

Tom Steyer’s “grassroots army” used impeachment issue advocacy to win elections coast-to-coast.

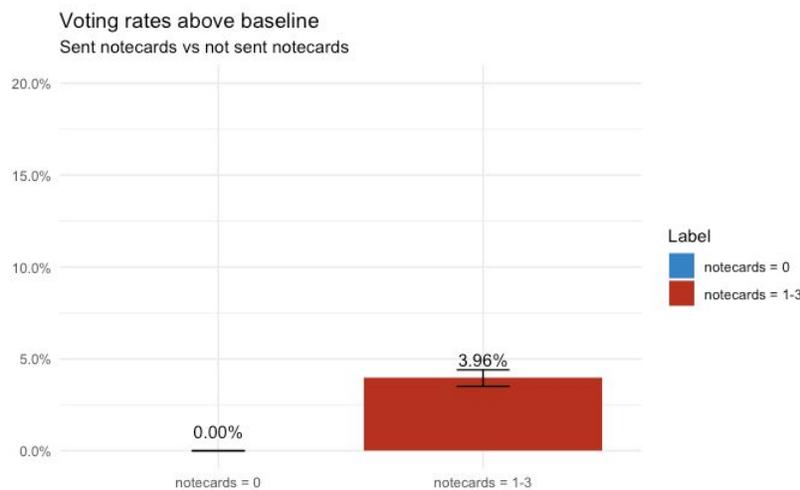
Background:

Tom Steyer launched Need to Impeach in October 2017 with the goal of removing Donald Trump from office. By Election Day 2018, Need to Impeach (NTI) had amassed more than 6.27 million supporters. Newly available election results show that by using a values-based issue, Need to Impeach was able to motivate millions of voters to turnout in the 2018 midterms.

NTI’s electoral work used a member communication program that actively used impeachment to organize supporters, while other organizations and political leaders refused to even mention the issue. **Focusing on impeachment messaging drove 79% of Need to Impeach signers to vote in the 2018 midterms, compared to 57% of registered voters nationally.** In NTI’s 43 most targeted congressional districts, Democrats won 36 races (84% win rate), and NTI’s higher-than-expected turnout exceeded the margin of victory in 10 of those 36 races.

NTI used a variety of tactics to turn out its members. Member-to-member handwritten notecards proved to have the biggest impact on turnout nationwide. **NTI signers that were sent one, two, or three handwritten notecards turned out at rates that were 3.96 percentage points higher than turnout among comparable NTI signers that were not sent a handwritten notecard.**

Notecard Program Results:



1

¹ This excludes certain districts which for programmatic reasons were either more or less likely to receive notecards and to control for race-specific variance. A complete notecard report is forthcoming.

NEED to IMPEACH

Need to Impeach By the Numbers

| <i>NTI Paid Elections Program</i> | <i>Member-to-Member Volunteer Program</i> |
|-----------------------------------|---|
| Total Spend: \$10 Million | NTI Supporters: 6,275,900 Signers |
| Program: 10,875,049 Mail Pieces | Notecards: 1,645,805 NCs Distributed |
| 2,589,330 Calls Made | 78,668 Notecard Writers |
| 1,038,004 Texts Sent | Volunteer Actions: 2,063 Volunteer Shifts |
| 532,187 Addressable TV | 2,197 House Parties |
| Targets | 292,899 Phone Calls |
| 100,305,350 Digital Impressions | 492,272 Texts Sent |
| | 495,063 Commits to Vote |

Steyer invested \$10M to mobilize Need to Impeach supporters nationwide. Using advanced analytics, the NTI team developed the best communication strategy for individual voters. NTI's internal post-election polling showed that:

- 76% of NTI petition signers remembered receiving information or advertisements from NTI (12% did not, 12% unsure)
- Of those who recall content:
 - 81% received email
 - 51% saw ads on TV
 - 37% received mail
 - 31% saw digital advertising

Need to Impeach had over 6.2M members by election day. Members were activated to become volunteers in “the biggest political machine you’ve never heard of”². In addition to requesting and sending over 1.6M notecards, volunteers completed over 1.2M volunteer actions from texting and phone calls to hosting house parties.

Selected Races

An analytics review of 2018 turnout and official vote results show that Need to Impeach supporters turned out at much higher rates than the general public and made the difference in key races across the country.

| <i>CD</i> | <i>Win Margin</i> | <i>NTI Signers</i> | <i>NTI Turnout</i> | <i>General Turnout</i> | <i>Notecards Sent</i> |
|-----------|-------------------|--------------------|--------------------|------------------------|-----------------------|
| FL-26 | 4,119 | 11,697 | 76.30% | 53.50% | 10,060 |
| IA-03 | 7,709 | 17,991 | 82.90% | 64.00% | 17,037 |
| OK-05 | 3,338 | 12,384 | 70.80% | 55.30% | 3,659 |

² <https://www.theatlantic.com/politics/archive/2018/10/tom-steyers-plan-impeach-trump/573382/>