



Subject: Resistbot GOTV Test Results Memo
To: Jason Putorti, Resistbot
Sara Hudson and Dmitri Mehlhorn, Investing in US
From: Elizabeth Zack, Jeff Ferguson, and Saul Cunow, Analyst Institute
Date: August 13, 2019

Executive Summary

During the 2018 general election cycle, Resistbot and Investing in US partnered with Analyst Institute (AI) to measure the effect of Resistbot's GOTV outreach on voter turnout nationwide and user donations to Resistbot. [Resistbot](#) is a year-round civic engagement [chatbot](#) (software designed to simulate human conversations) that people use to write or call their officials, find town halls and events, take polls, learn about issues, and more. The test assessed whether interactive GOTV chatbot messages sent by Resistbot to 1.5 million of their 4.8 million subscribers could be an effective tool for increasing both voter turnout and user donations. Further, this test compared the utility of two different messaging strategies on turnout and donations: a standard strategy that focused on vote-pledging and voting information and an alternative strategy that placed the same information within a "resist"-focused frame, implicitly referencing resistance to the Trump presidency and policies. This test contributes to our knowledge regarding the effectiveness of chatbot messages in increasing voter turnout during a midterm election cycle. It also provides helpful information that will allow Resistbot to calibrate their GOTV and donations messaging strategies for 2020 and beyond.

Key Findings

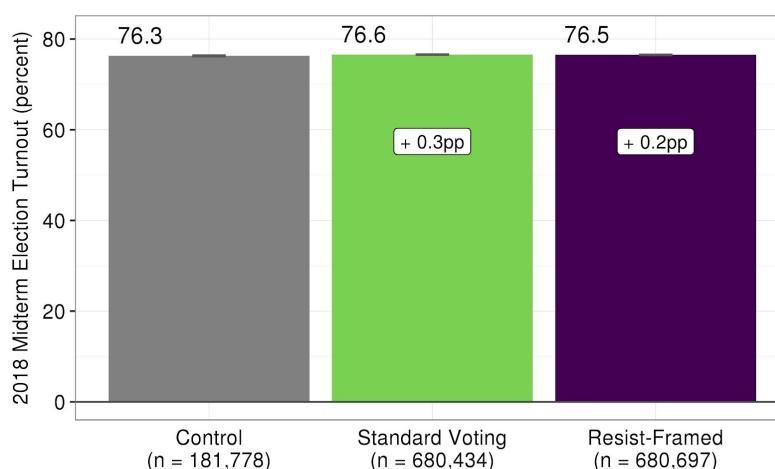
- **The program increased turnout and was highly cost-efficient.** Both the standard voting messages and the resist-framed messages had a 0.3 percentage points (pp) effect on turnout in the November 2018 general election ($p<0.01$ and $p=0.01$, respectively). While the effect size was modest, the large scale of the program allowed this effect to translate into a large number of net voters generated. In total, the program generated about 3,716 net voters at a rate of 63 net voters per \$1,000 spent, or \$16 per net voter.
- **The program had large effects on turnout in the Mississippi and Georgia runoff elections.** In the runoff elections, the standard voting messages increased turnout by 1.1 pp, while the resist-framed messages appeared to increase turnout by 0.5 pp ($p=0.05$ and $p=0.4$, respectively). The program generated about 340 net voters combined in the runoff elections.
- **Both the standard voting messages and the resist-framed messages increased the unsubscribe rate by 4.3 pp ($p<0.01$).** While there was a meaningful increase in unsubscribes in the treatment conditions, users who unsubscribe from political communication may be less active users and less reliable targets for action taking. Further, the program appeared to have a larger unsubscribe effect among users who were predicted to be Republican. Finally, the number of subscribers lost as a result of the program is more than made up for by the hundreds of new subscribers that Resistbot adds each day. Resistbot added 213,893 users in October and November, including 45,665 between November 4-6—Election day and the two days prior—when they delivered the most

messages to users. The impressive effect of the treatment on voter turnout likely outweighs any loss from the increased rate of unsubscribes.

- **The program slightly reduced the number of Resistbot subscribers who donated, by 2 subscribers per 10,000.** The standard voting messages and the resist-framed messages each reduced the number of donors by about equal amounts ($p=0.05$ and $p=0.06$, respectively). In total, the program reduced the number of donors by about 225. To put this into context, 1,228 Resistbot subscribers in the treatment groups donated to Resistbot, totalling \$16,470 in donations. We estimate that, absent the treatment messages, about 1,452 may have donated. The total amount of donations lost from the GOTV program is estimated to be about \$3,291. In the context of the approximately \$1.3 million in small dollar donations that Resistbot has raised across its fundraising platforms, the loss in donations from this program is minimal.

Taken together, these findings suggest that Resistbot's GOTV program was highly cost-effective and able to generate an impressive number of net voters, surpassing the performance of many other programs in midterm election cycles. At the same time, the program substantially increased the unsubscribe rate and reduced the amount of donations generated. However, we believe that the large increase in net voters is worth this tradeoff.

The standard voting and resist-framed messages increased turnout by about equal amounts



Background

Resistbot is a civic engagement chatbot service. The platform is a free-to-use service that attracts users primarily through organic social media and word-of-mouth. Although Resistbot users are politically engaged - voting at high rates in the 2012 and 2016 presidential elections - turnout among users in the 2014 midterm election was lower. In 2018, Resistbot sought to develop a GOTV strategy to increase user turnout in the 2018 midterm election and to determine the effects of this GOTV program on user donations. Specifically, the test compared the effectiveness of two different GOTV messaging strategies on turnout and donations. The first messaging strategy was a standard voter pledge and voting information messaging strategy; the second was an explicitly resist-focused messaging strategy, which implicitly suggested resistance to the Trump presidency and policies.

Although AI typically recommends that GOTV messages focus on the process of voting rather than candidates or issues, the unique brand of Resistbot and the demographic makeup of its user base suggested that a “resist”-focused messaging strategy may have been effective in increasing turnout and donations.

Resistbot and AI were also interested in examining user donations, in addition to turnout, to assess whether the program had an effect on whether and how much subscribers donated.

This test evaluated the effectiveness of Resistbot when used as a GOTV tool, providing important information that will allow Resistbot to build upon their GOTV program in preparation for future election cycles.

Research Questions

- What is the effect of a GOTV program implemented through Resistbot on turnout?
- What is the effect of a GOTV program implemented through Resistbot on user donations?
- How does Resistbot’s voter pledge / voting information GOTV strategy compare to a “resist”-focused messaging strategy in terms of increasing both turnout and user donations?

Experimental Design and Implementation

Experimental Universe

The experimental universe consisted of 1,542,909 unique Resistbot users who matched to the voter file and were registered voters.¹ Contacts were located in all 50 states. Resistbot subscribers were predominantly white, female, had mid-range vote propensity scores, and had high partisanship scores.

¹ “Unique Resistbot users” refers to unique people who are Resistbot users, rather than unique platform IDs.

Table 1: Resistbot subscribers were predominantly white and female with mid-range vote propensity scores and high partisanship scores

Black	7%
Latinx	13%
White	76%
Asian	3%
Women	70%
Average Age	35
West	30%
Midwest	20%
South	32%
Northeast	18%
Average Partisanship Score	76
Voted in 2014	36%
Voted in 2016	76%
2018 Vote Propensity Score	51

Experimental Conditions

Resistbot subscribers were randomly assigned to one of the following three conditions:

- *Voting Information and Pledge Messaging*: Targets in this condition received voting information from Resistbot, such as how to look up their polling location, as well as prompts to pledge to vote. Resistbot returned pledges to users prior to the election. (n = 680,434 voters)
- *“Resist”-Framed Messaging*: Targets in this condition also received voting information from Resistbot and prompts to pledge to vote, but all communications employed a “resist”-focused frame. Resistbot returned pledges to users prior to the election. (n = 680,697 voters)
- *Control*: Targets in this condition did not receive any GOTV communications from Resistbot. (n = 181,778 voters)

Experimental Implementation

Resistbot delivered approximately five text messages to subscribers over the course of three weeks. The number of messages differed by subscribers responses and the electoral system in their state.

First, all subscribers in the treatment conditions were asked to pledge to vote in mid-October. In states with early voting, subscribers in the treatment conditions were additionally contacted two weeks, one week, and one day prior to early voting with messages that reminded subscribers about the early voting deadline and provided them with information on how to locate their polling location. In vote-by-mail states (Colorado, Oregon, and Washington), subscribers in the treatment conditions similarly received messages two weeks, one week, and one day prior to the vote-by-mail deadline.

Subscribers who had no state listed were sent a message on October 25, when early voting was underway in all early voting states, informing them that they may be able to vote early in their state.

The day prior to Election Day, all subscribers in the treatment conditions who had not yet reported that they had voted and were not in a vote-by-mail state were sent a message that reminded them to vote and provided options for finding their polling location, inviting a friend to vote, or reporting that they had already voted.

Subscribers in states that did not have early voting or vote-by-mail received only 2 text messages: the initial message asking them to pledge to vote and the election-eve message.

Post-election, on December 12, Resistbot sent a donation request to all Resistbot subscribers in the experiment.

Subscriber engagement (measured as the sum of total calls made plus total letters mailed plus total emails sent) did not vary meaningfully by condition. Sixty eight percent of subscribers did not engage in any actions, 8% engaged in 1 action, 5% engaged in 2 actions, 10% engaged in 3 actions, and 8% engaged in 4 or more actions.

See the Materials Appendix for the exact wording and graphics used in each message.

Implementation Challenges

Initially, subscribers in the “resist” treatment group received messages from Resistbot that were explicitly anti-Trump, rather than “resist”-focused. These messages explicitly referenced Trump. Resistbot staff noticed pushback against this frame, including angry messages from Resistbot users and above average unsubscribe rates. AI and Resistbot quickly adjusted the messaging strategy for this condition, switching from an anti-Trump frame to a “resist”-focused frame; after the first round of anti-Trump messages, all messages to the “resist” condition employed language such as “putting a check on the Presidency”. Following the switch from anti-Trump to “resist”-focused messaging, subscriber complaints stopped and unsubscribe rates appeared normal.

Outcome Measurement

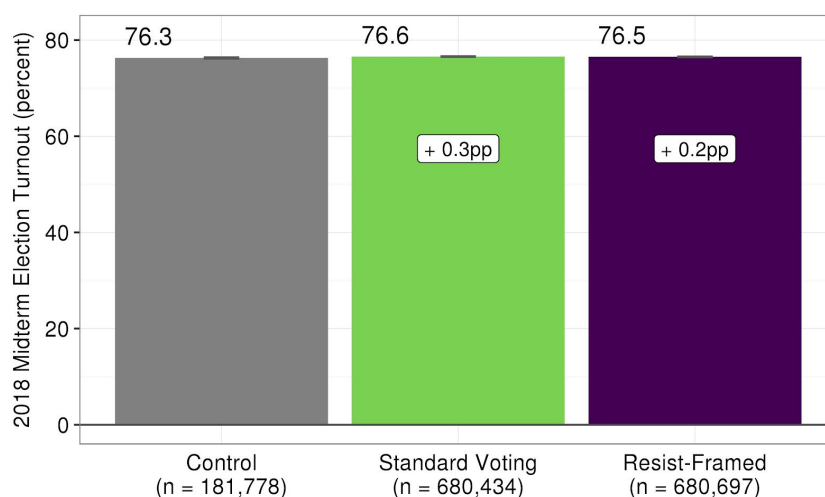
The main outcome in this test was 2018 midterm election turnout. This test also assessed turnout in the 2018 runoff elections in Mississippi and Georgia, the impact of the program on the unsubscribe rate as of early December, and whether and how much Resistbot users chose to donate to Resistbot.

Results

Main Results

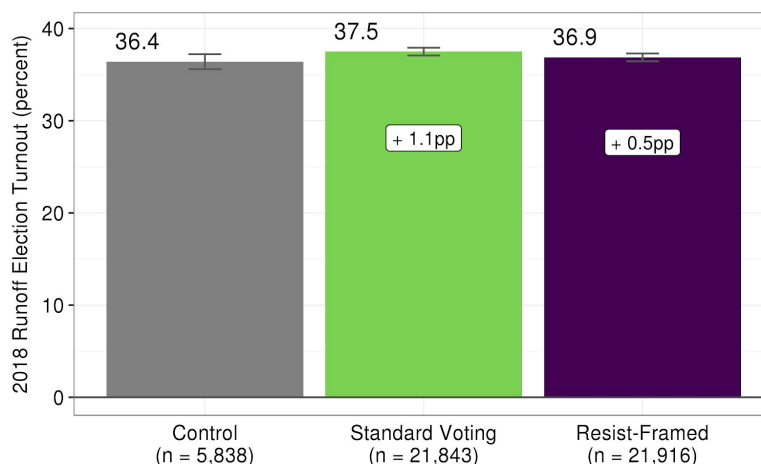
In the November 2018 midterm elections, the standard voting messages and the resist-framed messages each increased turnout by a margin of around 0.3 pp. These differences were statistically significant ($p < 0.01$ and $p = 0.02$, respectively). While the effect sizes were modest, the large scale of the program allowed this effect to translate into a large number of net voters generated. In total, the program generated about 3,716 net voters. There did not appear to be any meaningful differences between the effectiveness of the standard voting and resist-framed messages; turnout was roughly the same in each of the treatment groups ($p = 0.6$). Baseline turnout was very high, at 76%; this is about 50% higher than the turnout rate predicted by subscribers' vote propensity scores, at 51.

Figure 1. The standard voting and resist-framed messages increased turnout by similar amounts



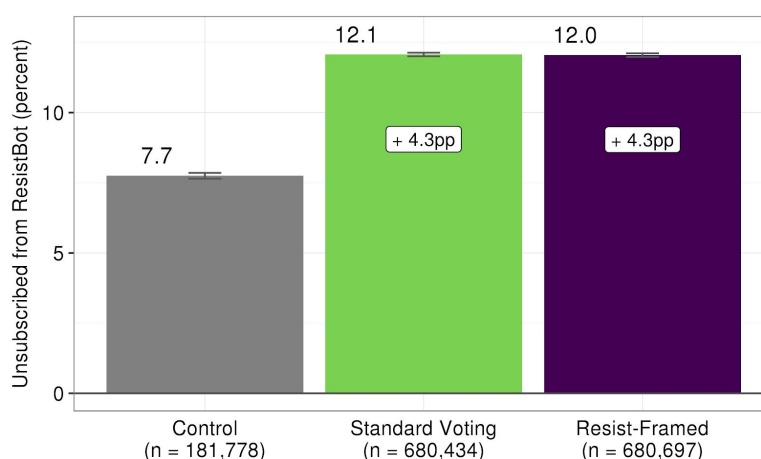
In addition to assessing the effects of this program on general election turnout nationwide, AI and Resistbot also assessed the effects of the program on turnout in the Mississippi runoff election for U.S. Senate and the Georgia runoff election for Secretary of State. In the Mississippi and Georgia runoff elections, the standard voting messages increased turnout by 1.1 pp, while the resist-framed messages appeared to increase turnout by 0.5 pp ($p=0.05$ and $p=0.4$, respectively). Unlike in the November midterms, in these runoff elections, the standard voting messages were more effective compared to the resist-framed messages ($p=0.08$). The combined treatments generated about 340 net voters in the runoff elections.

Figure 2. In the Mississippi and Georgia runoff elections, the standard voting messages were more effective than the resist-framed messages



Both the standard voting messages and the resist-framed messages increased the unsubscribe rate by 4.3 pp ($p < 0.01$). There were no meaningful differences in unsubscribe rates between the two messaging strategies, despite backlash to the initial anti-Trump messages in the resist-framed condition. The baseline unsubscribe rate was 7.7 percent, meaning that the 4.3 pp effect represents about a 56% increase in unsubscribes as a result of the program, or about 58,635 additional people unsubscribing.

Figure 3: The standard voting and resist-framed messages increased the percentage of Resistbot users who unsubscribed

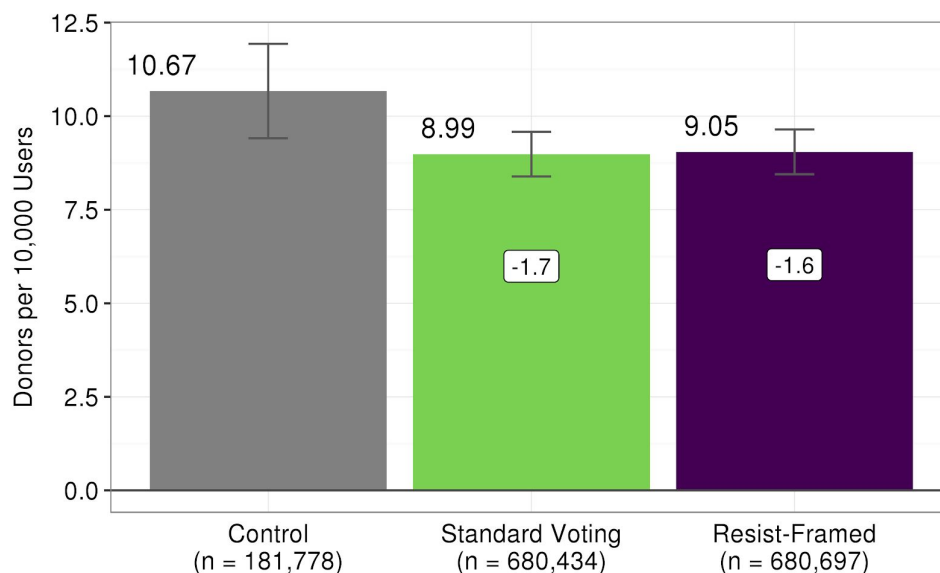


Both the standard voting messages and the resist-framed messages slightly reduced the number of Resistbot subscribers who donated by 2 subscribers per 10,000 (Figure 3) ($p = 0.05$ and $p = 0.06$, respectively). This difference represents about 225 fewer donations overall. To put this into context, 1,228 Resistbot subscribers in the treatment groups donated to Resistbot. We estimate that, absent the treatment messages, about 1,452 may have done so.

The loss in donations may be a result of Resistbot users unsubscribing. If Resistbot users unsubscribed prior to the election, they would not have received the donations ask, which was sent

after the election to all current subscribers. However, we do not have data on the timing of unsubscribes.

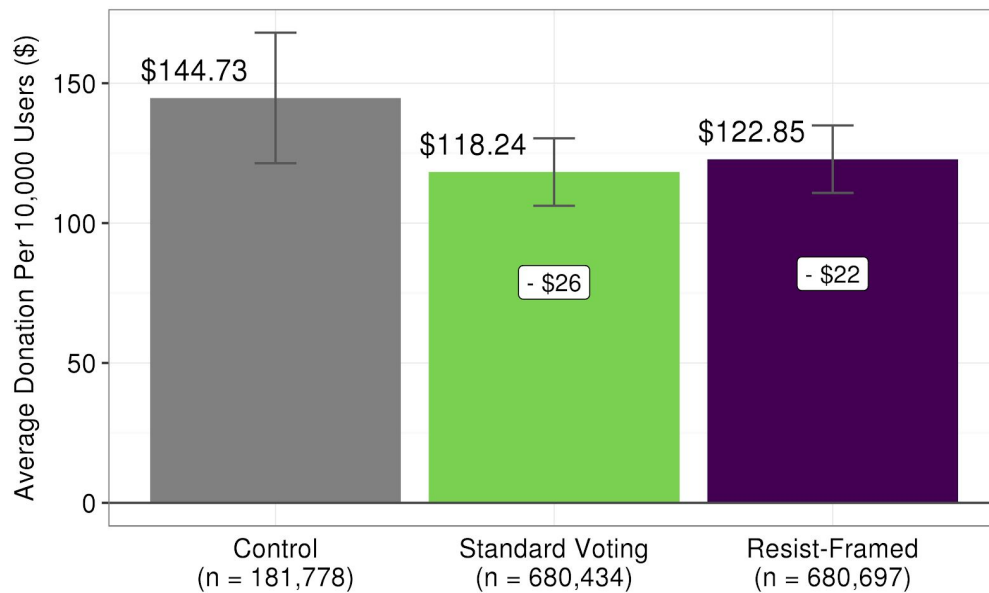
Figure 4: The standard voting and resist-framed messages slightly decreased the number of donors per 10,000 users



The standard voting messages also reduced the average *amount* donated per 10,000 Resistbot subscribers ($p=0.10$). The resist-framed messages may also have reduced the average amount donated per 10,000 subscribers ($p=0.17$). On average, Resistbot users in the control condition donated about \$145 per 10,000 users, while subscribers in the standard voting condition donated about \$118 per 10,000 users and subscribers in the resist-framed condition donated about \$123 per 10,000 users. There was no significant difference between the donation amounts of people in the standard voting condition and the resist-framed condition ($p=0.66$). In total, subscribers in the combined treatment conditions donated about \$16,470. We estimate that, had they not received the treatment messages, they would have donated about \$19,736. This represents a loss from the GOTV program of about \$3,291 in donations.

Again, the lower amount of donations in the standard voting and resist-framed conditions may be a result of the increased rate of unsubscribes, which resulted in voters not receiving the donations ask. On the other hand, it seems likely that people who choose to unsubscribe may be less likely to donate than users who do not unsubscribe. The median donation amount in the control condition was \$10.

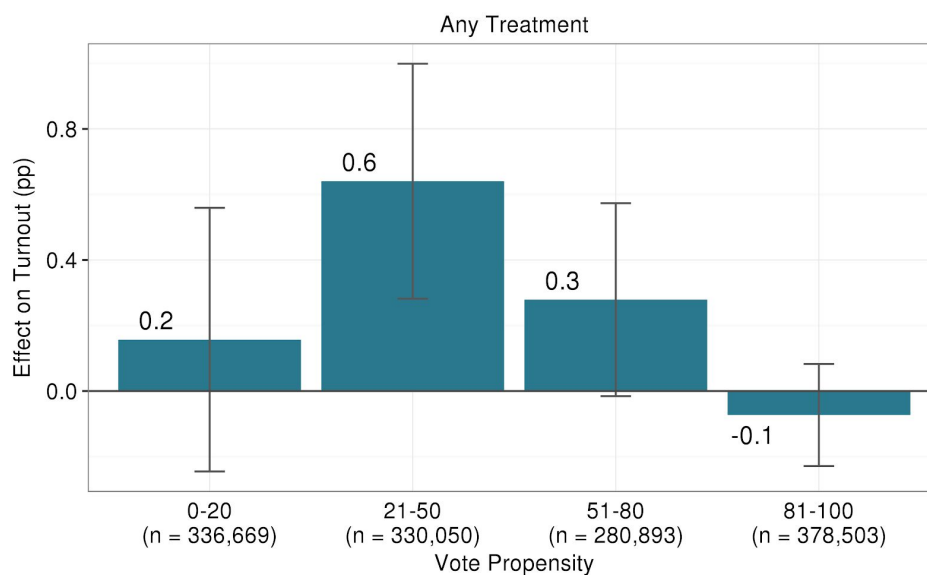
Figure 5: The standard voting and resist-framed messages slightly decreased the amount of donations per 10,000 users



Variation in Treatment Effects

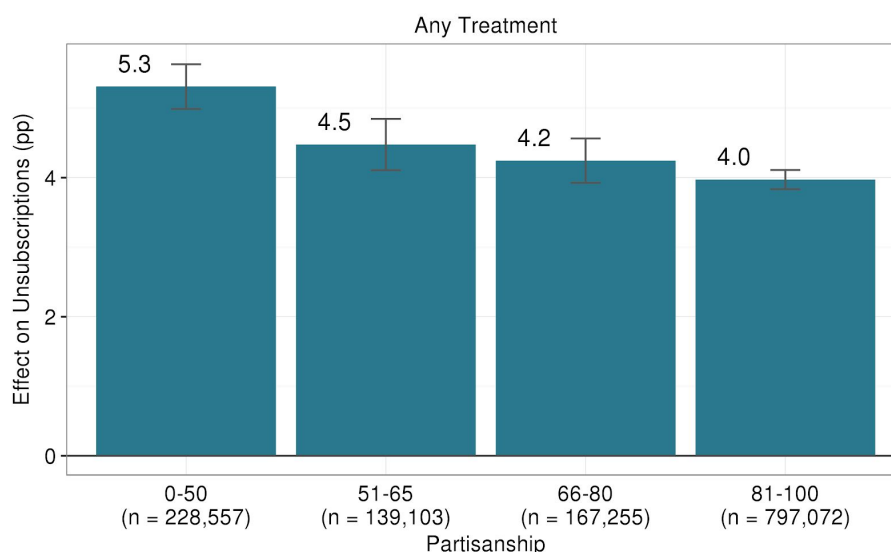
In terms of turnout, subscribers with low to mid vote propensity scores of about 21-50 may have been more responsive to the standard voting and resist-framed messages, compared to other subscribers. However, these results are noisy and may be due to random chance. There were no meaningful differences in the effect of the messages by gender, race, age, vote history, or partisanship.

Figure 6: The standard voting messages and resist-framed messages may have had a larger effect on turnout among subscribers with low to mid vote propensity scores



In terms of unsubscribe rates, subscribers with partisanship scores below fifty appeared to be substantially more likely to unsubscribe as a result of the messages compared to users with higher partisanship scores.

Figure 7: The standard voting messages and resist-framed messages may have had a larger effect on unsubscribe rates among users with low partisanship scores



Cost Efficiency Analysis

In the November 2018 general election, the program generated about 3,716 net voters at an impressive rate of 63 net voters per \$1,000 spent, or \$16 per net voter. It is important to note that this number does not include the costs of acquiring or retaining subscribers; however, given that Resistbot subscribers are largely acquired via organic social media and word of mouth, acquisition costs are minimal. Retention costs may have been more substantial.

Discussion

Resistbot and AI approached this experiment with the goal of increasing turnout in the 2018 midterm election and examining the program's effect on unsubscribe rates, donation rates, and donation amounts. The standard voting messages and the resist-framed messages each had a modest, 0.3 pp effect on turnout.² Given the large scale of Resistbot's program, these small positive effects on turnout led the program to generate an impressive number of net voters. The standard voting and resist-framed messages did not meaningfully differ from each other in terms of their effects on general election turnout, unsubscribe rates, or donations. However, the standard voting messages were more effective than the resist-framed messages on turnout in the Mississippi and Georgia runoff elections. All else equal, we would recommend using the standard voting message given these findings and previous research that shows that focusing on voting, rather than issues, is the most effective GOTV strategy.

² The effect size of this program may be due in part to the noisy electoral environment and the historically high turnout in 2018 compared to previous midterm election cycles. Baseline turnout in this program, for example, was high (75.8), leaving less room for improvement.

Effect sizes were larger in the Mississippi and Georgia runoff elections, likely due to their quieter electoral environments. Baseline turnout in the runoff elections was 36.4%. These findings suggest that Resistbot's GOTV program could make particularly large impacts, and be particularly cost-efficient, in odd-year and other lower salience elections.

Although the program resulted in positive effects on turnout, it substantially increased the unsubscribe rate and slightly reduced donations. However, it is possible that users who unsubscribe are uncommitted users who would be less likely to engage in Resistbot actions in the first place. Additionally, the program generated higher unsubscribe rates among users with low partisanship scores, i.e., under fifty, suggesting that they may not be Resistbot's target audience. Importantly, Resistbot brings in hundreds of new subscribers each day, more than compensating for any loss in subscribers as a result of this program.

The increase in the unsubscribe rate among the treatment group could explain the decrease in the number of subscribers willing to donate, as the donation request was sent following the election. Resistbot users who had unsubscribed as a result of the treatment messaging prior to the election would not have received the donation request. However, this test is unable to assess the reasons why the program may have decreased donation rates. Regardless, the program appeared to result in a loss of about \$3,291 in donations, which is minimal in the context of the \$1.3 million in small dollar donations that Resistbot has raised across its fundraising platforms.

Overall, it is up to Resistbot to determine whether the tradeoff between the large increase in turnout and the decrease in subscribers and donations is worth it. (For what it's worth, we think it is; for example, the loss in donations translates to less than a dollar for each net voter generated. Further, the decrease in subscribers with low partisanship scores may be desirable, depending upon Resistbot's goals.) Tweaking the messaging and, importantly, the number of messages sent, may reduce the unsubscribe rate. The timing of the messages may also be important; for example, spreading the messages over a longer period of time may reduce the unsubscribe rate; however, fewer messages could result in fewer actions taken or changes to other outcomes of interest to Resistbot.

Future research could examine the number of messages and timing to hit the "sweet spot" between turning out voters and reducing unsubscribes and donations losses. Future research could also assess the effects of messaging that differed more drastically from the standard voting messages; the two message frames in this test were quite similar to each other and likely resultantly, their effects on turnout, unsubscriptions, and donations were largely similar. Finally, in addition to GOTV work, it may also be worthwhile to test persuasion messages; given Resistbot users' high levels of political engagement and their range of partisanship scores, they could be good persuasion targets.

We thank Resistbot for partnering with AI on this exciting test. We look forward to continued learning around the ways in which chatbots can be used to engage the electorate.

Materials Appendix

Text Message Content

Pledge

All users who hadn't yet pledged or already been prompted to pledge.

A: Hi, it's Resistbot! A great way to remind yourself why you're voting on 11/6, and to inspire others, is to write a pledge to vote. Say "pledge" to do it now.

B: Hi, it's Resistbot! The best way to resist, is to vote. Say "pledge" to write a vote pledge and show everyone why you're voting on 11/6.

Early Voting States

States with early voting or no-excuse absentee in-person voting, sent between 10/17 and 11/6.

2 Weeks to Go

A: Hi, Resistbot here! You have two weeks left to vote early in [Florida]. Send "polls" to find out where you can vote early, or "voted" if you did already!

B: Resistbot here! You have 2 weeks left to vote early in [FL], and put a check on the Presidency. Send "polls" to find where to vote, or "voted" if you did already!

1 Week to Go

A: Hi, Resistbot here! You have a week left to vote early in [Florida]. Send "polls" to find out where you can vote early, or "voted" if you did already!

B: Resistbot here! You have a week left to vote early in [FL], and put a check on the Presidency. Send "polls" to find where to vote, or "voted" if you did already!

1 Day to Go (if last day early voting is not Election Day)

A: Hi, Resistbot here! Early voting ends in [Florida] tomorrow! Send "polls" to find out where to vote early, or "voted" if you did already!

B: Resistbot here! Early voting ends in [FL] tomorrow! Put a check on the Presidency! Send "polls" to find where to vote, or "voted" if you did already!

1 Day to Go + 6 Hours (Florida)

FL: Correction: Your early voting site in [Pinellas] County may be open Sunday too! Say "polls" to get the exact hours for your site!

1 Day to Go (if last day of early voting is Election Day)

A: Hi, Resistbot here! Election day is tomorrow, but you can still vote early today! Say "polls" to find out where to go, or "voted" if you did already!

B: Resistbot here! Election day is tomorrow, but you can vote early today! Put a check on the Presidency! Say "polls" to find where, or "voted" if you did already!

Vote by Mail States

Colorado, Oregon, Washington

2 Weeks to Go

Sent 10/23

Colorado, Oregon, Washington

A: Resistbot here! You have 2 weeks left to get your ballot in, and put a check on the Presidency. Mail or drop off your ballot, or say "voted" if you did already!

B: Hi, Resistbot here! You have two weeks left to get your ballot in! Mail or drop off your ballot soon, or say "voted" if you did already!

2 Weeks to Go + 30 Minutes

Needed clarification because Washington is postmarked by Election Day and Colorado/Oregon must be received by Election day; my fault.

Colorado

Clarification: In Colorado ballots must be *received* not postmarked, by Election Day. So, mail it soon, or say "polls" to find ballot drop off sites near you.

Oregon

Clarification: In Oregon ballots must be *received* not postmarked, by Election Day. So, mail it soon, or find a dropbox near you: https://rs.bot/4RB_M9

1 Week to Go

Sent 10/30

Colorado

A: Resistbot here! You have a week left to get your Colorado ballot in. Say "polls" to find a ballot drop box, or "voted" if you already did!

B: Resistbot here! You have a week to get your ballot in, and put a check on the Presidency. Say "polls" to find a drop-off site, or "voted" if you already did!

Oregon

A: Resistbot here! You have a week left to get your Oregon ballot in! Say "voted" if you already voted, or find a ballot drop box here: https://rs.bot/4RB_M9

B: Resistbot here! You have a week to get your ballot in, and put a check on the Presidency. Say "voted" if you already did, or find a drop box https://rs.bot/4RB_M9

Washington

A: Hi, Resistbot here! You have a week left to get your Washington ballot in! Mail or drop off your ballot soon, or say "voted" if you already did!

B: Resistbot here! You have a week left to get your ballot in, and put a check on the Presidency. Mail or drop off your ballot, or say "voted" if you already did!

1 Day to Go

Sent 11/5

Colorado

A: Resistbot here! You have ONE day left to get your ballot in. Say "polls" to find a drop box, "voted" if you already did, or "invite" to ask a friend to vote.

B: Resistbot here! You have ONE day left to get your ballot in and put a check on the Presidency. Say "polls" to find a drop box, "voted" if you already did, or "invite" to ask a friend to vote!

Oregon

A: Resistbot here! You have ONE day left to get your ballot in! Say "voted" if you already did, or "invite" to ask a friend to vote! https://rs.bot/4RB_M9

B: Resistbot here! You have ONE day left to get your ballot in and put a check on the Presidency. Say "voted" if you already did or "invite" to ask a friend to vote. https://rs.bot/4RB_M9

Washington

A: Hi, Resistbot here! You have ONE day left to mail or drop off your ballot! Say "voted" if you already did, or "invite" to ask a friend to vote!

B: Resistbot here! You have ONE day to mail or drop off your ballot and put a check on the Presidency. Say "voted" if you already did, or "invite" to ask a friend to vote.

Unknown/No State

October 25

Sent around 10/25 where we had no state for the user, but early voting was in progress everywhere that early voting existed.

A: Resistbot here! You may be able to vote early in your state! Send "polls" to find where to vote, or "voted" if you did already!

B: Resistbot here! You may be able to vote early in your state! Put a check on the Presidency & send "polls" to find where to vote, or "voted" if you did already!

Election Eve, Nov. 5

Everyone that hasn't voted, and isn't in a vote by mail state.

A: Hi, Resistbot here! Election day is tomorrow, November 6. Say "polls" to find where to go, "invite" to ask a friend to vote, or "voted" if you already voted!

B: Hi, Resistbot here! Election day is tomorrow, November 6! Time to put a check on the Presidency! Say "polls" to find where to go, "voted" if you already did, or "invite" to ask your friends to vote.

Election Day, Nov. 6

Everyone that hasn't voted.

Default: Hey! Polls close statewide at [7pm], if you didn't vote, say "polls" to get your polling address and hours, or "voted" if you already did.

Washington: Hey, your ballot needs to be postmarked by today! Say "voted" if you already voted, or ballot drop boxes are open until 8pm, find yours: <https://rs.bot/O8PVP->

Oregon: Hey, it's Election Day in Oregon! You've got until 8pm to drop off your ballot. Say "voted" if you already did, or "polls" to find a drop box.

Colorado: Hey, it's Election Day in Colorado! You've got until 7pm to drop off your ballot. Say "voted" if you already did, or "polls" to find a drop box.

Miss. Runoff, Nov. 27

Default: Resistbot here! There's a special election for U.S. Senate today in Mississippi. Polls are open until 7pm, say "polls" to find out where to vote.

Alternate: Resistbot here! Put a check on the Presidency by voting TODAY in the special election. Polls are open until 7pm, say "polls" to find out where to vote.

Georgia Special, Dec. 4

Tuesday 11/27

Default: Resistbot here! Early voting to decide the next Georgia Secretary of State has begun! Say "polls" to find your polling place.

Alternate: Resistbot here! Early voting to decide your next Sec. of State has begun! Future election integrity is on the ballot. Say "polls" to find your polling place.

Friday 11/30

Default: Resistbot here! It's the last day of early voting to decide the next Georgia Secretary of State! Say "polls" to find where to go, or "voted" if you already did.

Alternate: Resistbot here! It's the last day to early vote for Sec of State! Future election integrity is at stake! "Polls" to find your polling place, "voted" if you did.

Tuesday 12/4

Default: Resistbot here! It's Election Day! The next Georgia Secretary of State is on the ballot. Say "polls" to find your polling place.

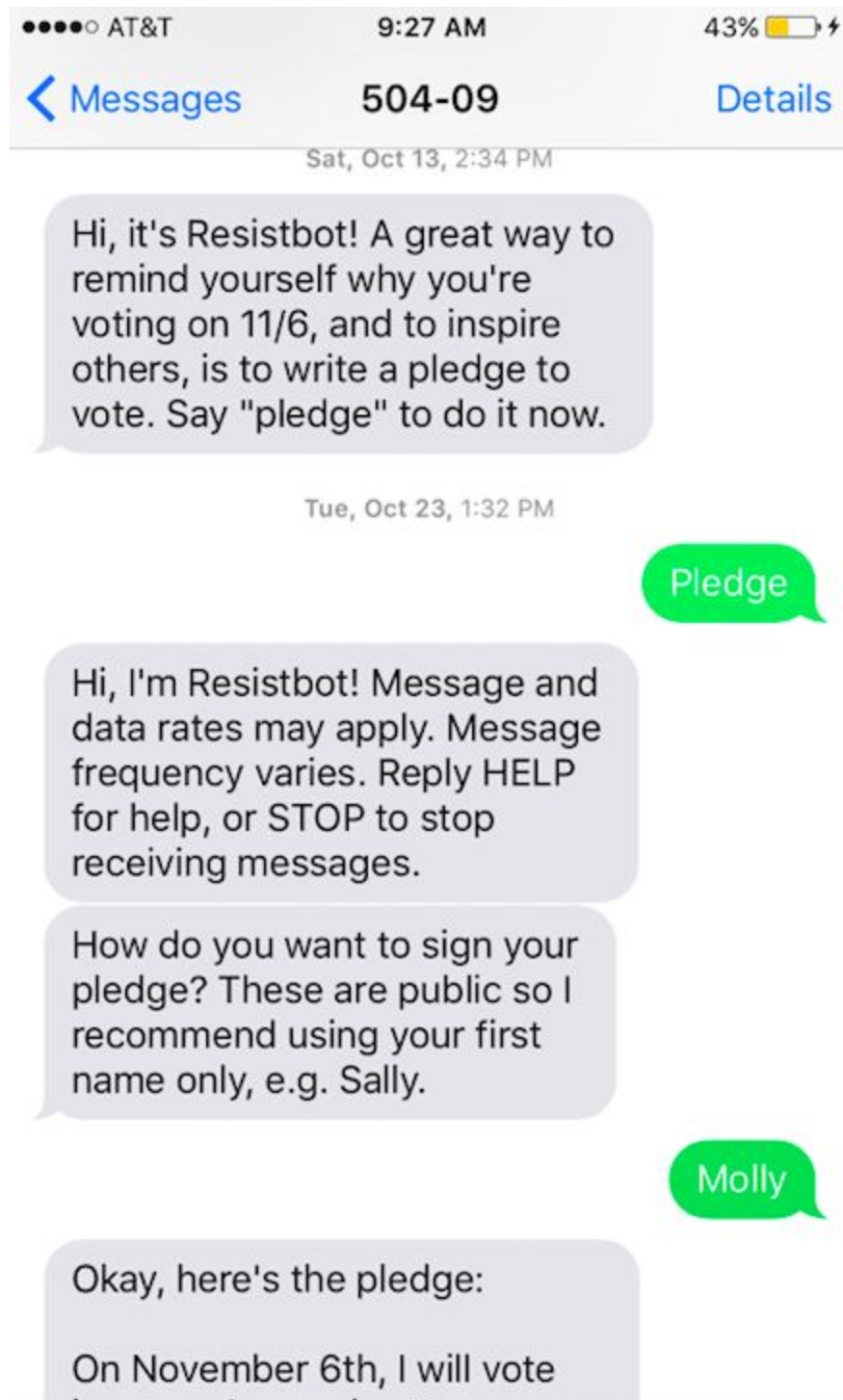
Alternate: Resistbot here! It's Election Day! The next Georgia Secretary of State is on the ballot. Future election integrity is at stake! Say "polls" to find your polling place.

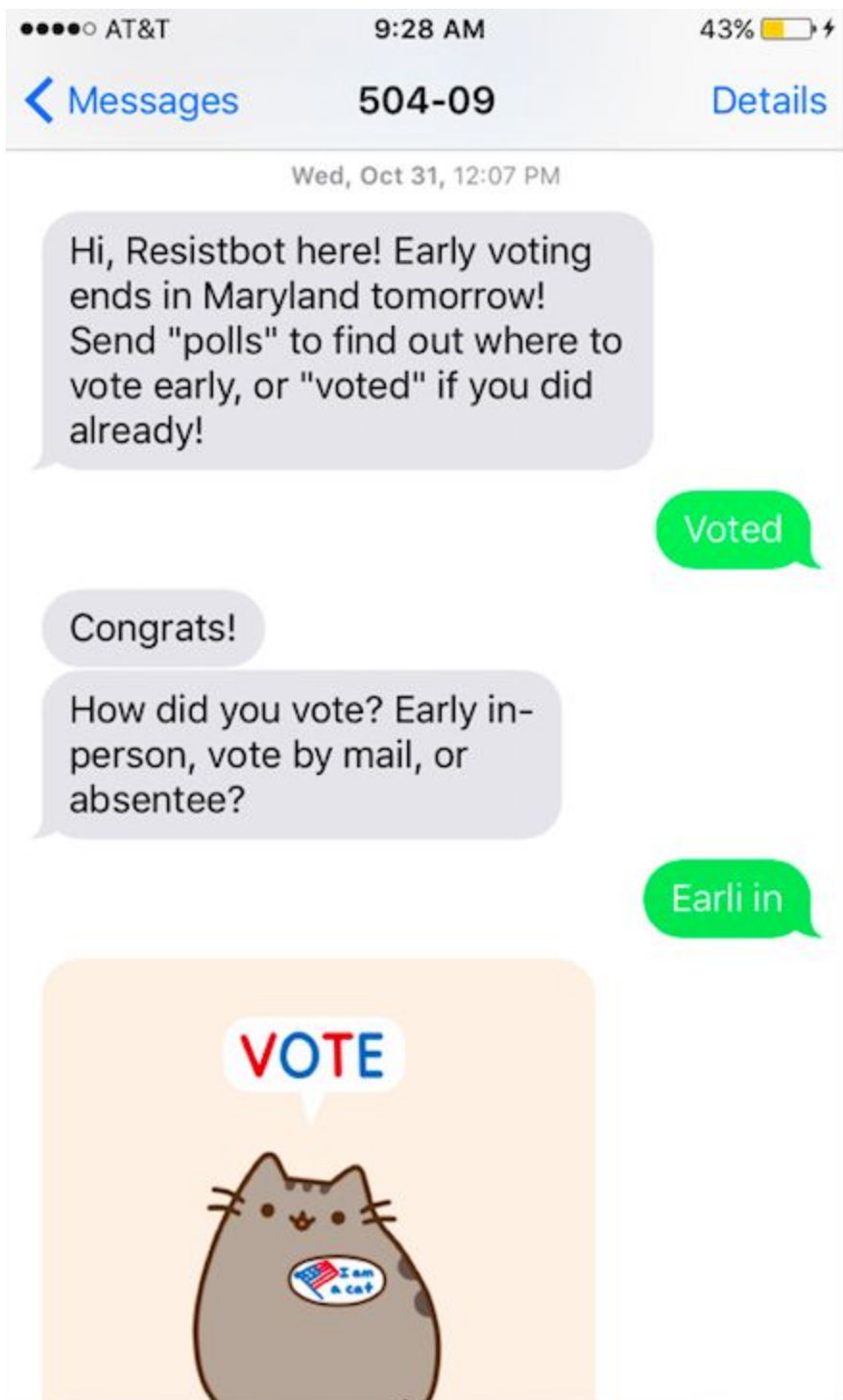
Donation Push

Wednesday 12/12

Millions of turnout texts, polling places, and checked registrations later, the midterms have finally wrapped! Help me go bigger in '20: [\[link\]](#)

Text Message Images





Technical Appendix

Main Effects Table - General Election Turnout

<i>Treatment Group</i>	<i>Predicted Level</i>	<i>Difference from Control</i>	<i>Standard Error of Difference</i>
Control	76.27		
Resist-Framed	76.52	0.24	0.10
Standard Voting	76.56	0.29	0.10

Main Effects Table - Mississippi and Georgia Runoff Election Turnout

<i>Treatment Group</i>	<i>Predicted Level</i>	<i>Difference from Control</i>	<i>Standard Error of Difference</i>
Control	36.41		
Resist-Framed	36.87	0.46	0.56
Standard Voting	37.50	1.1	0.56

Main Effects Table - Unsubscribe Rate

<i>Treatment Group</i>	<i>Predicted Level</i>	<i>Difference from Control</i>	<i>Standard Error of Difference</i>
Control	7.75		
Resist-Framed	12.05	4.30	0.07
Standard Voting	12.07	4.32	0.07

Main Effects Table - Donors per 10,000 Subscribers

<i>Treatment Group</i>	<i>Predicted Level</i>	<i>Difference from Control</i>	<i>Standard Error of Difference</i>
Control	10.67		
Resist-Framed	9.05	-1.62	0.00
Standard Voting	8.99	-1.68	0.00

Main Effects Table - Average Donations per 10,000 Subscribers

Treatment Group	Predicted Level	Difference from Control	Standard Error of Difference
Control	\$144.73		
Resist-Framed	\$122.85	-\$21.87	\$15.96
Standard Voting	\$ 118.24	-\$26.49	\$15.96

Logistic and OLS regressions were used to generate these results. Race, gender, age, state, vote propensity score, vote history, and partisanship were included in the model as covariates.

Statistical Power

As designed, this test was able to reliably detect a minimum effect as small as 0.25 pp between each treatment condition and the control condition, as small as 0.20 between the two treatment conditions, and as small as 0.23 pp between the pooled treatment conditions and the control condition. These estimates were based on a sample size of 1,500,000 with 20% in the control condition and 80% evenly divided between the treatment conditions, and a baseline turnout rate of 50%.

Balance Checks

Experimental conditions were generally balanced across a range of covariates, including age, gender, race/ethnicity, region, 2018 vote propensity score, and 2014 and 2016 vote history. There may have been a slight imbalance between the resist-framed and control conditions in terms of whether partisanship score was missing. Controls were included in the models to adjust for any imbalances.

Figure 7: Balance between treatment and control conditions

