paid for by the Voter Participation Center (VPC). VPC is a non-government, nonprofit, and nonpartisan 501(c)(3) organization. www.voterparticipation.org and provide this code: VA1JQS61655.



Measuring Impact is a Key Component of Our Work



During the 2024 Election Cycle, VPC and CVI Collectively Sent...



Social Pressure



What is *Social Pressure*?

Social pressure language uses social norms or expectations to encourage specific behaviors. Social pressure has been widely studied in academia and is widely used in marketing. Social pressure is acknowledged as the most effective tool to motivate someone to take an action.

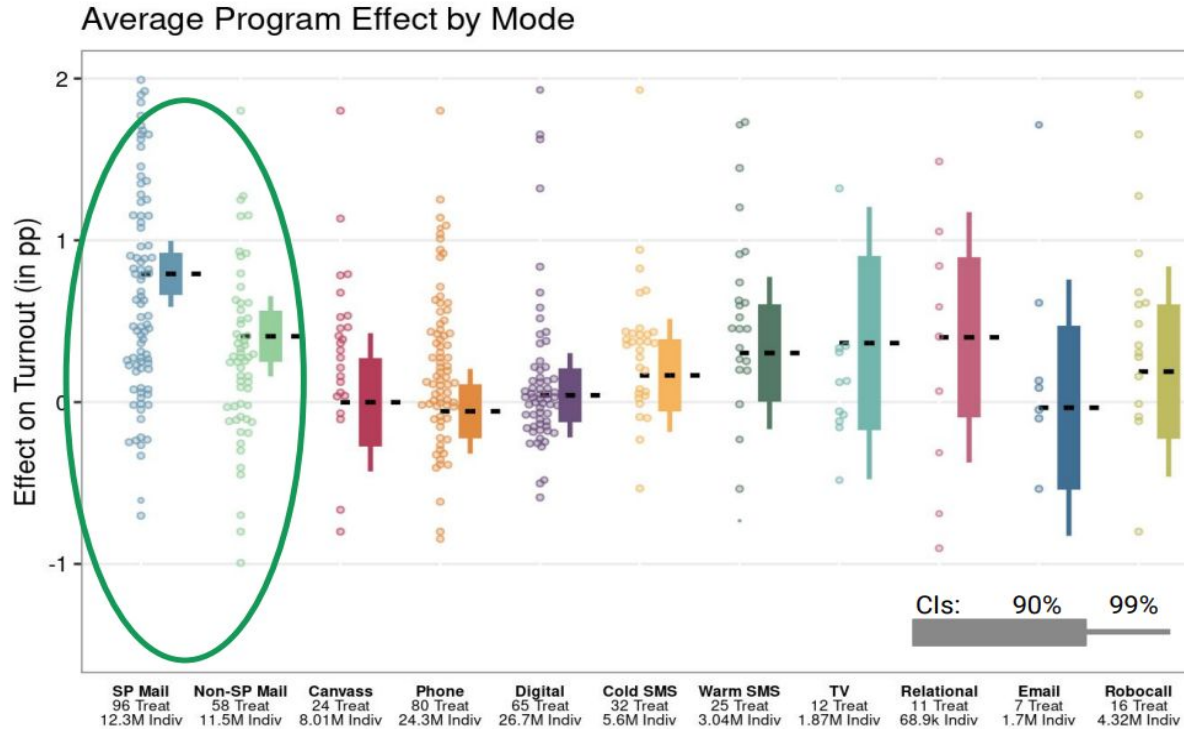
VPC and CVI use social pressure to increase voter turnout by informing people that their voting records are public, and by comparing individual voting records to others in their community.

Impact of Social Pressure in Civic Engagement

Academic studies have consistently shown that **social pressure is highly effective at increasing turnout:**

- [Fordham University](#)
 - Large-scale study on social pressure mailings found an increase in voter turnout by 0.7 points or 2.2%.
- [Harvard University](#)
 - Found effectiveness of ‘Neighbors’ style SP mailing in a high-salience election at a cost per vote of \$52.
- [Cambridge University](#)
 - Field experiment with 180k households found ‘profound importance of social pressure as an inducement to political participation’.

Presidential Election: Social Pressure Mail Outperforms Other Tactics

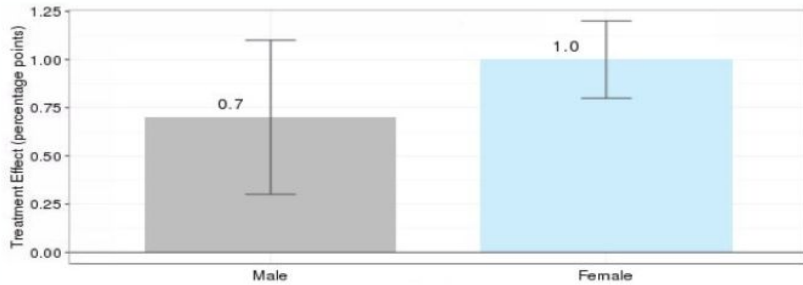


Data from a meta analysis of civic engagement organization tactics leading up to the 2024 presidential election. Study includes both social pressure mail and other mail.

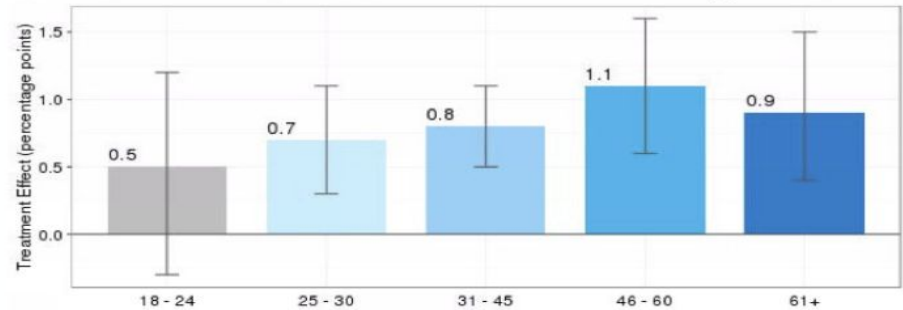
Strong Impact Across Demographics

Social pressure tactics are effective across gender, age, and race.

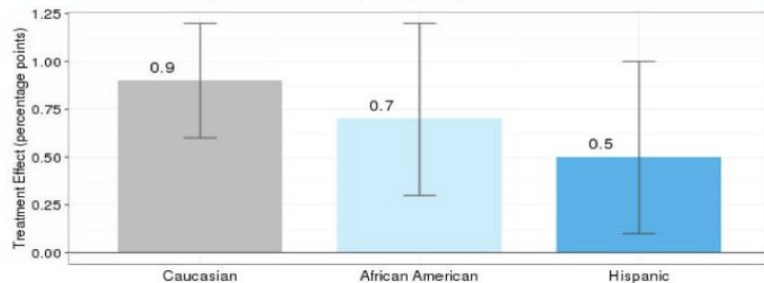
Social Pressure works across gender



Social Pressure works across ages



Social Pressure works across race



Social Pressure Increases Turnout without Harming Attitudes

Three tests of social pressure mail all found that **SP mail increased voter turnout**, that the mail was memorable, and that it did not impact civic attitudes:

- 2020 general: VPC and the Analyst Institute layered a survey onto VPC's general election SP mail experiment.
- 2021 NJ and VA: VPC and AI follow-up study
- 2021 NJ and VA: EMILY'S List, America Votes, and One Minus Beta

SP mail **did not reduce trust in government** “to do what is right” or belief that the voting process is free and fair in any of the three studies. Results from all of the tests also indicated that **SP did not increase respondents' fear about political intimidation or fear of the government**, and it did not reduce people's perceived level of government concern for their safety.

Receiving VPC's Social Pressure Mail Increased VPC Approval

Effect of Baseline Treatment on Recall, Familiarity and Approval of VPC
converted to 100 pt scale.

Outcome	Control Quantity	Treatment Quantity	Control Outcome	ATE	p_value	lower	upper
Recall:	3,694	3,599	86.85	4.85	0.00	3.66	6.03
Familiarity with VPC	3,694	3,599	22.89	4.67	0.00	3.46	5.88
Approval of VPC	3,531	3,433	56.90	1.77	0.00	1.12	2.42

Note: Recall is high—about 84% of the control group says they recall GOTV mail.

Social Pressure in Business

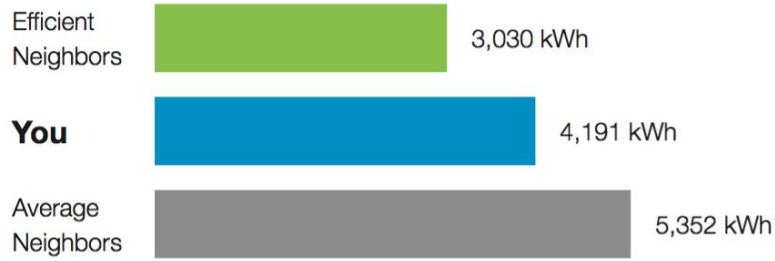
Hotel Towels



Social Pressure in Business

Utility Companies

Here's how you compare to neighbors



Jun 20, 2013 - Jul 21, 2013

You're compared with 10 homes within 6 mi of you that are a similar size (1,200 sq. ft.) and have gas heat. Efficient neighbors are the most efficient 20% of this group.

See back for details.



Great



Good



Using more than average

38% more electricity
than efficient neighbors

VPC and CVI Social Pressure Mailings



Maricopa County Voting Report

Notice:

035A)

Records indicate that you recently submitted an application to register to vote. There is an important election on **Tuesday, November 5, 2024**.

We are sending you this letter to show you that you live in an area with many voters who have high rates of voter participation.

Here is a sample of the voting records of 2 of your neighbors. We have hidden their names and street numbers to protect their privacy. These are their true voting records.*

Name	Address	2016 General Election	2018 General Election	2020 General Election	2022 General Election
[REDACTED]	[REDACTED] E University Dr	Voted	Voted	Voted	Voted
[REDACTED]	[REDACTED] E Broadway Rd	N/A	Voted	Voted	Voted

We will be reviewing these records after the election to determine whether or not you voted. We may send an updated report next year with your voting record included.

Voting Options for the November 5, 2024 General Election

Early In-Person: Through November 1.

Election Day In-Person: Polls open from 6AM-7PM.

Note: Don't forget a valid ID!

By Mail: Your ballot must be received by 7PM on November 5.

Visit azsos.gov/elections for polling locations, times, and other information on how to vote. To check your registration status, go to: www.Arizona.Vote.

We hope you find this information useful. If you already voted, thank you!

VPC and CVI Social Pressure Mailings



Recent Votes Missed*

2022 General Election
2018 General Election

0388J

Dear Jane,

I am writing because according to public voting records, it seems that you have missed recent elections. In fact, you are voting less often than almost 42% of voters in your state.

Sometimes, there isn't very much time in your busy schedule, but voting is simple and convenient. It is important to take time to vote.

This election, improve your voting record. Cast your ballot by **Tuesday, November 5, 2024.** Whichever candidate you support, your choice is an important one for our future.

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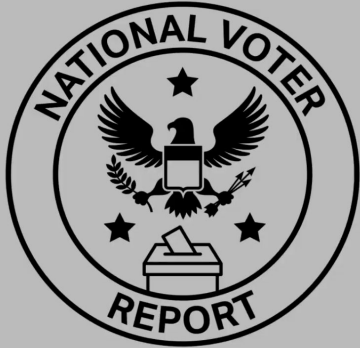
By Mail: Your ballot must be received by 7PM on November 5.

Visit azsos.gov/elections for polling locations, times, and other information on how to vote. To check your registration status, go to: www.Arizona.Vote.

Remember, who you vote for is private, but whether or not you voted is public record. When we check the voter records after the election, we hope to have the chance to thank you for doing your part as a citizen.

Sincerely,

VPC and CVI Social Pressure Digital Programs



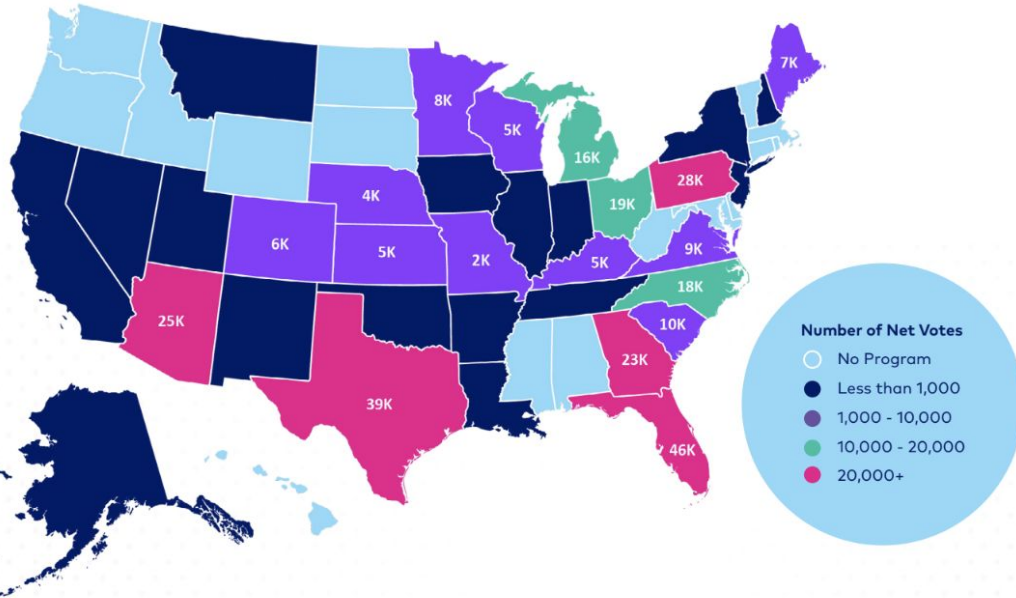
**SPECIAL ELECTION ALERT:
ELECTION DAY IS TUESDAY NOVEMBER 5TH.**



And also, people can look up your record online to see if you vote.

VPC/CVI Social Pressure Programs Drive Impact

2020 Mobilization



	Presidential Margin	Senate Margin	Net Vote	Net Votes (% of Pres. Margin)
Arizona	10,457	78,806	24,825	237%
Georgia	11,779	93,550 (runoff)	23,436	199%
Pennsylvania	80,555	N/A	28,930	36%
North Carolina	74,483	95,633	17,605	24%
Wisconsin	20,682	N/A	4,760	23%
Florida	371,686	N/A	45,580	12%
Michigan	154,188	92,335	16,027	10%
Maine	74,335	70,422	6,624	9%
Texas	631,221	1,074,219	38,887	6%

Social Pressure Mail Has Consistent Downstream Impact

2018 Initial and Downstream Turnout Effects of Social Pressure GOTV Program

