

GOTV Testing & Measurement Plan

The following document details a testing plan, to be conducted in September, and a measurement plan for reporting the impact of the get-out-the-vote (GOTV) program.

Campaign Background

NWF is engaging their community and target audience with a nonpartisan GOTV campaign from September to Election Day, November 3rd. The goals of the campaign are to increase voter turnout while also acquiring new members to the NWF list.

Channels

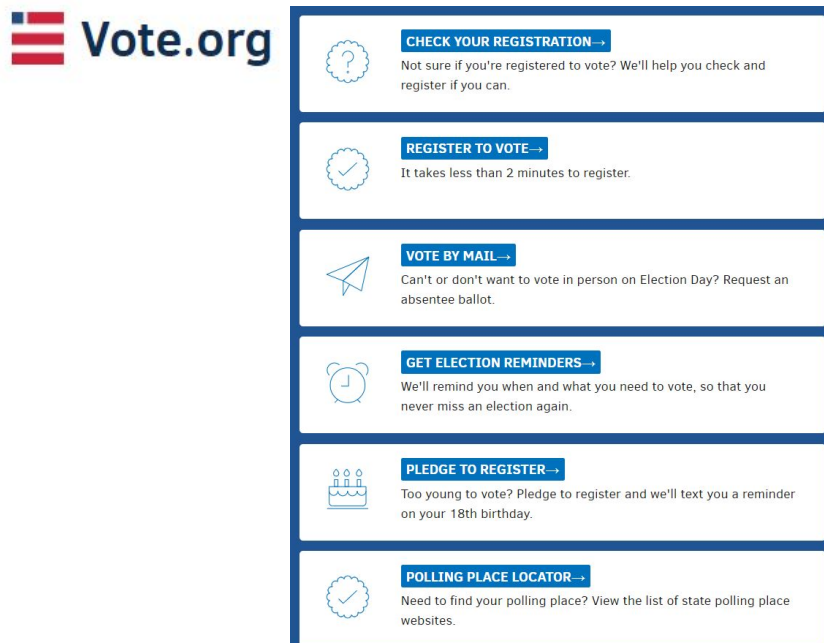
The campaign will activate on two channels:

1. **A series of emails** will be sent to NWF's list driving them to a landing page on the NWF website.
2. **A Facebook campaign** will target an audience with GOTV messaging driving them to a landing page on the NWF website.

In addition to these channels, organic visitors to NWF.org will be directed to a GOTV landing page via the homepage (a link or pop-up lightbox).

Landing Page

In partnership with Vote.org, NWF will embed a GOTV widget onto the website, providing users with several options to get state-specific resources for the voting process. Each resource requires a form to be filled out in order to look up the relevant content. This information is captured by Vote.org and sent to NWF after the campaign to add to the CRM.



Measurement Plan

In order to report the impact of these efforts at the end of the campaign, the following measurement plan has been designed outlining the key performance indicators (KPIs) and to ensure tracking is in place to deliver on the results.

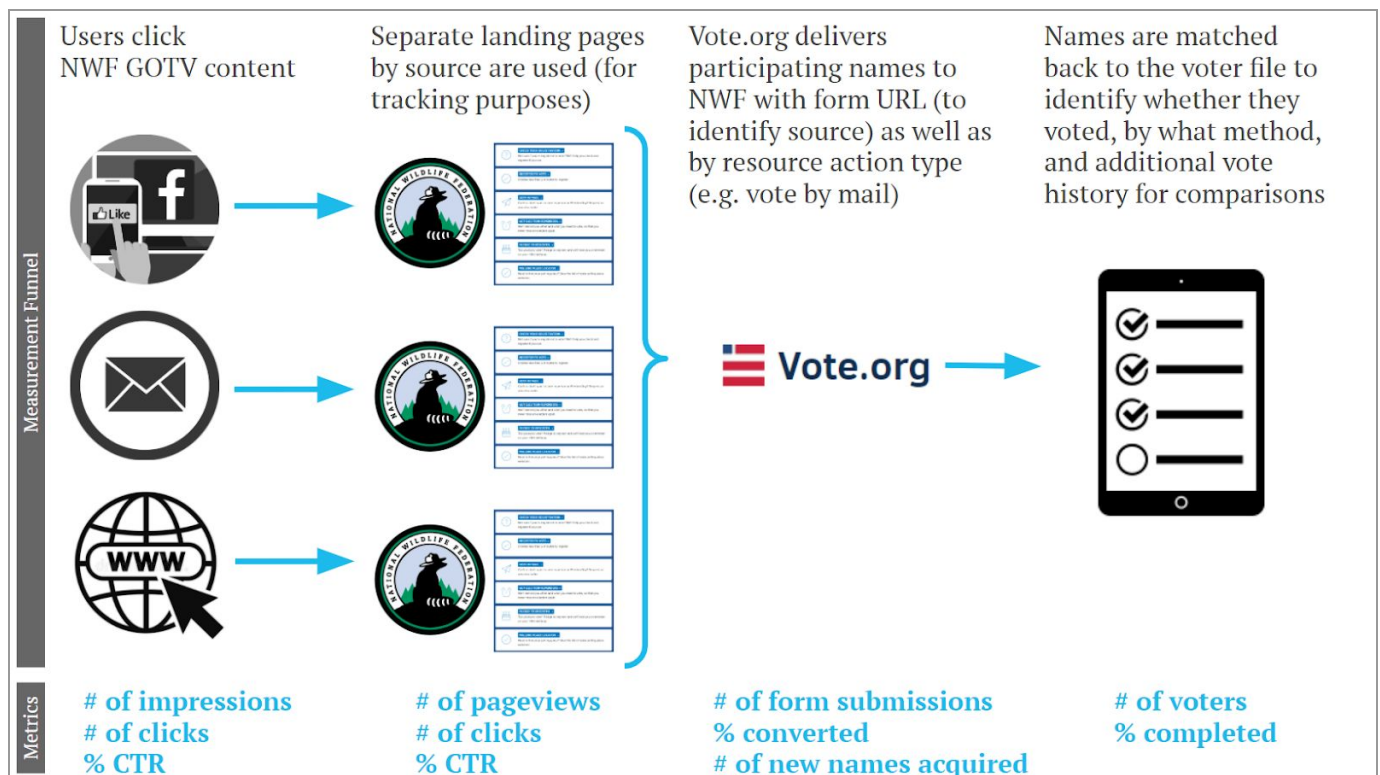
Key Performance Indicators

The primary KPIs for the campaign are:

1. The # of people who voted who also engaged with the campaign
 - a. This measurement may also be expressed as a rate, such as the % voting out of those who clicked NWF's Facebook ads or emails
 - b. This measurement will be analyzed by method (absentee, early, polling place, etc)
 - c. For those who voted, comparisons to their behavior in the past can be examined for additional trends, such as identifying the % of first time voters the ads drove or identifying shifts in the % voting absentee
 - d. NOTE: this metric will not be available until January or February for all 50 states
2. The # of new names acquired for NWF's list
 - a. While the email portion of the campaign is unlikely to capture new constituents, this number will mostly be comprised of users clicking through from Facebook or organically on the website and completing a form

Measurement Funnel

While the above KPIs will be used to measure impact, several additional metrics will be analyzed to understand the entire journey of the GOTV campaign:



Requirements & Best Practices

Website, Vote.org widget

- Confirm with Vote.org that they can provide the source URL for form submissions as well as which resource the user's information was submitted to (e.g. Check Your Registration, Vote By Mail)
- If the above is possible, create separate URL landing pages to be used in the Facebook clickthrough URL, the email clickthrough URL, and in organic site links (e.g. lightbox)
- Be sure Google Analytics / GTM tagging is setup on the new landing pages with the Vote.org resources.
- Consider the organic site visitor journey, and if any additional GA tagging is needed on lightbox submission buttons or other

Facebook ads

- Be sure to exclude ad targeting for anyone in the NWF email list send, in order to ensure you are not paying for names you already have on your list and in order to ensure the email test (see below) is not compromised
 - Upload a custom audience using the planned email list
 - Exclude this custom audience from your audience targeting
- Best practice GOTV campaigns have shown that a frequency of at least 2 is needed to drive significant results; consider 2 or more exposures to your ads
- Consider multiple ad variations, and set the goal for clicks (or conversions if able to setup tracking pixel on the Vote.org form)
- Tag the clickthrough URL with proper source codes, and (as stated above) create a landing page only for those clicking on these Facebook ads

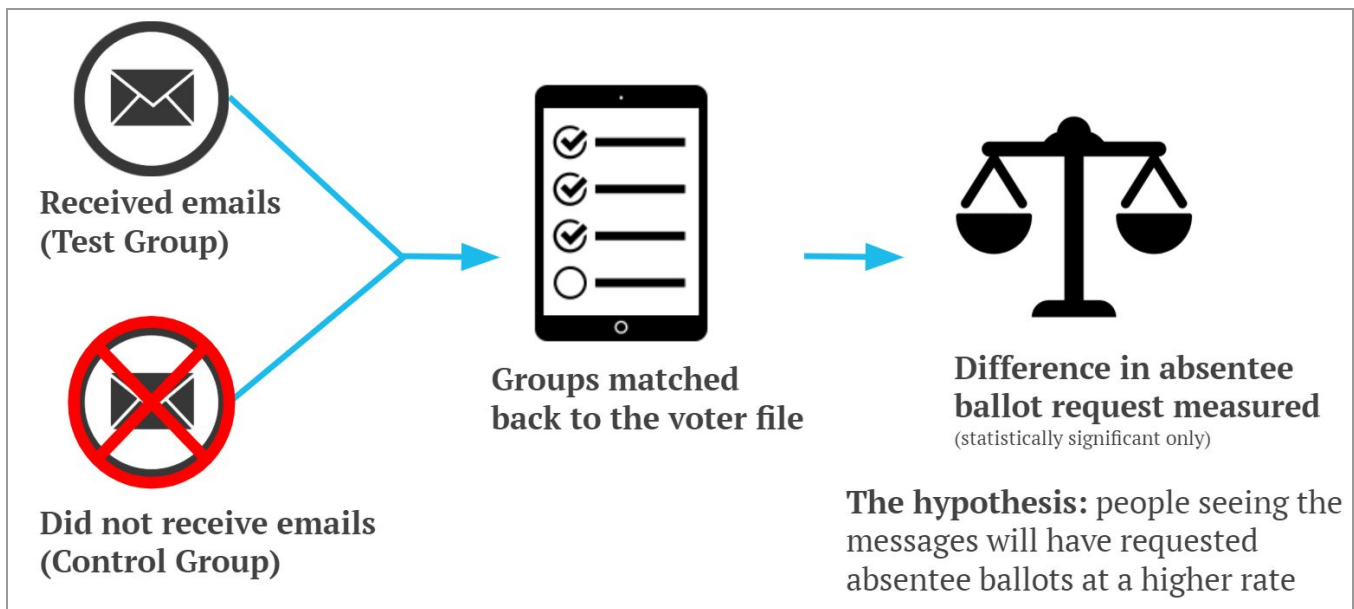
Emails to NWF list

- Best practice GOTV campaigns have shown that a frequency of at least 2 is needed to drive significant results; consider 2, or ideally 3+ emails to your list
- Tag the clickthrough URL with proper source codes, and (as stated above) create a landing page only for those clicking on these emails

Testing Plan

In addition to measuring overall impact, the following test has been designed to determine if GOTV messaging is resulting in a significant lift in participation. If successful, the results will help projections for what proportion of the vote other GOTV efforts can claim credit for. Additionally, the results will serve as a guide to additional organizations considering an efficient GOTV campaign.

Test Design



Test Time Period

It is recommended that the test be conducted over a 1 to 2 week period, concluding no later than 9/27. The timing of this test is important due to a number of factors:

- The date for the start of absentee requests in a state must have passed
- Results to the test must be available in time to guide strategy in the remainder of the election season
- The mechanics of the test require a hold-out control group who receives no messages during the testing period; it's important to the GOTV goal that this holdout group receive messages after the testing has concluded

Channel, Call-to-Action, and Metrics

Email is the recommended channel to execute this test in order to manage the message journeys, establish a control group which receives no messages (for comparison), and as NWF's list has already been matched to the voter file (making re-matching simpler and cost efficient).

The CTA for the email message and corresponding conversion metric used for measuring success has been selected to maximize the speed of the results: requesting an absentee ballot. Requesting an absentee ballot is among the near-real-time metrics available in the voter file for 27 states.

Best practice GOTV campaigns have shown that a frequency of at least 2 is needed to drive significant results; consider 2, or ideally 3+ emails to the test group.

The test is designed as an A/B test (see above diagram) with a test group receiving several emails in a GOTV series and a control group which receives no messages. The conversion metric (requesting an absentee ballot) will be evaluated among both groups to determine if there is a significant lift in conversion among the test group.

In the 27 states for the test, there are approximately 600k constituents on NWF's email list. This is enough for the A/B test, and also leaves room for message testing within the test group (A/B/C test). This could be considered if the team was looking to compare different kinds of message journeys (urgency Vs. COVID) to guide messages moving forward.

Research Costs

Leveraging the data relationship NWF already has with Catalist through the CAC Membership Match, arrangements have been outlined to provide the following:

Measurement plan - Matching Vote.org submissions back to the voter file will cost \$250 per 100k names. It is difficult to project the number of people (unique) that will participate, but it is a safe expectation that it would cost no more than \$500 to \$1,000.

Testing plan - Matching a list back to the voter file for the near-real-time absentee ballot request field will cost \$450 per 100k names. Based on the 600k list size identified for the test, we anticipate this costing \$2,700.

Additional Resources

The Climate Advocacy Lab recently aggregated their get-out-the-vote resources into [this newsletter](#), covering best practices such as which messages work best and demonstrating successful campaigns in case studies; to access, first [become a member](#)

- What's the best GOTV message?
- How best to contact voters?
- How to turn out voters and embed environmental issues into your message?

*For more information reach out to Peter Fontana, Innovation Team Director:
pfontana@partnershipproject.org*