



Text Message Experiments in 2008

Chris Kennedy and Michelle Mayorga

Rock the Vote

November 18, 2008

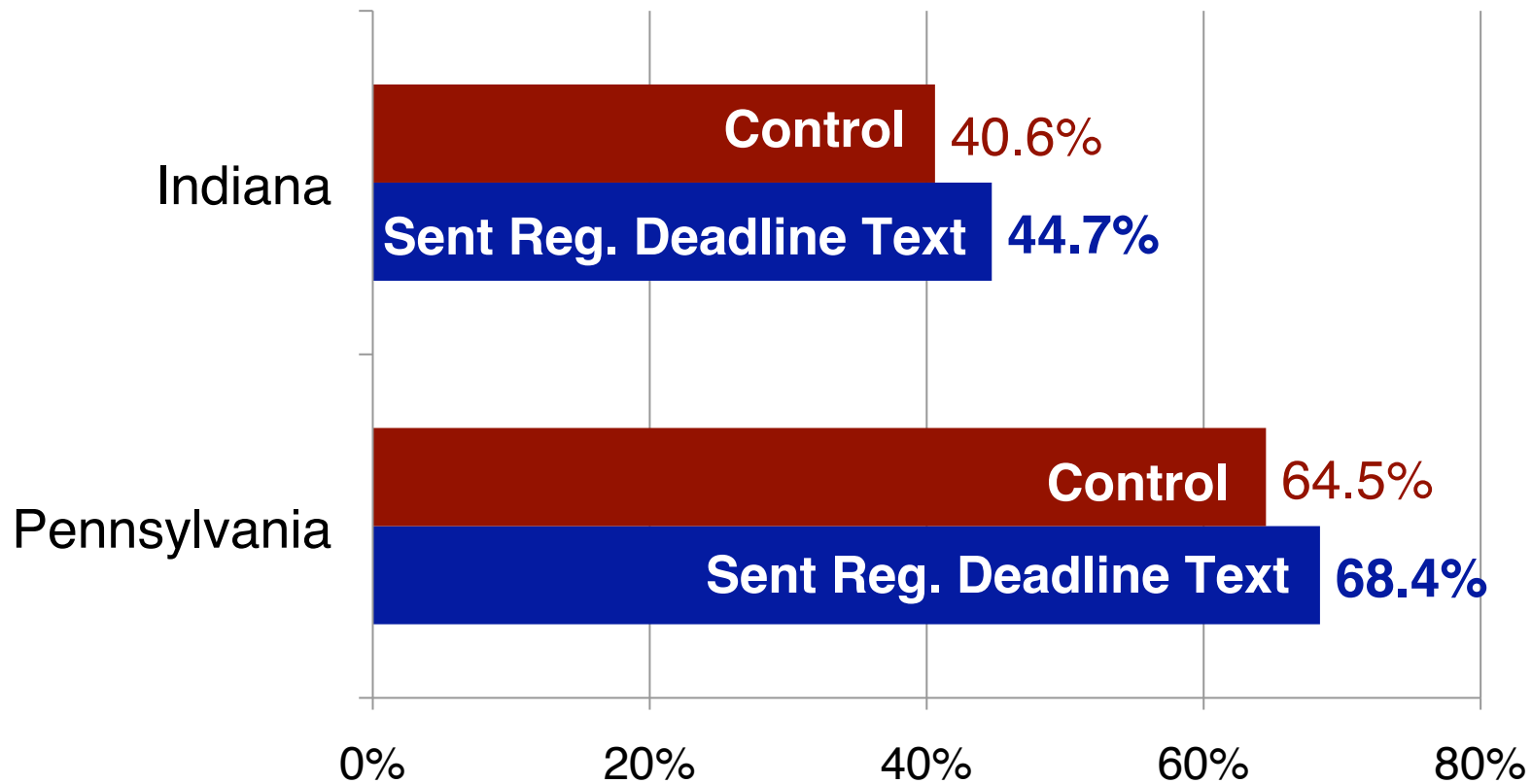
RTV Mobile Program

- Registration and Early Voting Reminders
- GOTV
- Events – Debates, Concerts, Volunteering
- Mobile WAP Site (English & Spanish)
- Wallpaper, Ring Tones, Mobile Ads
- Opt-Ins: 200,000
- Text Messages: 300,000+

Texting Field Experiments in 2008

1. Registration Deadline Reminders
2. Text + Direct Mail Registration
3. Early Vote GOTV
4. Election Day GOTV
 - Primaries
 - General

Reg Deadline Reminders: Reg. Up 4% Pts.

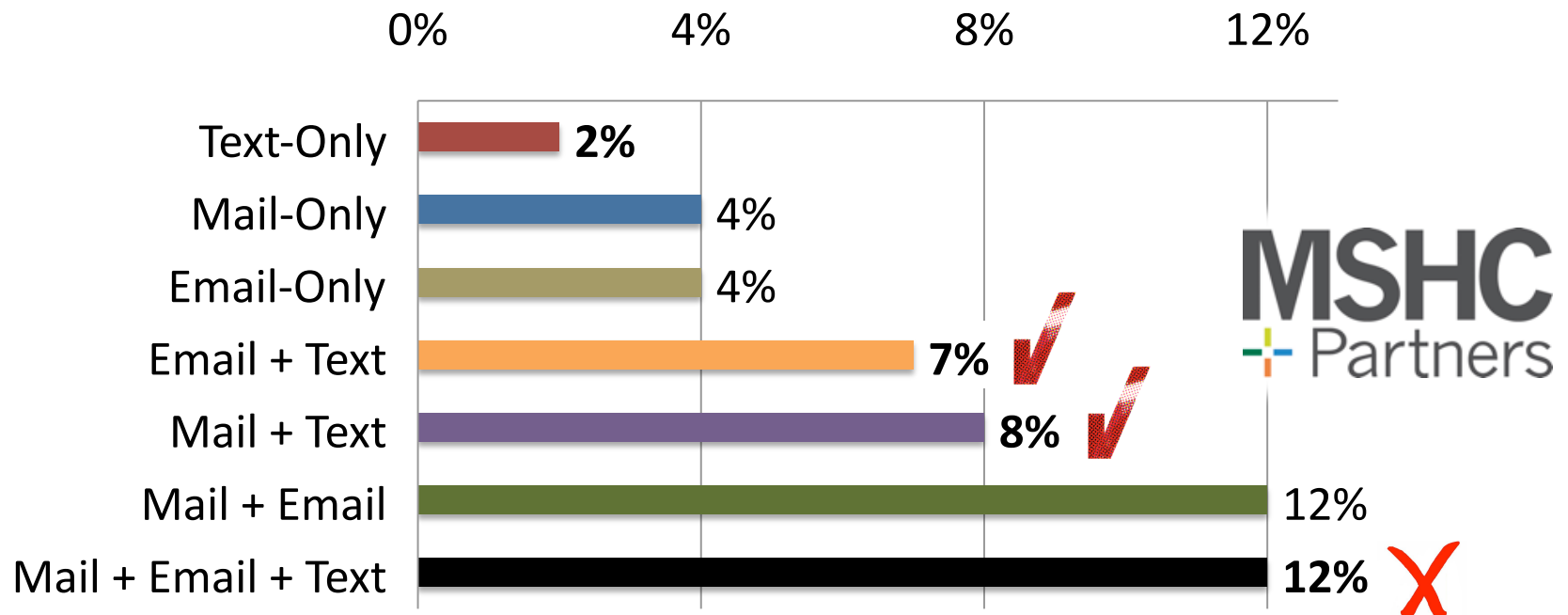


Registration Rate of Online Form Downloaders

Mail / Email Reg. + Text

Re-Registering RTV Members Who Moved

Registration Application Return Rate (Mail or Online)



Early Vote GOTV – Georgia

Georgia	Early Vote %	OLS Effect	P-value	Size
Control	26%	-	-	436
Early Voting Ends	26%	-0.4%	0.43	804
Early Voting Start & Ends	30%	+4.2%	0.03	803

2,043

Election Day GOTV – Primaries

- Feb. 5th and Mar. 4th 2008
- 18,000 GOTV texts sent
- Timing: Friday, Monday, or Tuesday
- Results:
 - Friday & Tuesday: no significant effect
 - Monday: 4% pt. turnout increase
 - No effect of SOS phone # for polling place info



Election Day GOTV – General

- Control Group
- Timing: 1/3 on Mon, 1/3 on Tue, 1/3 Both
- First Name: ½ of messages (trust / personal)
- Polling Place:
 - 1/3 with polling place, 1/3 with polling place and link to mobile Google Map, 1/3 given normal GOTV msg and link to www.wap.rockthevote.com



Election Day GOTV Example:

- “Chris: On Tues 11.04.08 Rock the Vote @ Latin American Youth Center, 1419 Columbia Rd NW, Washington, DC 20009; view map at <http://is.gd/5RBP>”

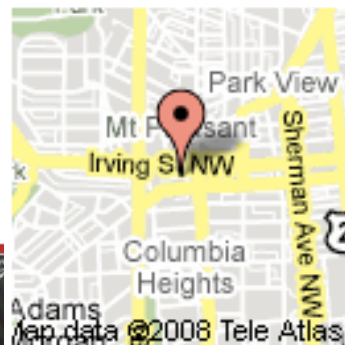
- Map:

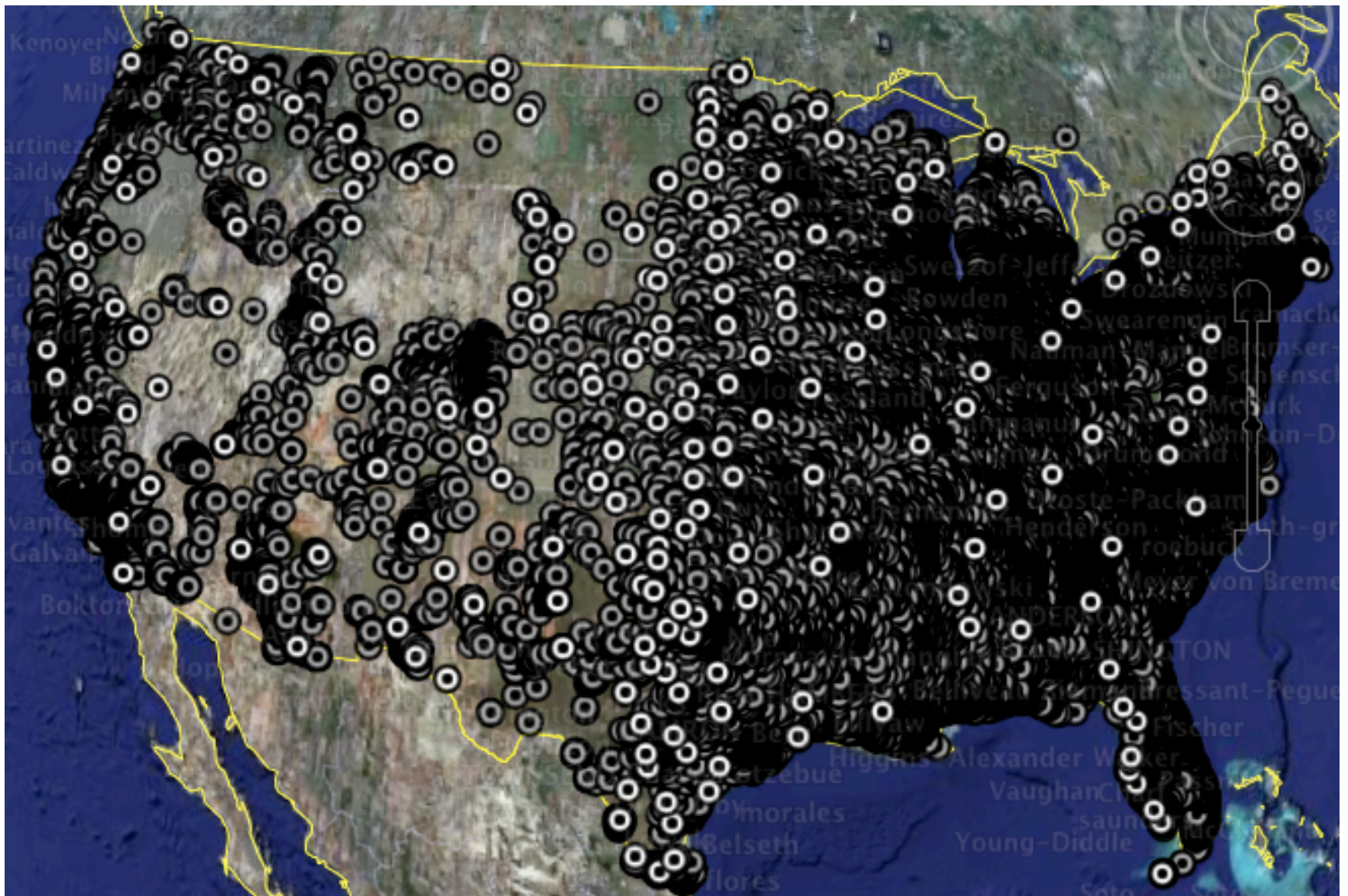
Your Voting Location

36

Latin American Youth Center

1419 Columbia Road Northwest, Washington, DC 20009





Conclusion

- Text messages have ITT effects of 1- 5 % points for pennies per msg – get opt-ins!
- Timing seems more important than message.
- Early voting allows for **rapid in-cycle testing** before Election Day GOTV!

Comments or Questions?

- Michelle Mayorga – Mobile Programs
– michelle@rockthevote.com
- Chris Kennedy – Research Analyst
– chris@rockthevote.com