

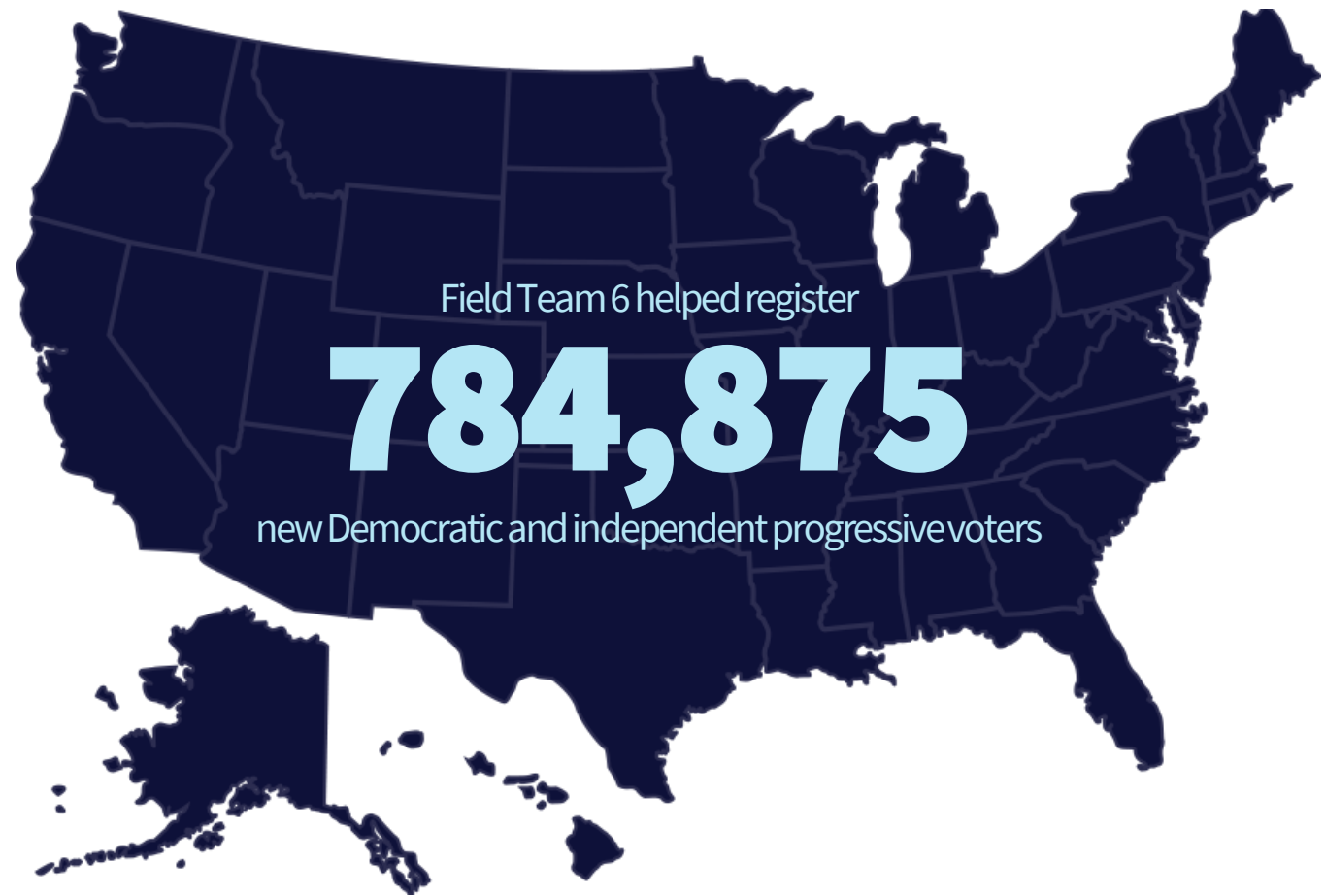
Impact Report for the 2021-2022 Cycle

Field Team
6 registers
Democrats!



Field Team 6 Impact in 2020

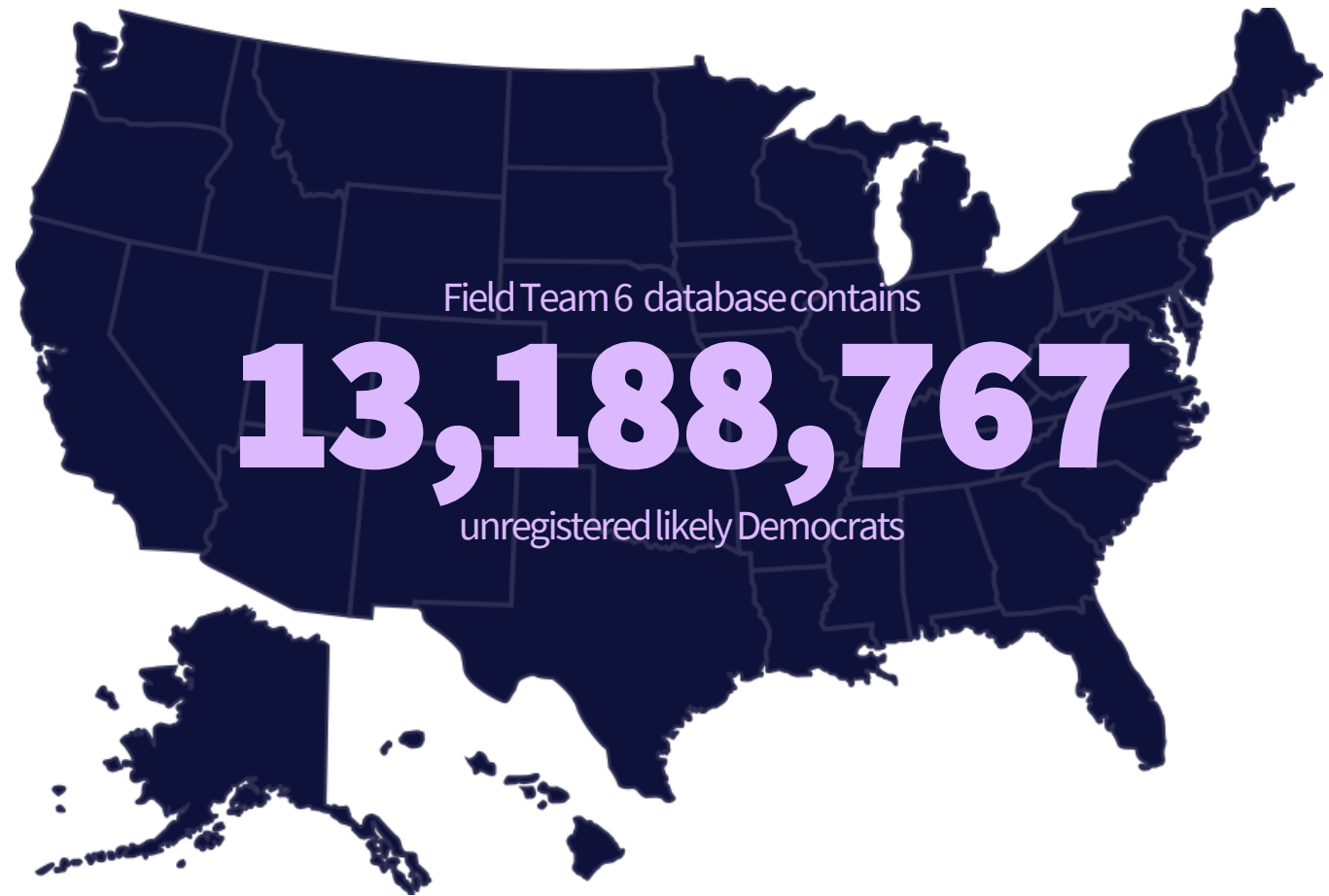
In 2020, Field Team 6 helped register 784,875 new voters in our pandemic pivot.



2020 Cycle

Field Team 6 Strategy for 2021-2022

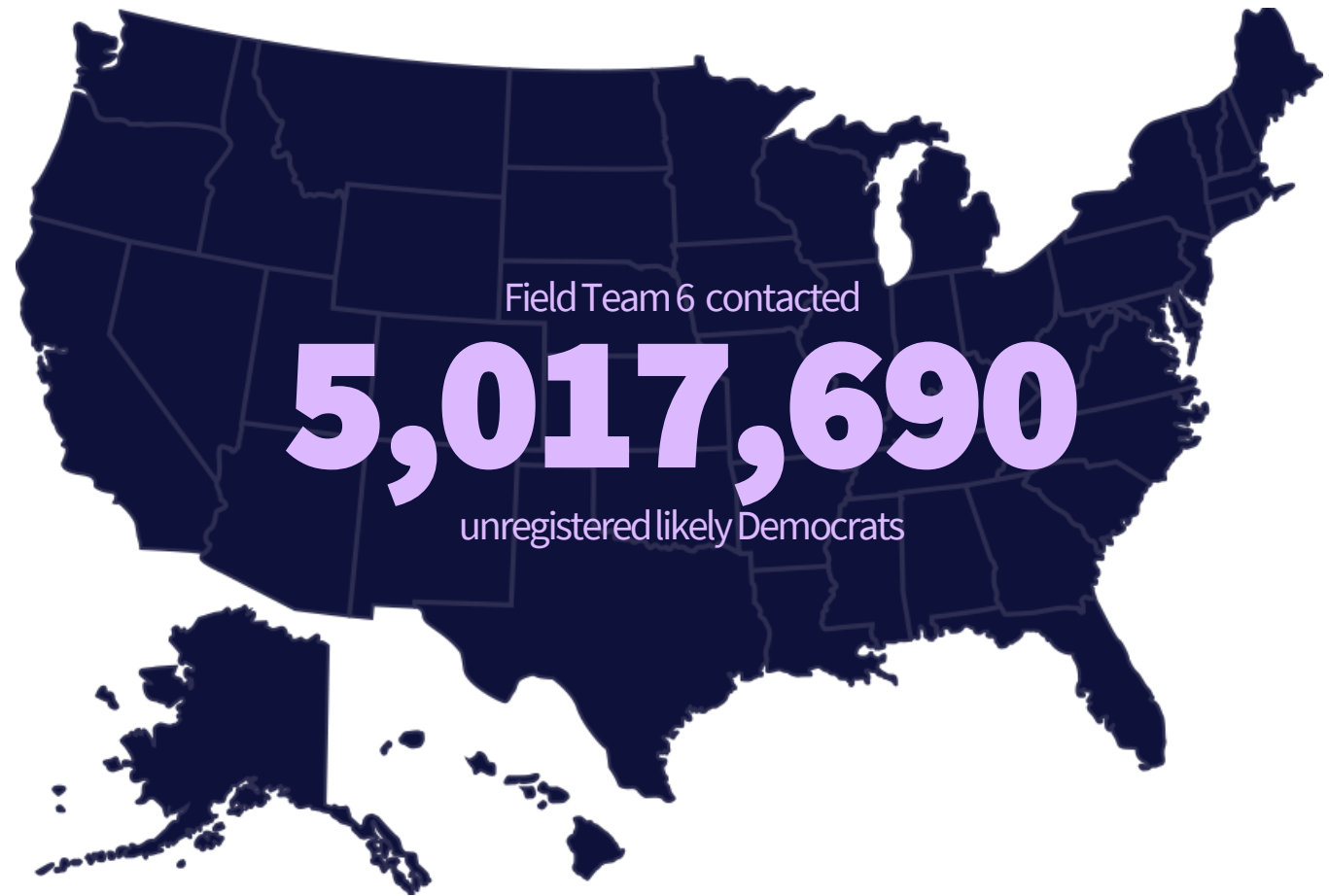
In 2021-2022,
Field Team 6
curated a
national database
of 13.2 million
unregistered
likely Democrats
purchased from
multiple sources.



2021-2022 Cycle

Field Team 6 Total Outreach for 2021-2022

Our donors, volunteers, and partners helped us reach out to 5.02 million of these unregistered likely Democrats in the cycle.



2021-2022 Cycle

Field Team 6 Outreach Methods

We reached out in multiple ways, an average of **1.92** times per person.



PHONEBANKING



POSTCARDING



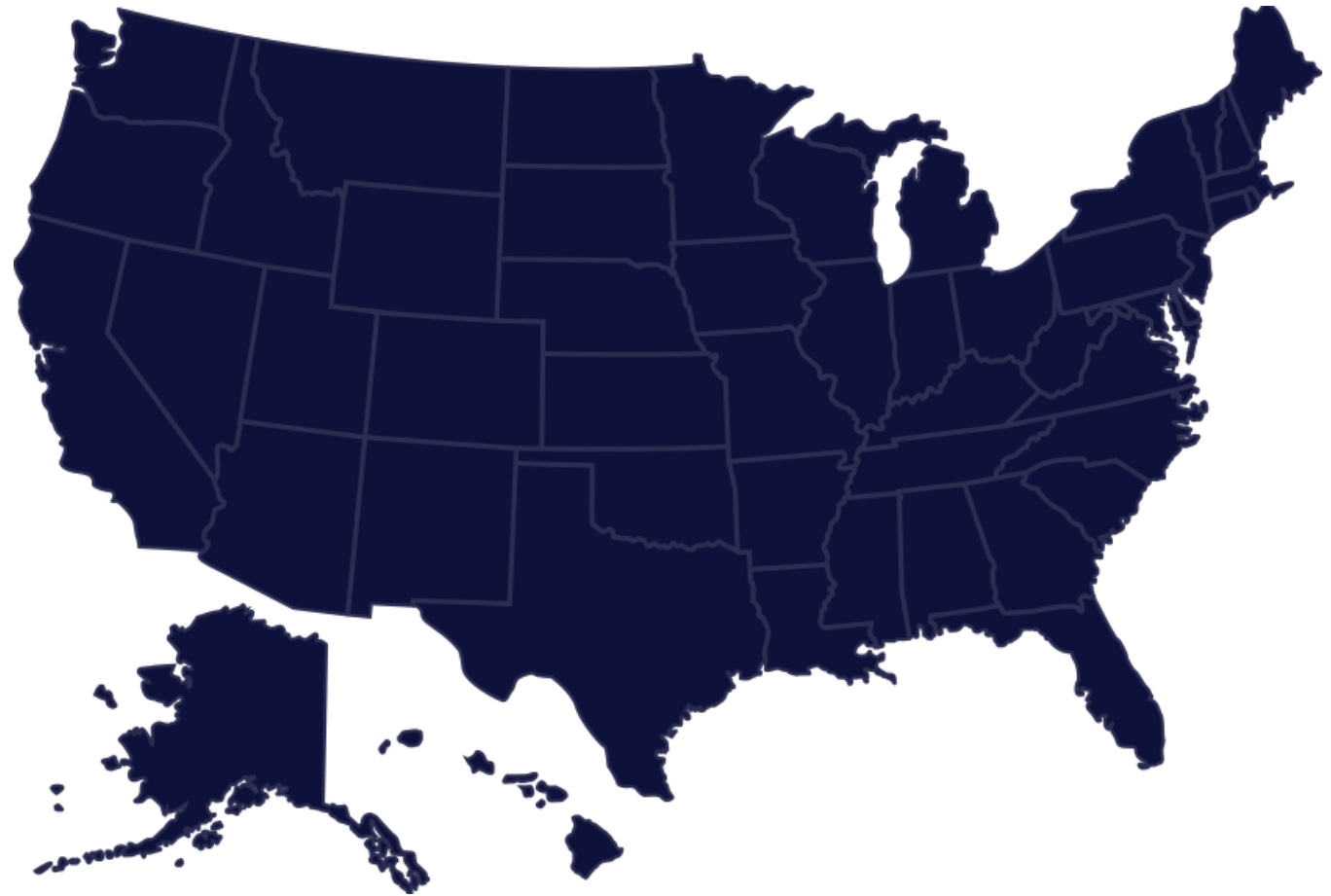
TEXTBANKING



EMAILING

Field Team 6 Results for 2021-2022

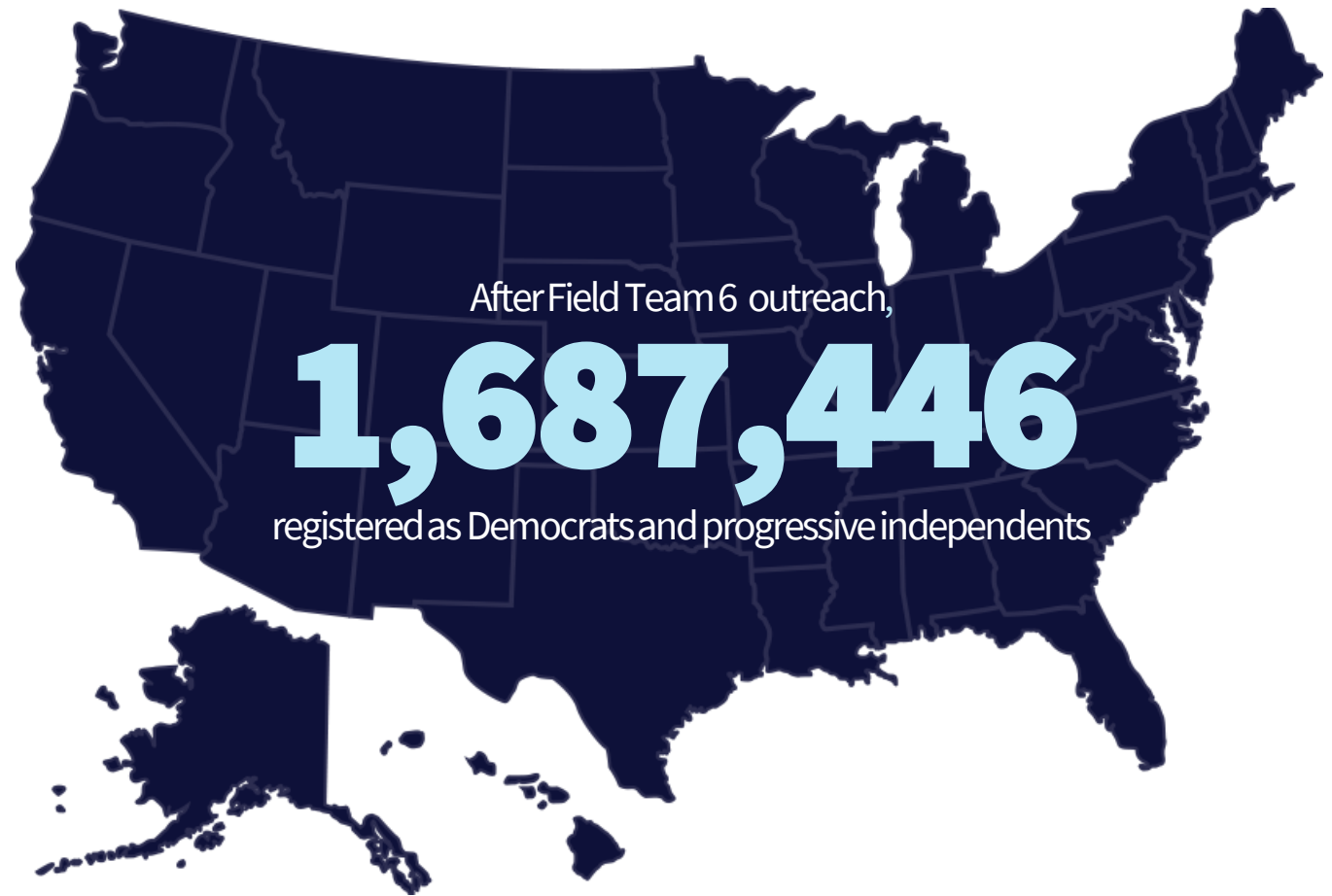
The results...



2021-2022 Cycle

Field Team 6 Results for 2021-2022

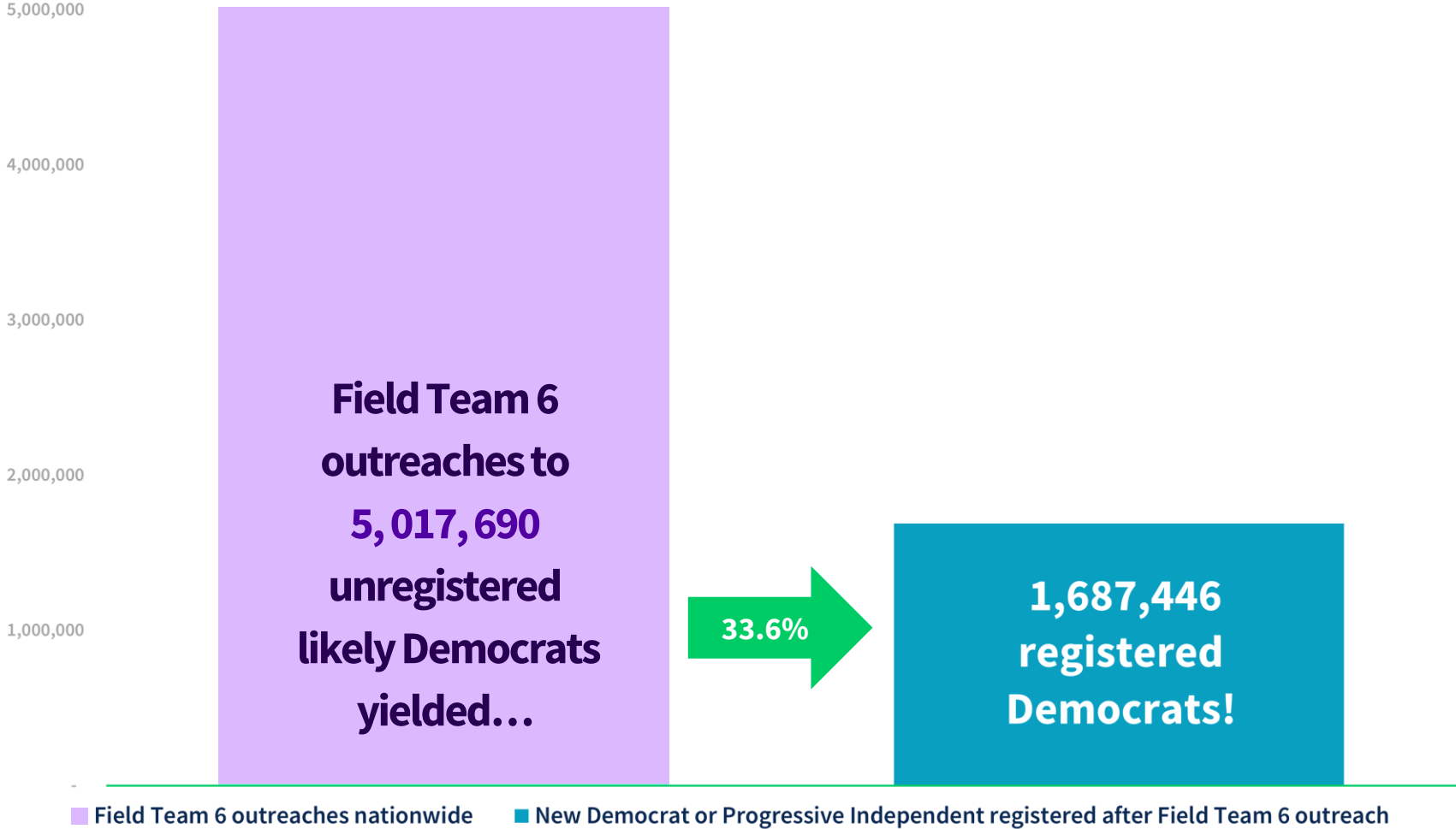
The results...
...are **stunning!**



2021-2022 Cycle

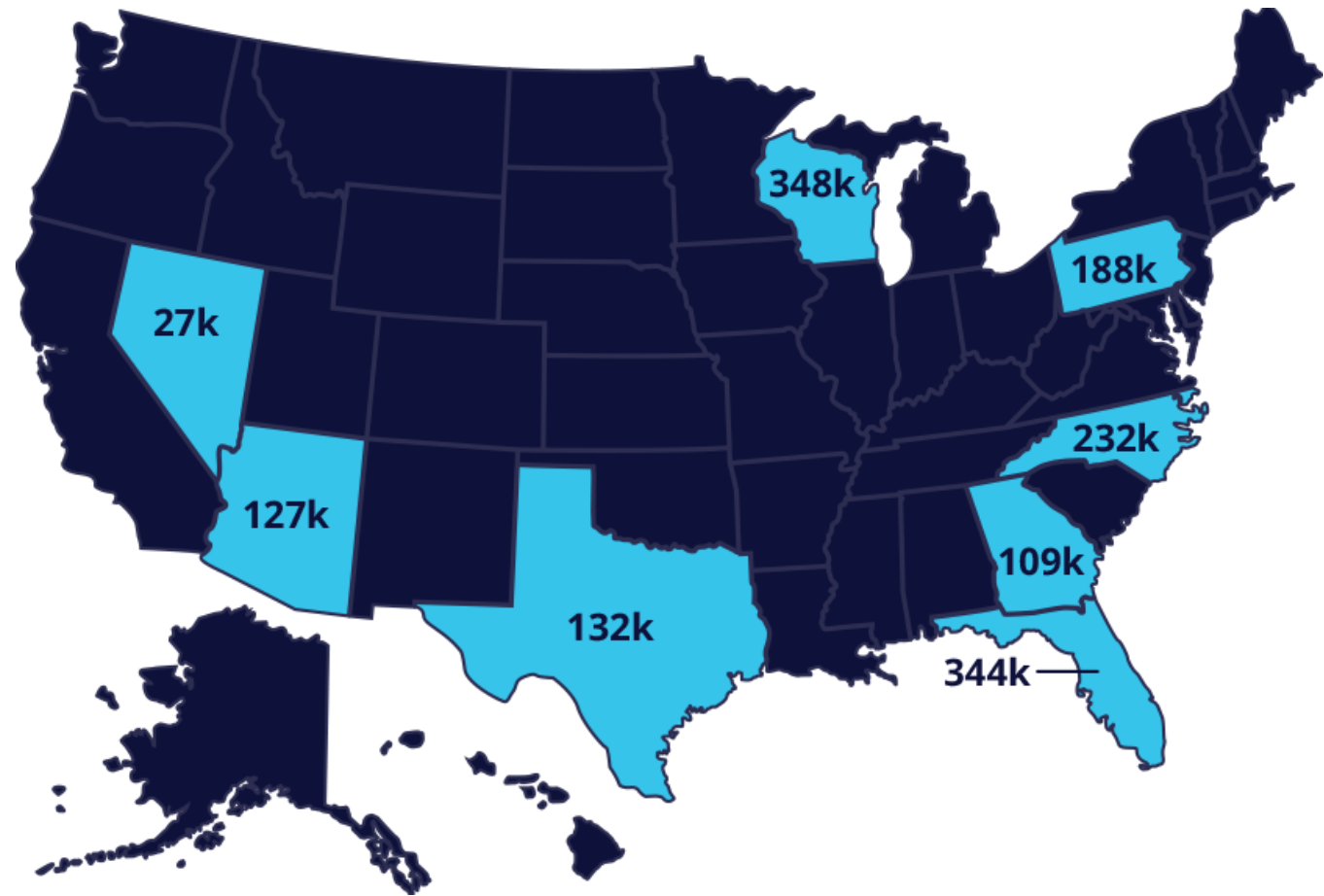
1,687,446 New Democratic Voters Registered!

One in three registered as a Democrat or progressive independent after Field Team 6 outreach!



Field Team 6 Target 8 States

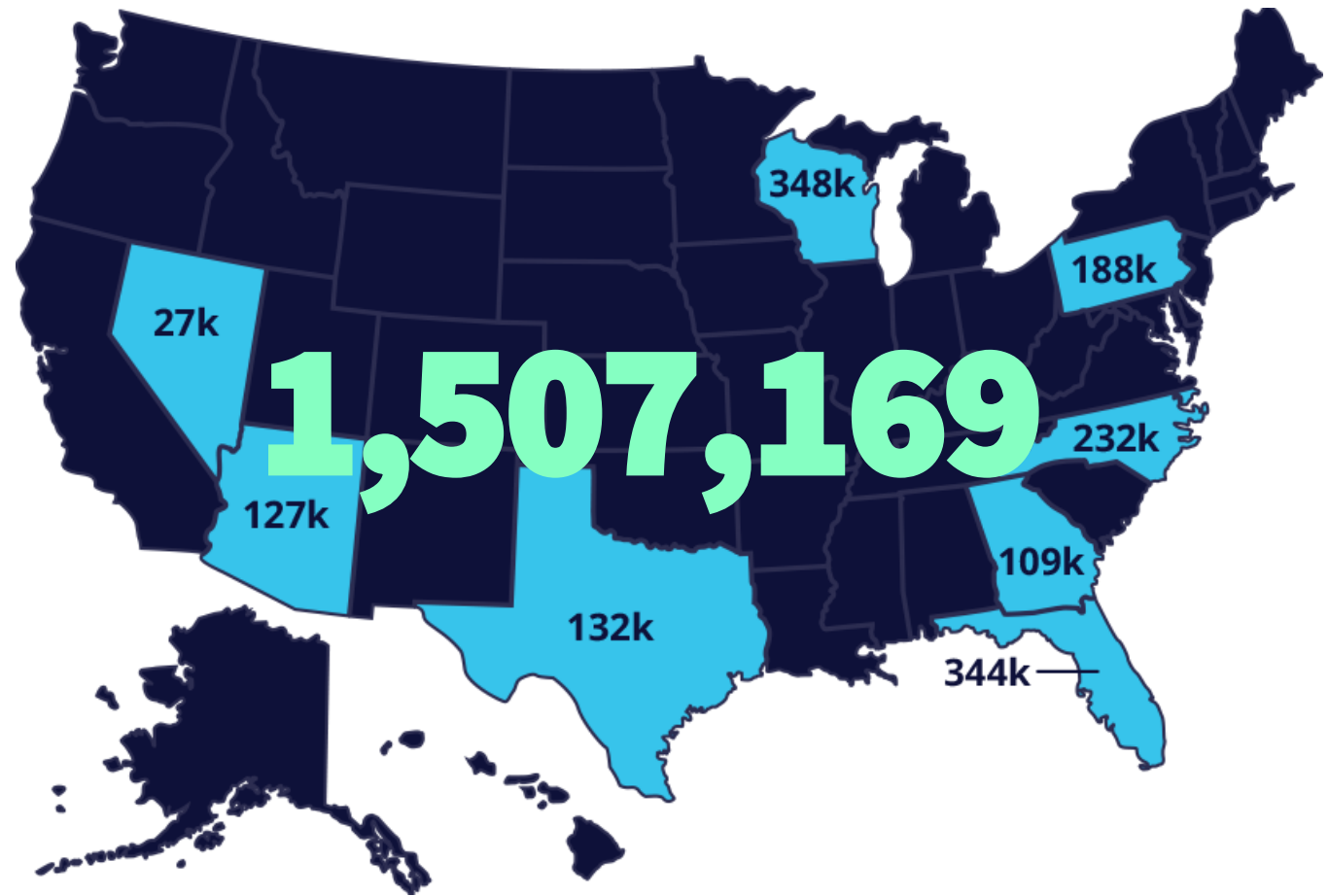
Field Team 6 delivered election-changing results in the key **8 battlegrounds**.



2021-2022 Cycle

Field Team 6 Target 8 States: Success!

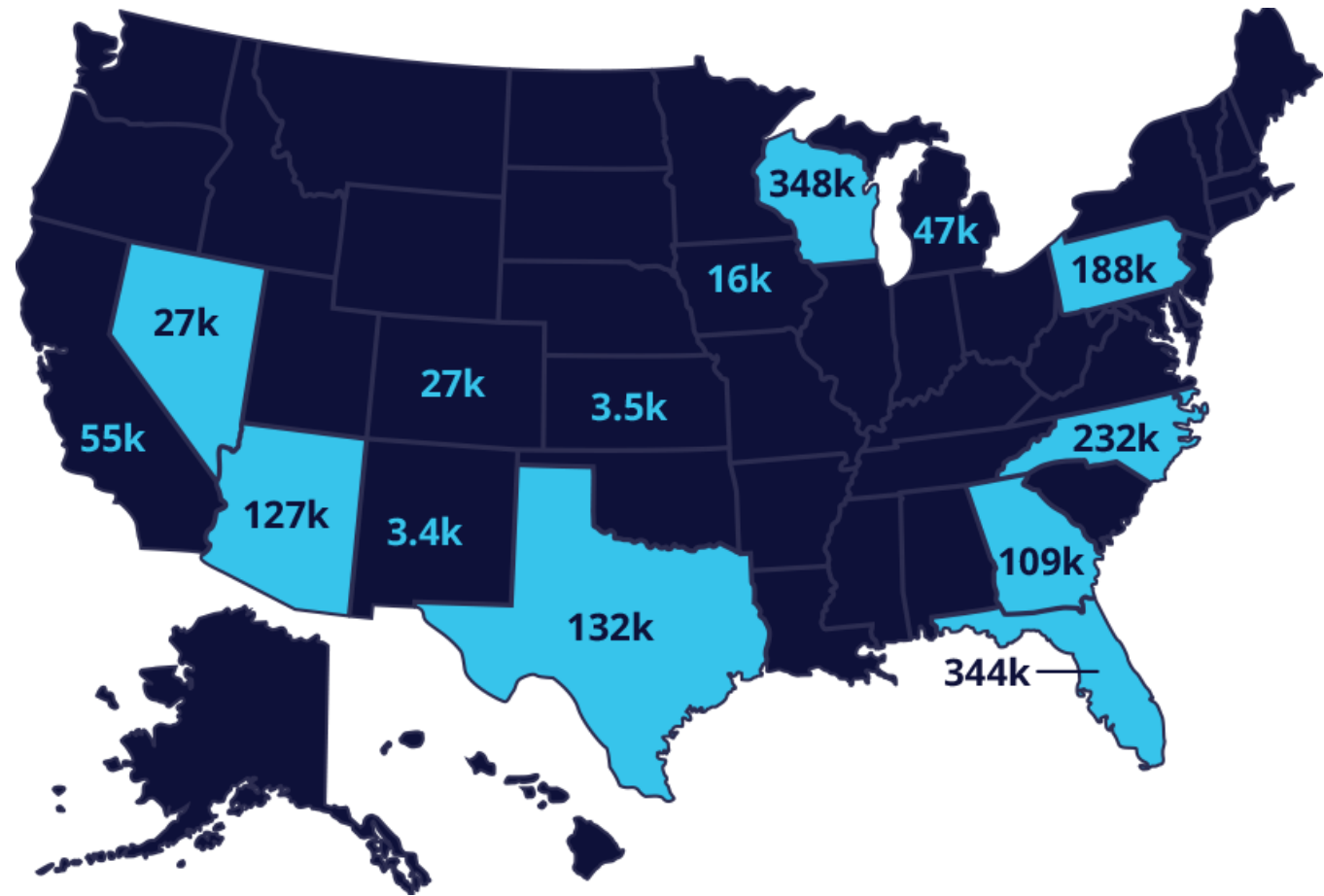
1.5 million of these new Democratic voters registered in the key 8 battlegrounds.



2021-2022 Cycle

Field Team 6 State-by-State Results

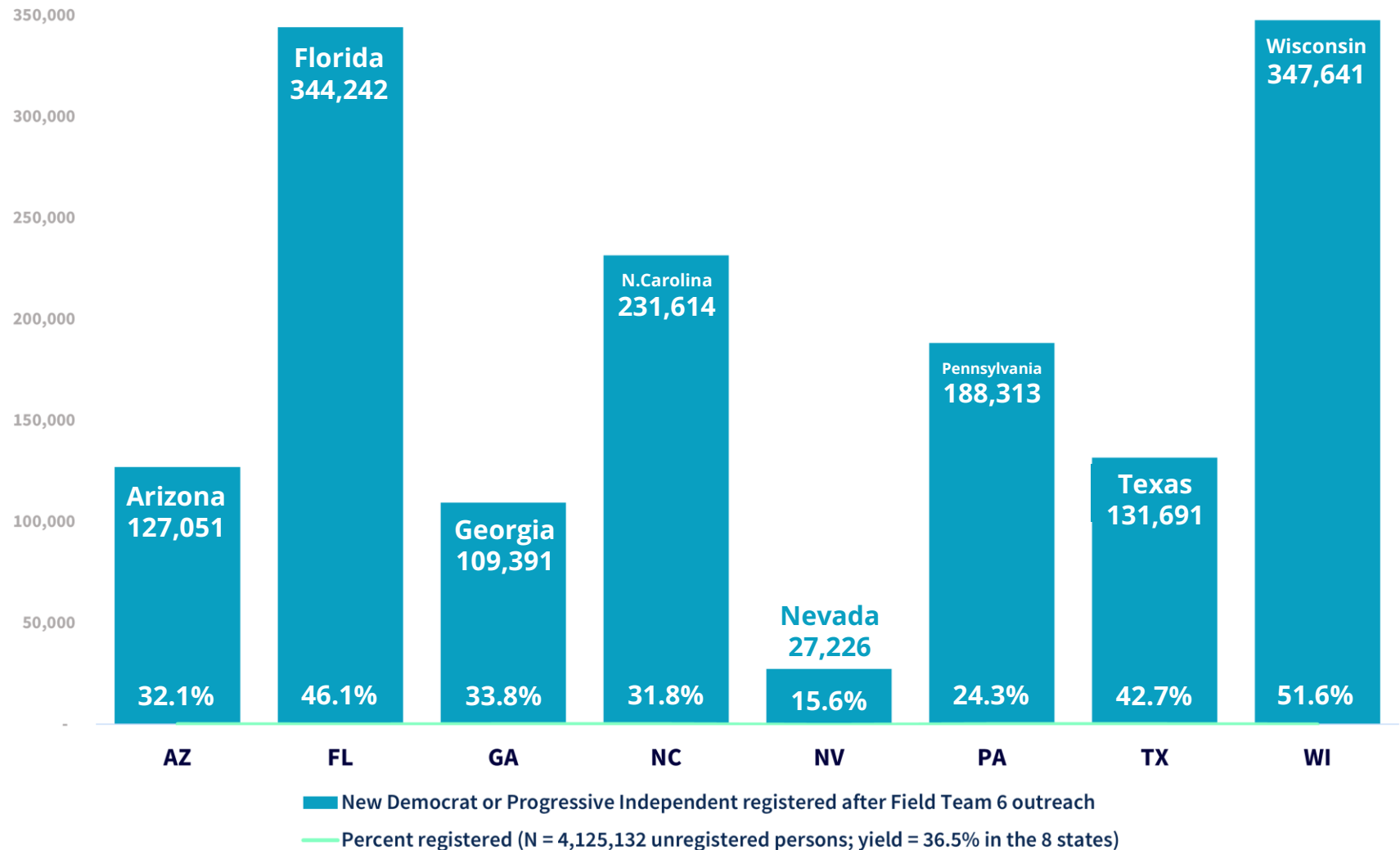
These 1.68 million new registrations came from 8 battleground states and from flippable districts in 6 more states.



2021-2022 Cycle

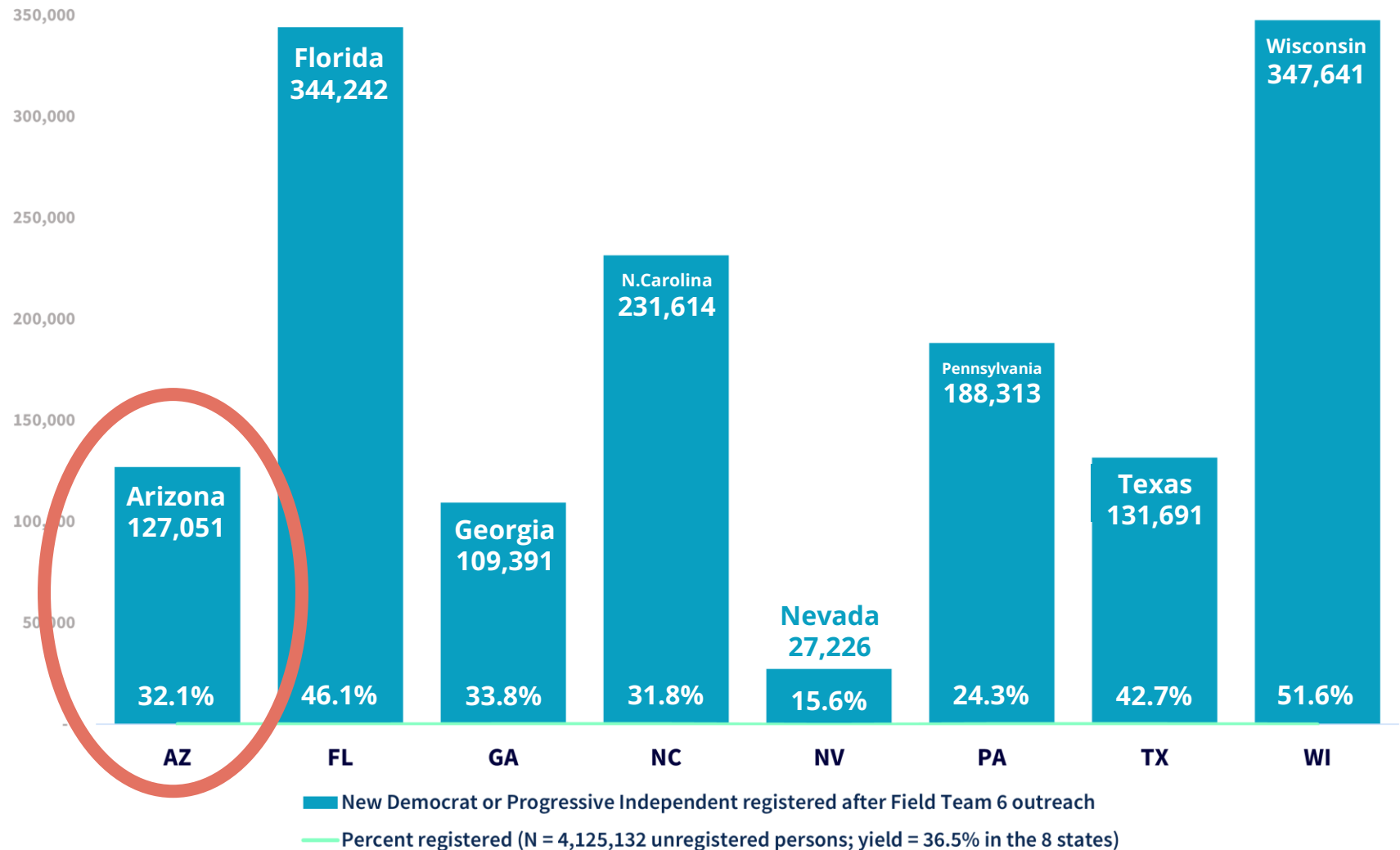
Field Team 6 Target 8 States: Success!

Outreach in the 8 battlegrounds yielded 36.5% new Democratic voters. Rates varied widely, from a whopping 51.6% in Wisconsin to 15.6% in Nevada.



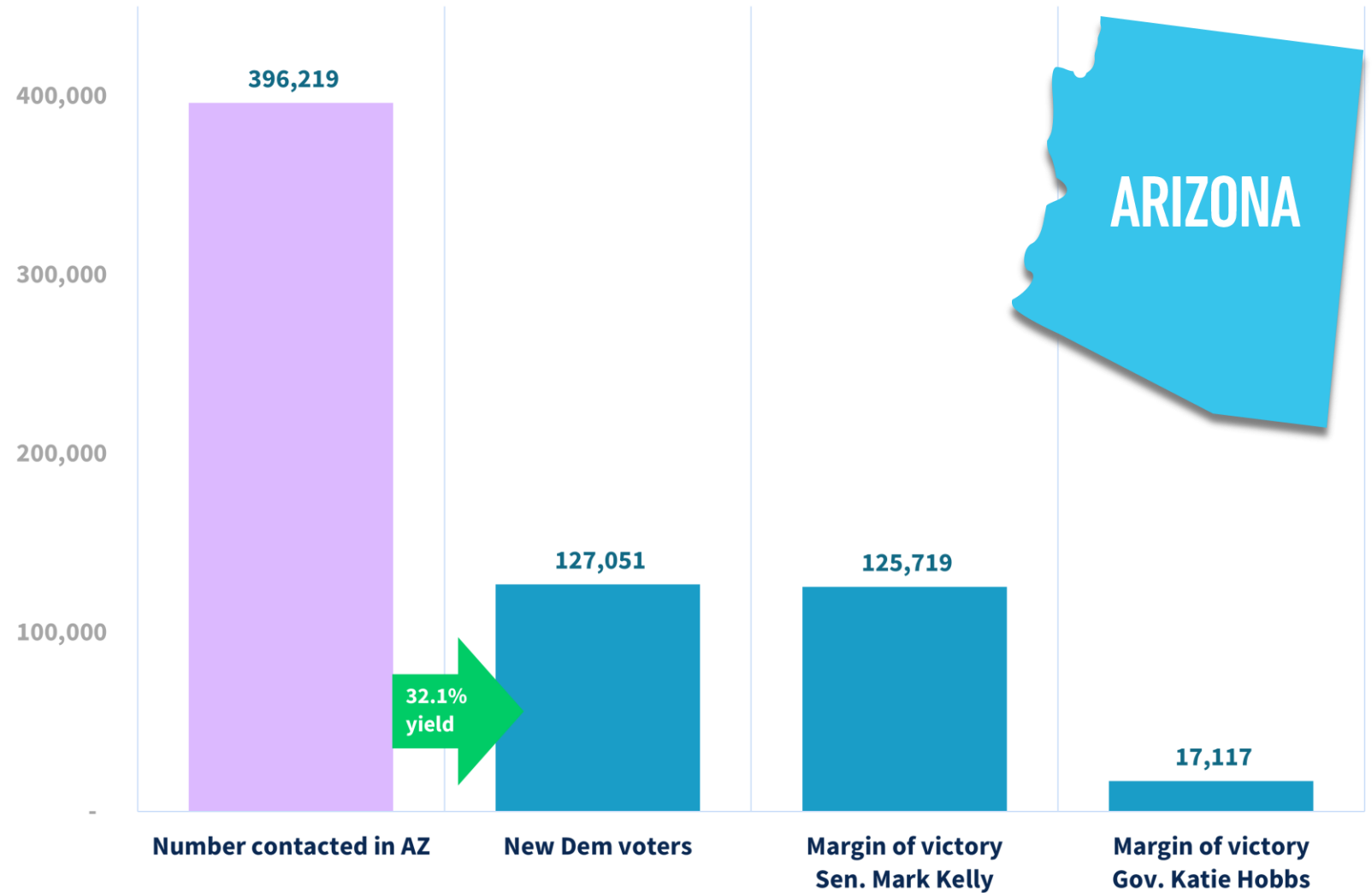
Field Team 6 Target 8 States: Success!

The 8 battlegrounds yielded 36.5% new Democratic voters, but rates varied widely by state.



The Difference Field Team 6 Made in Arizona

Did 127,051 new Democratic voters help in Arizona?



Partisan Voter Registration the Field Team 6 Way!

But wait:
Field Team 6
achieved these
registrations
DIGITALLY? From
a DISTANCE? In
the PANDEMIC?

How?!



Partisan Voter Registration the Field Team 6 Way!

The Field Team 6
breakthrough
concept of
partisan voter
registration
works even
BETTER in digital!



PHONEBANKING



POSTCARDING



TEXTBANKING



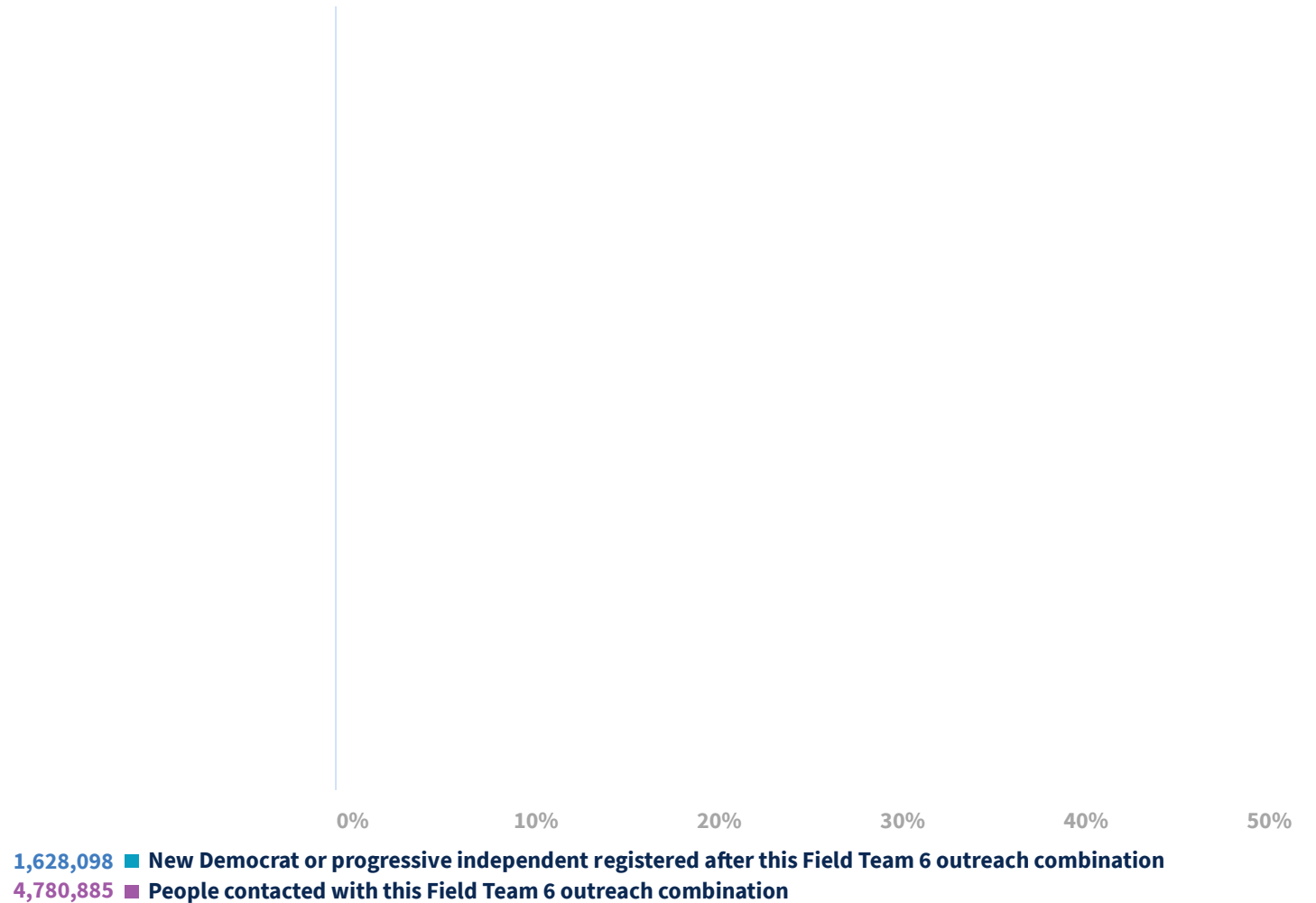
EMAILING

Field Team 6 Yields: Top Nine Method Combinations

Yield from these top nine method combinations totaled 34%
Outreaches to these 4,780,885 averaged 1.85 per person

2021-2022 Election Cycle

Let's look at some yields.



Field Team 6 Yields: Top Nine Method Combinations

Yield from these top nine method combinations totaled 34%
Outreaches to these 4,780,885 averaged 1.85 per person

2021-2022 Election Cycle

Phone bank only:
24.83%

10,330
41,611

Phone only

24.83%

0%

10%

20%

30%

40%

50%

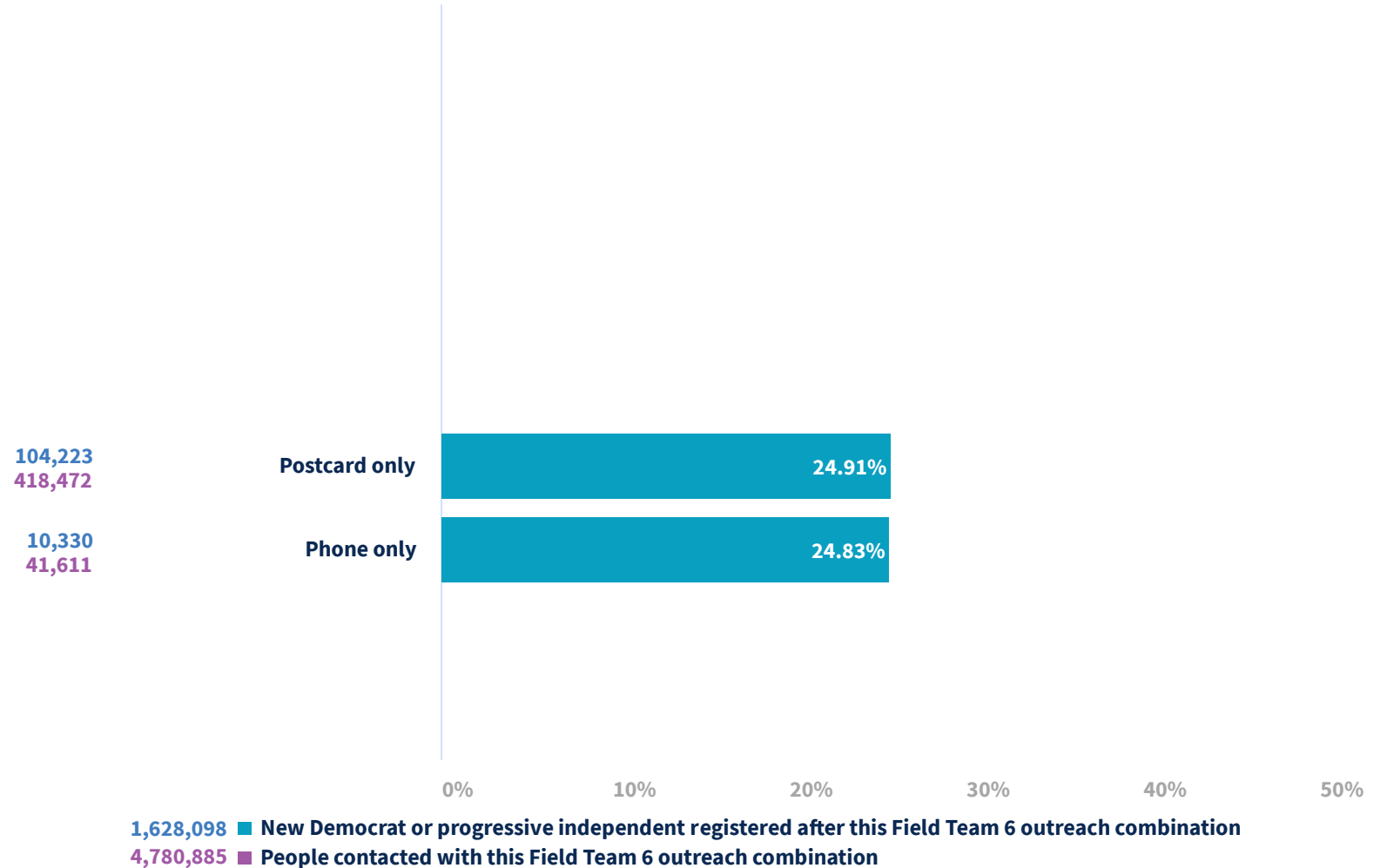
1,628,098 ■ New Democrat or progressive independent registered after this Field Team 6 outreach combination
4,780,885 ■ People contacted with this Field Team 6 outreach combination

Field Team 6 Yields: Top Nine Method Combinations

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2021-2022 Election Cycle

Postcard only:
24.91%

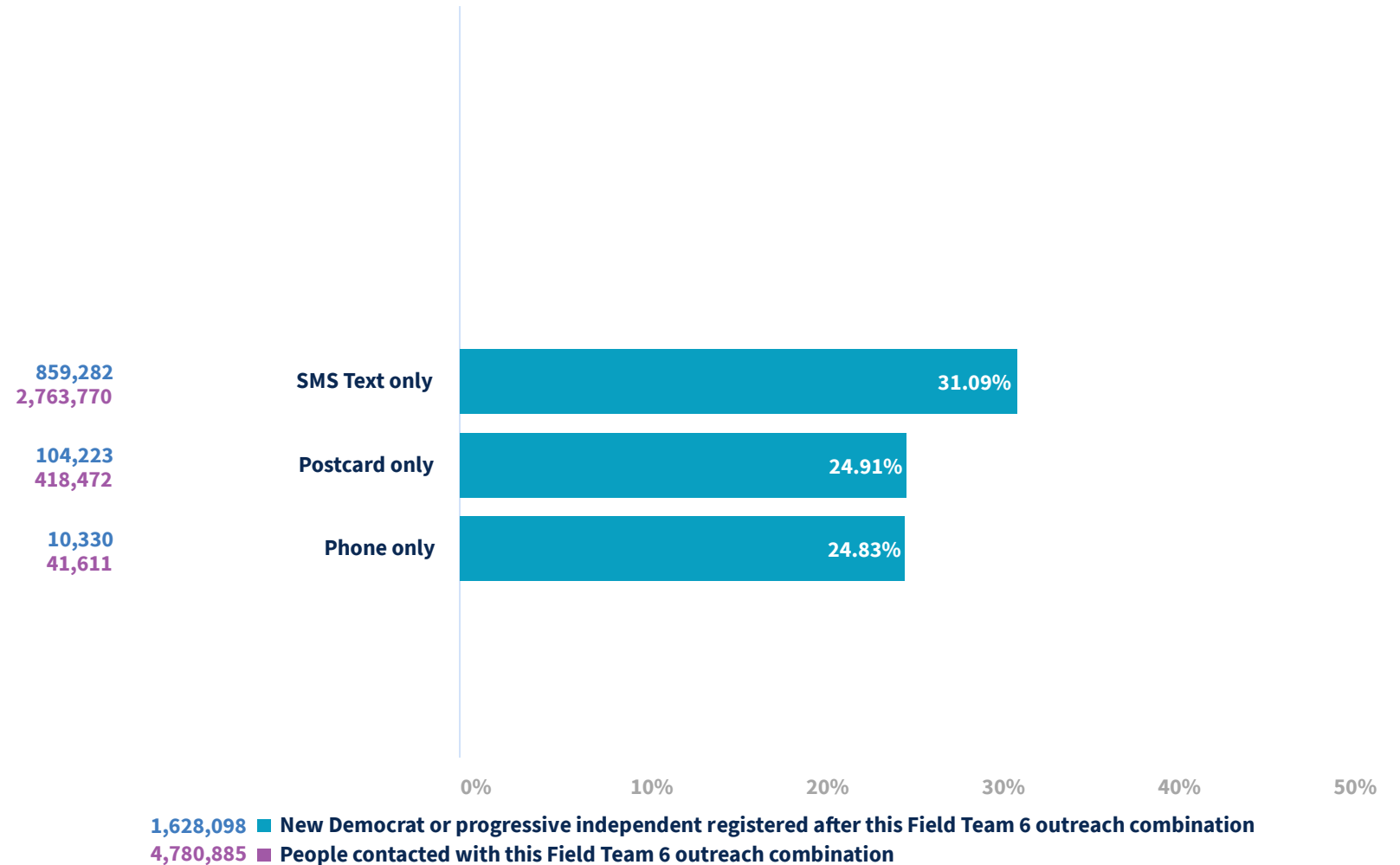


Field Team 6 Yields: Top Nine Method Combinations

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2021–2022 Election Cycle

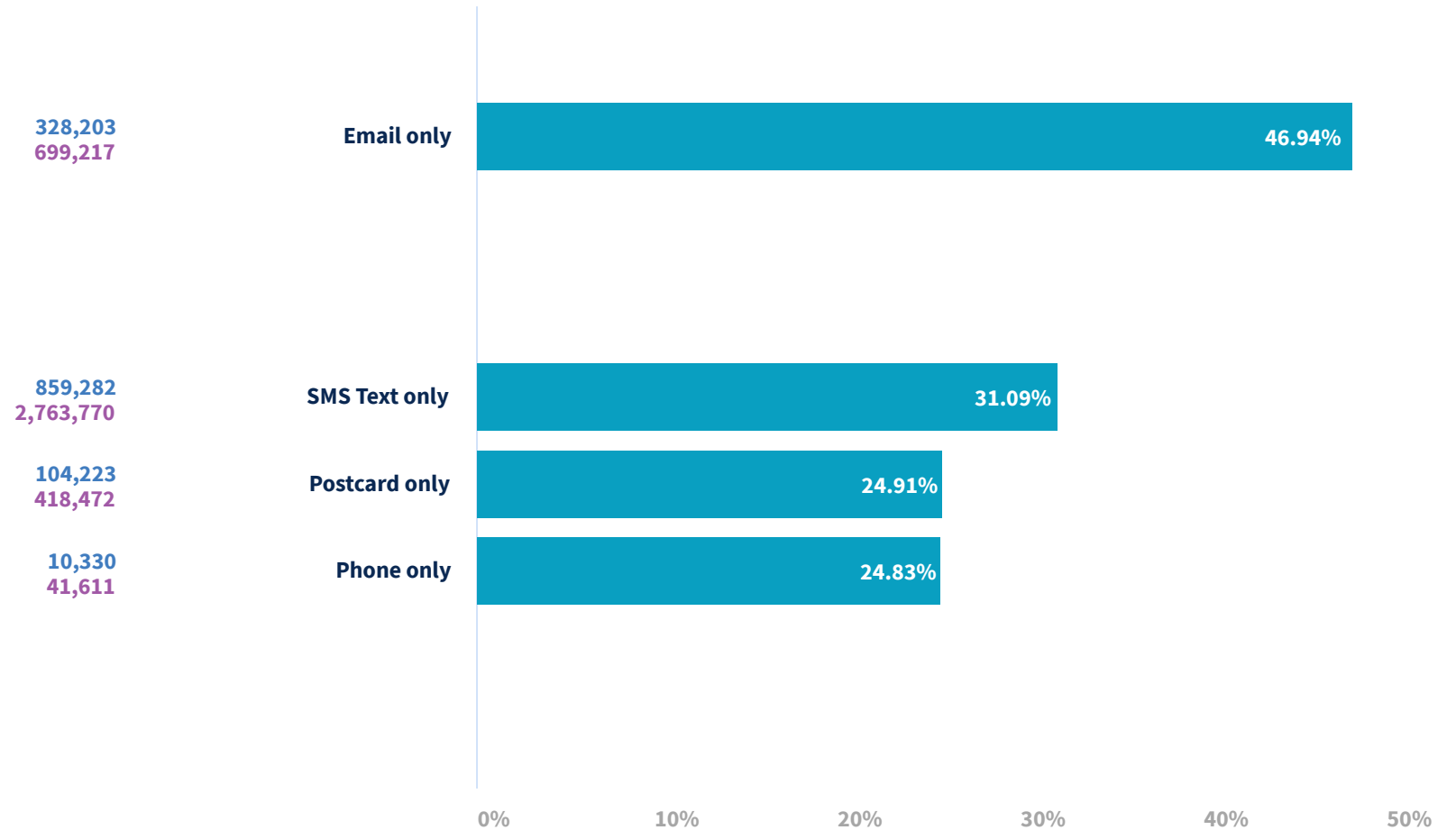
Text (SMS) only:
31.09%



Field Team 6 Yields: Top Nine Method Combinations

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2021–2022 Election Cycle



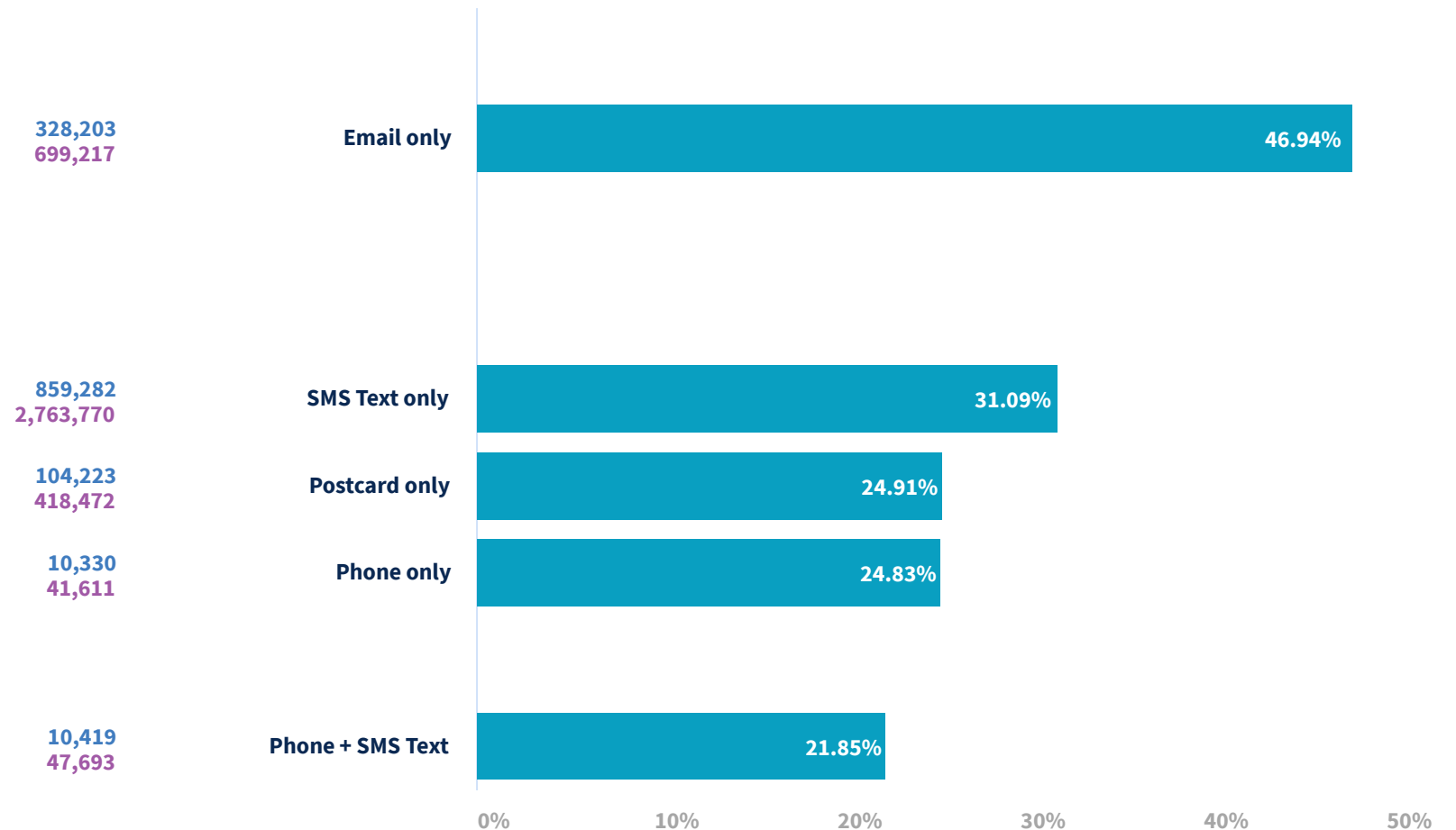
Email only:
46.94%

Field Team 6 Yields: Top Nine Method Combinations

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2021–2022 Election Cycle

Phone plus text:
21.85%



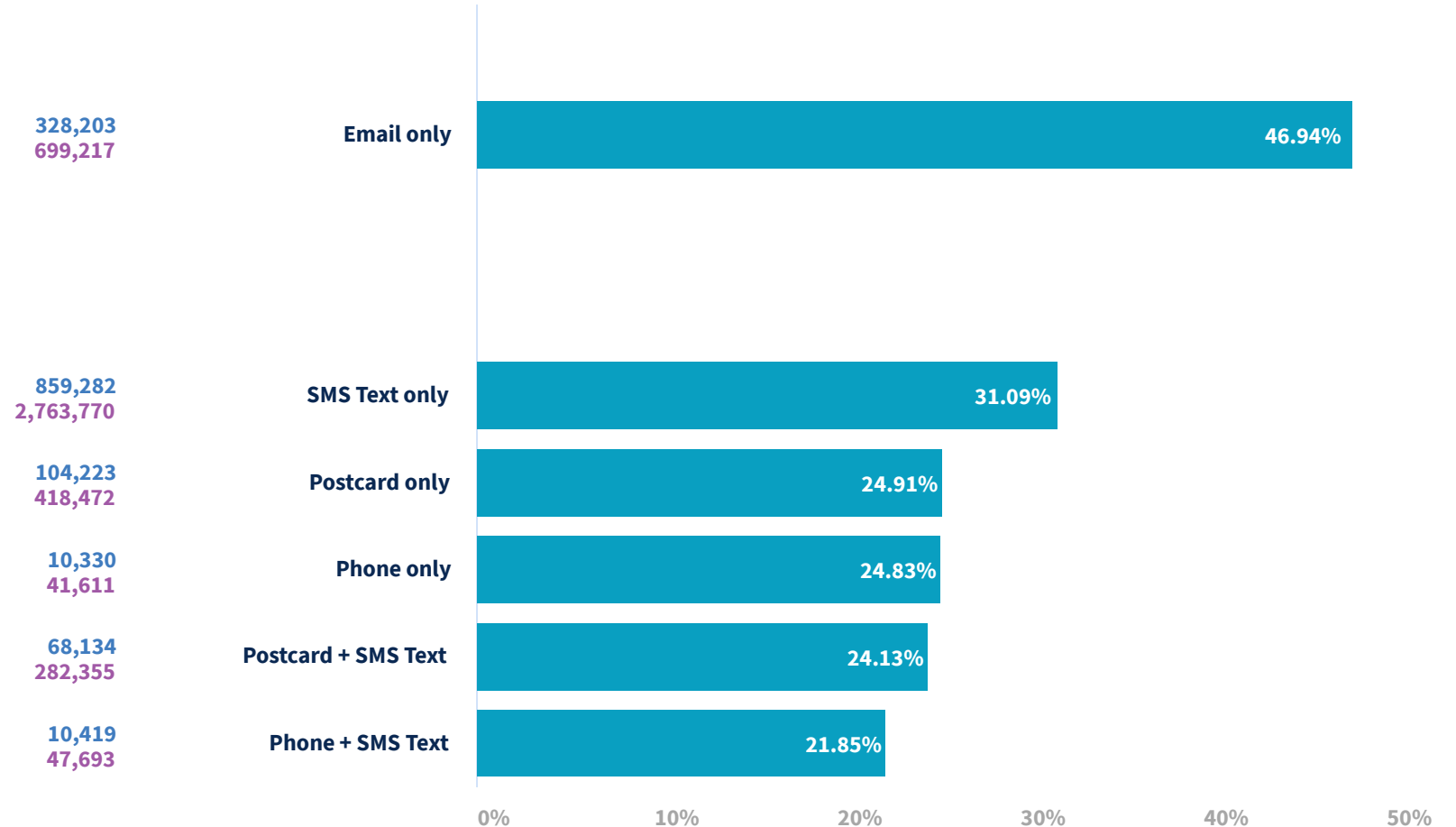
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2021-2022 Election Cycle

Postcard plus
text: 24.13%



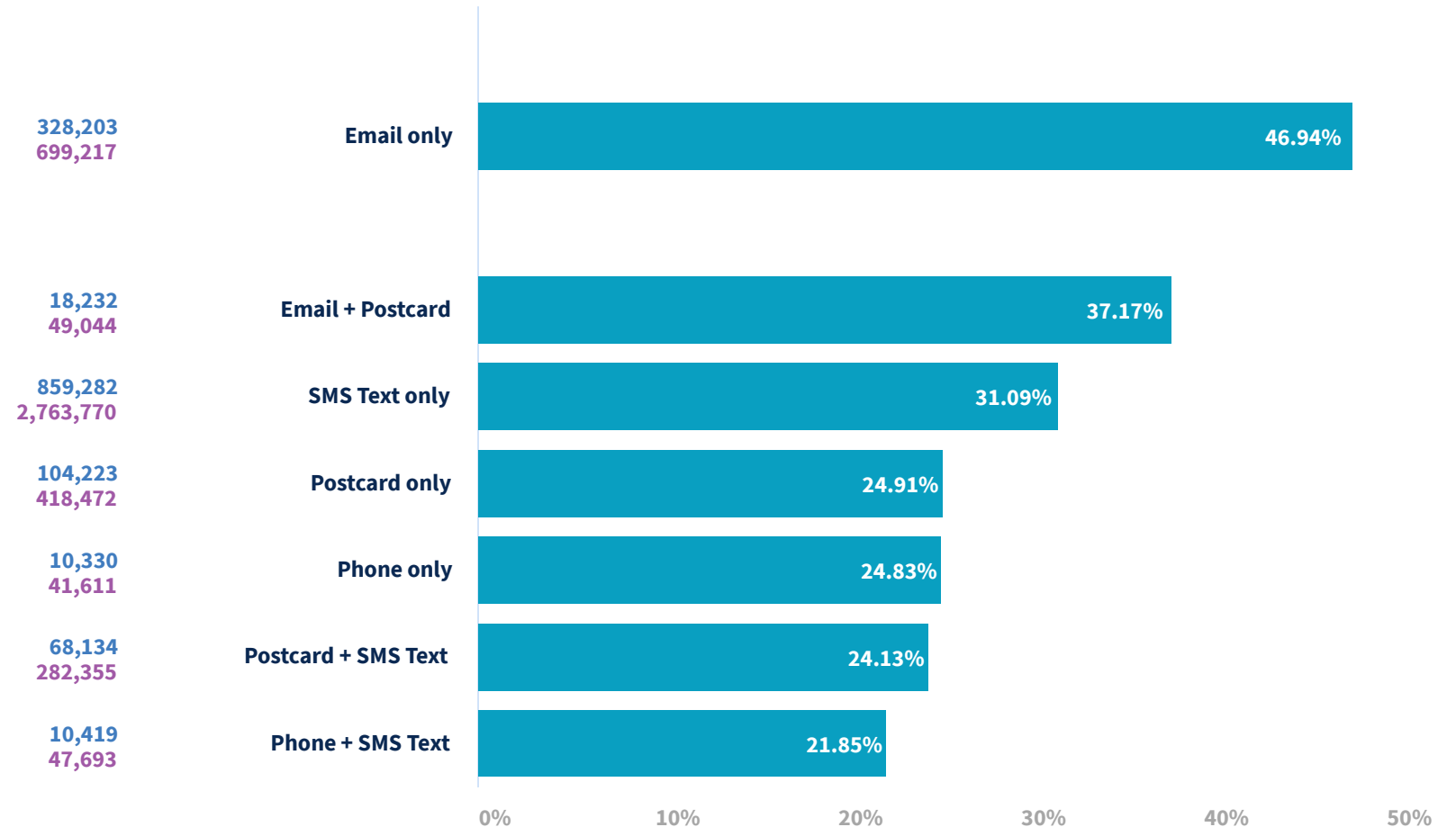
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Field Team 6 Yields: Top Nine Method Combinations

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2021-2022 Election Cycle

Email plus
postcard: **37.17%**



328,203
699,217

Email only

46.94%

18,232
49,044

Email + Postcard

37.17%

859,282
2,763,770

SMS Text only

31.09%

104,223
418,472

Postcard only

24.91%

10,330
41,611

Phone only

24.83%

68,134
282,355

Postcard + SMS Text

24.13%

10,419
47,693

Phone + SMS Text

21.85%

0%

10%

20%

30%

40%

50%

1,628,098 ■ New Democrat or progressive independent registered after this Field Team 6 outreach combination

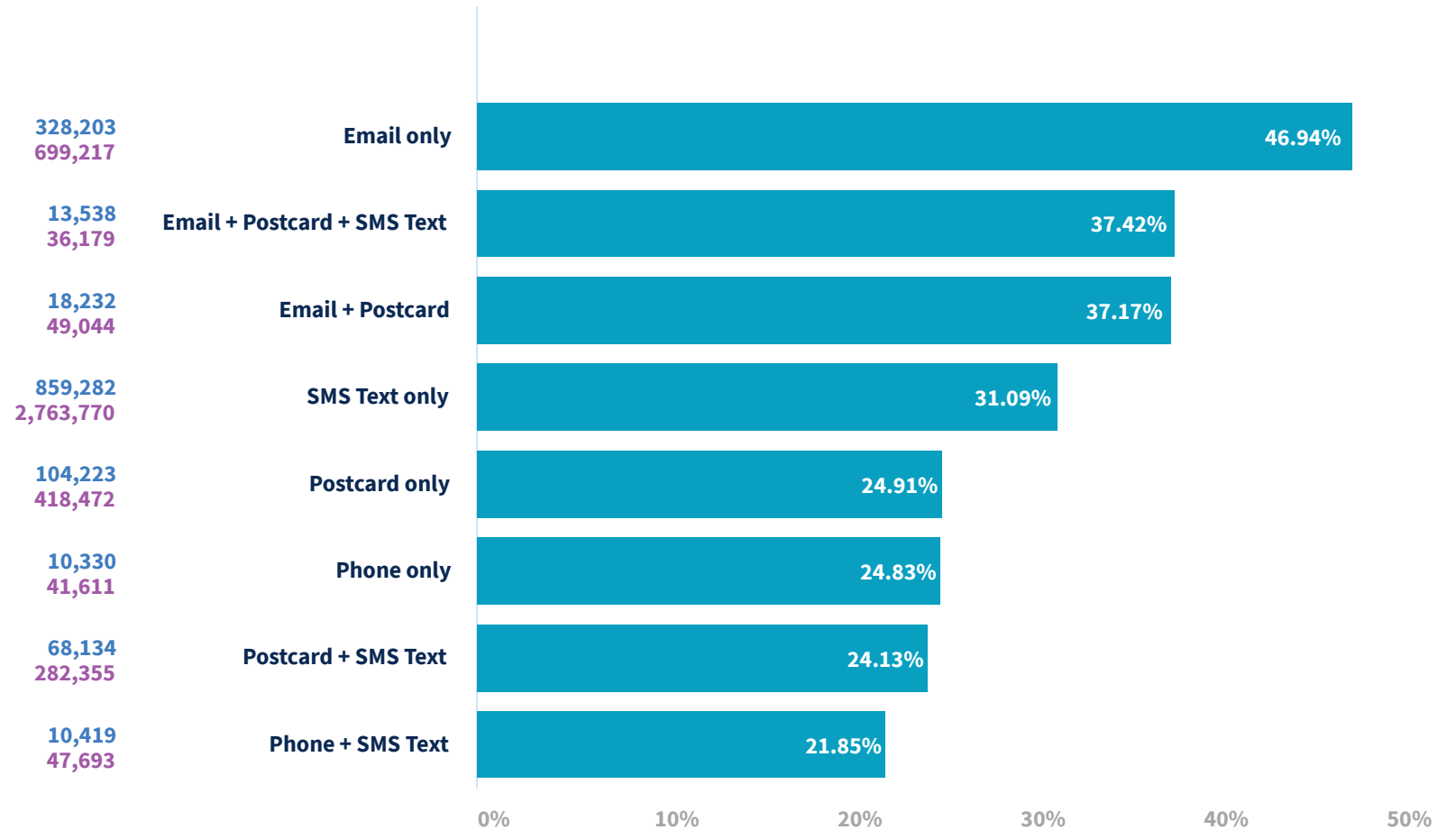
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Field Team 6 Yields: Top Nine Method Combinations

Yield from these top nine method combinations totaled 34%
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2021–2022 Election Cycle

Email plus
postcard plus
text: **37.42%**



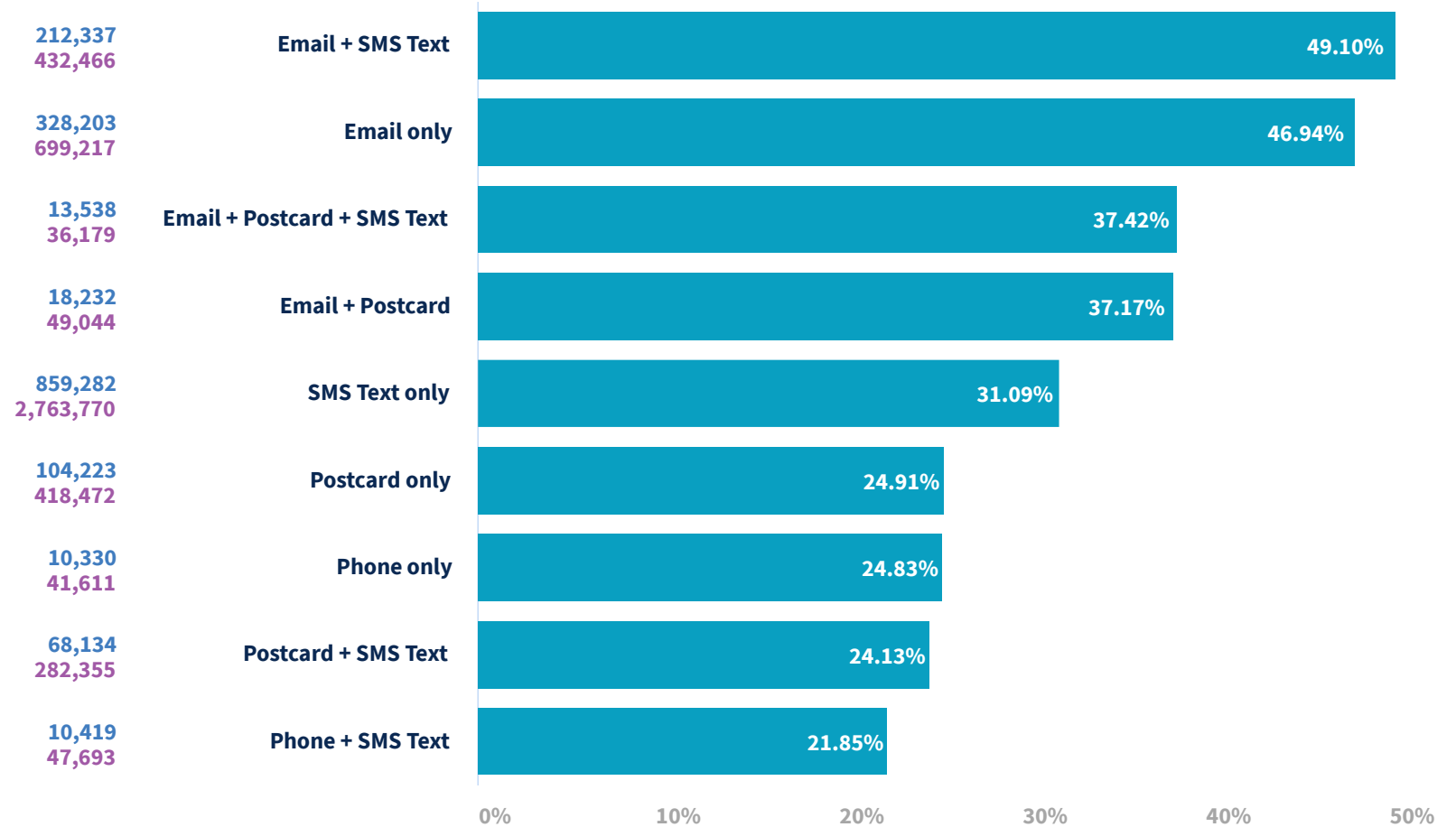
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2021-2022 Election Cycle

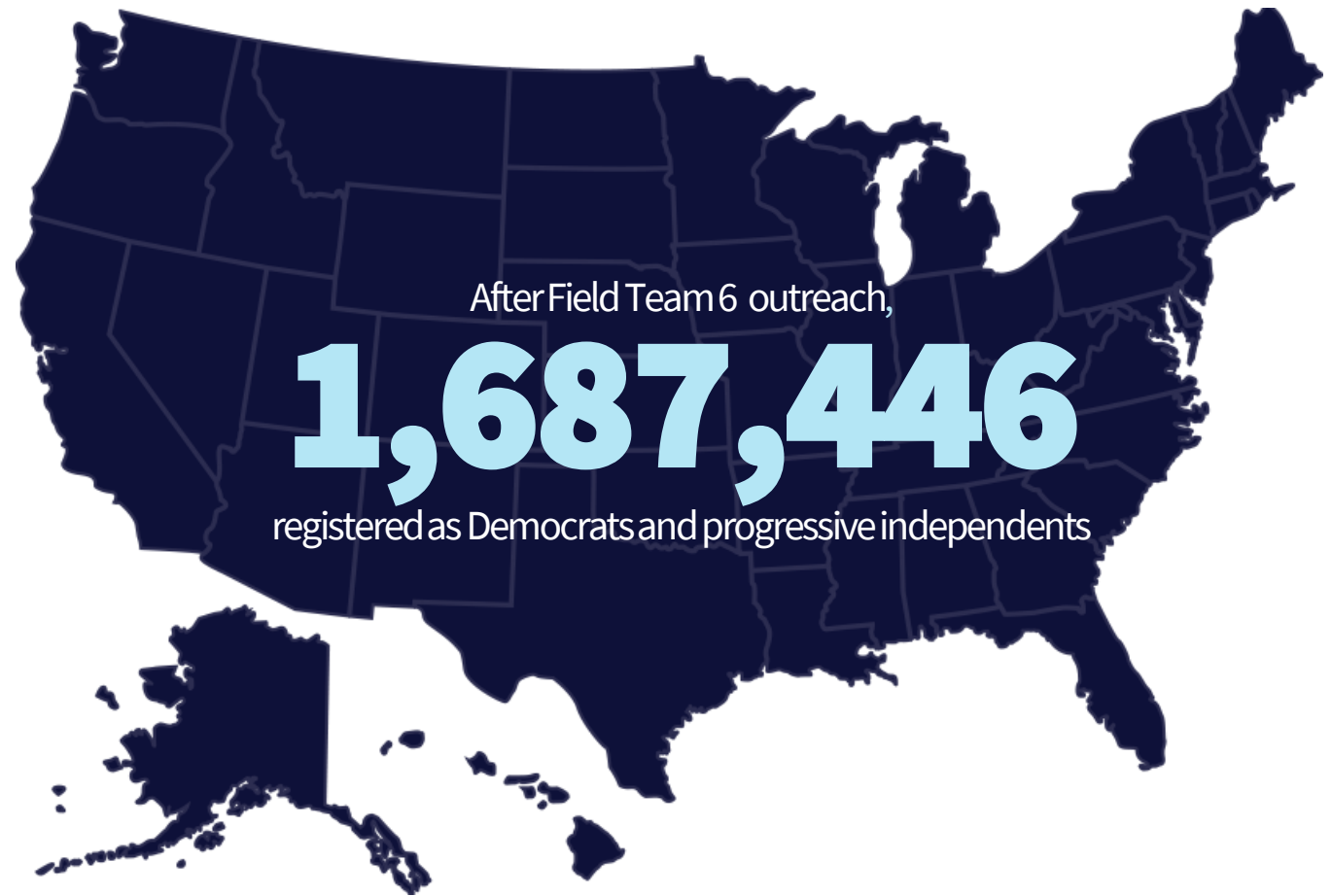
Email plus text:
49.10%



1,628,098 ■ New Democrat or progressive independent registered after this Field Team 6 outreach combination
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Field Team 6 Results for 2021-2022

The results...
...are **stunning!**



2021-2022 Cycle

Field Team 6 Strategy for 2024

Here comes 2024,
when we use
everything we've
learned to
register MORE
new Democrats!

