

WHEN WE ALL VOTE

P2P Voter Registration Experiment

Testing resonant messaging to drive voter registration

August 2020

Resonant Voter Registration Messaging

WWAV runs ongoing tests to explore most effective messages and tactics for talking to voters. We recently texted 200,000 voters of color in FL, MI, MN and WI asking them to register to vote, using messages aimed at honestly addressing feelings of alienation and frustration.

UNITY

Most of us believe that, no matter what we look like or where we live, we should all have an equal say in our democracy. But today, a powerful few try to divide us by race and by place so we won't speak up to demand what all of our families need...

CLAIM OUR POWER

We believe that for democracy to work for all of us, it must include us all. This election, we can claim our power -- and you can help combat efforts to silence our voices and deny our rights by registering to vote and being a voter this year...

BLACK LIVES MATTER

Today, we protest and fight to defend Black lives—and this year, we vote to make this a place where liberty and justice are for all, no exceptions...

GENERIC

I'm reaching out to voters like yourself to make sure you're ready for the 2020 elections. Will you register to vote?

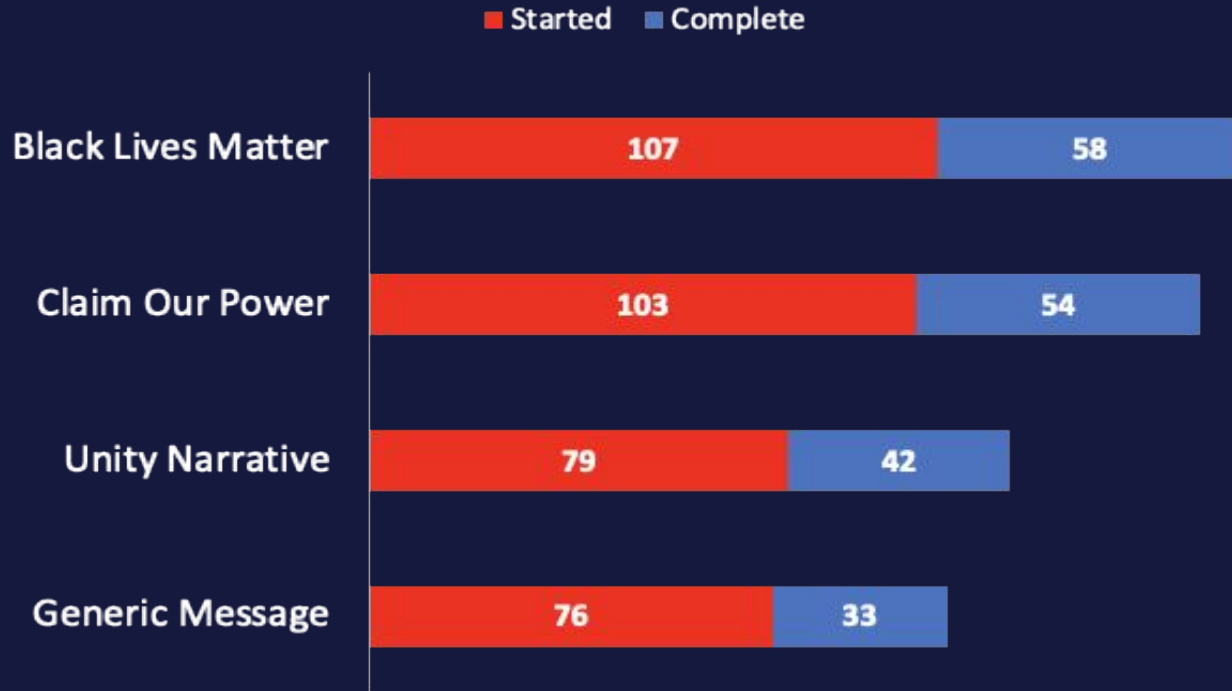
Special thanks to Anat Shenker-Osorio for collaboration on this test!

And the winner is....

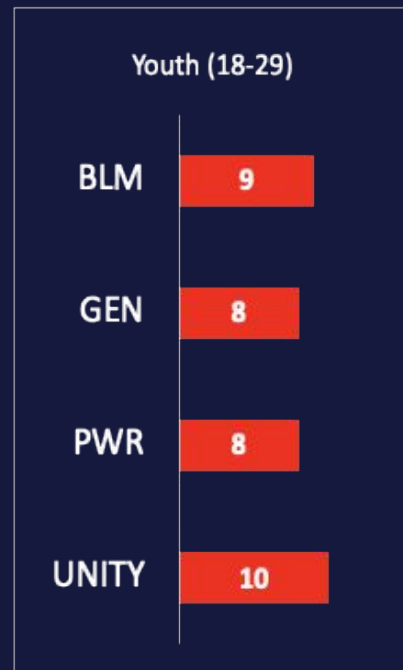
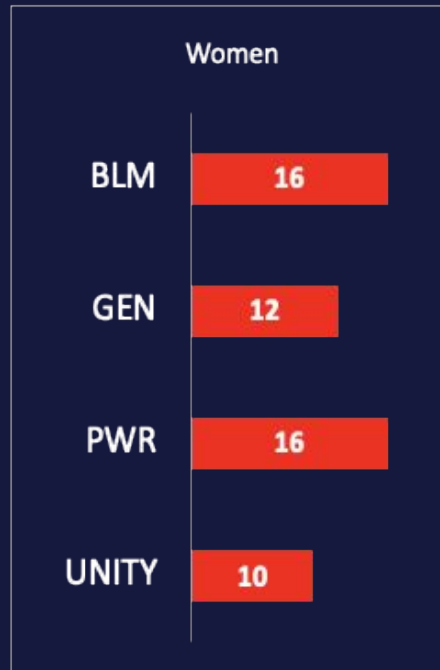
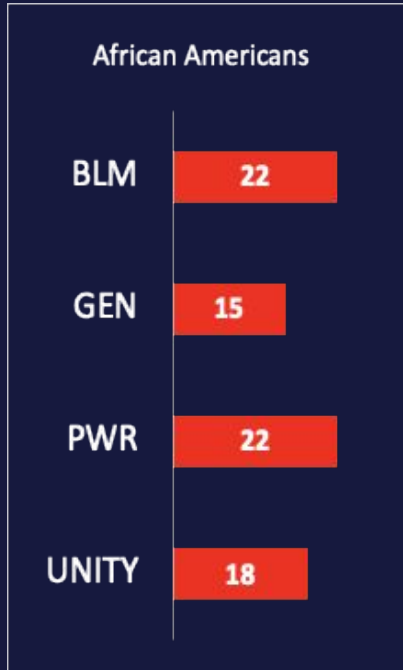
BLACK LIVES MATTER

“Hey {{xxxx}}, this is {{xxxx}} with Michelle Obama’s When We All Vote! With the voter registration deadline in {{state}} coming up on {{deadline}} at {{time}}, we’re checking in to see how you’re planning to be a voter in the primary election coming up on {{AUGUST}} and in the general election this November. **Today, we protest and fight to defend Black lives—and this year, we vote to make this a place where liberty and justice are for all, no exceptions. To make sure our voices are heard, you’ll need to register within the next few days and you’ll be able to vote all year.** It’s easy, just tap here: <https://weall.vote/register2vote0>

Results: Main Takeaways



Results: Main Takeaways



Results: Main Takeaways

552

Started
Voter Reg

\$9.24

187

Completed
Voter Reg

\$27.27

126

New
Registrants

\$40.48

THANK YOU!