

Impact Report: 2021-2022 Cycle

Field Team 6
Registration and
Voting Results
for the 2022
midterm election



Field Team 6: Largest Scale and Lowest Cost

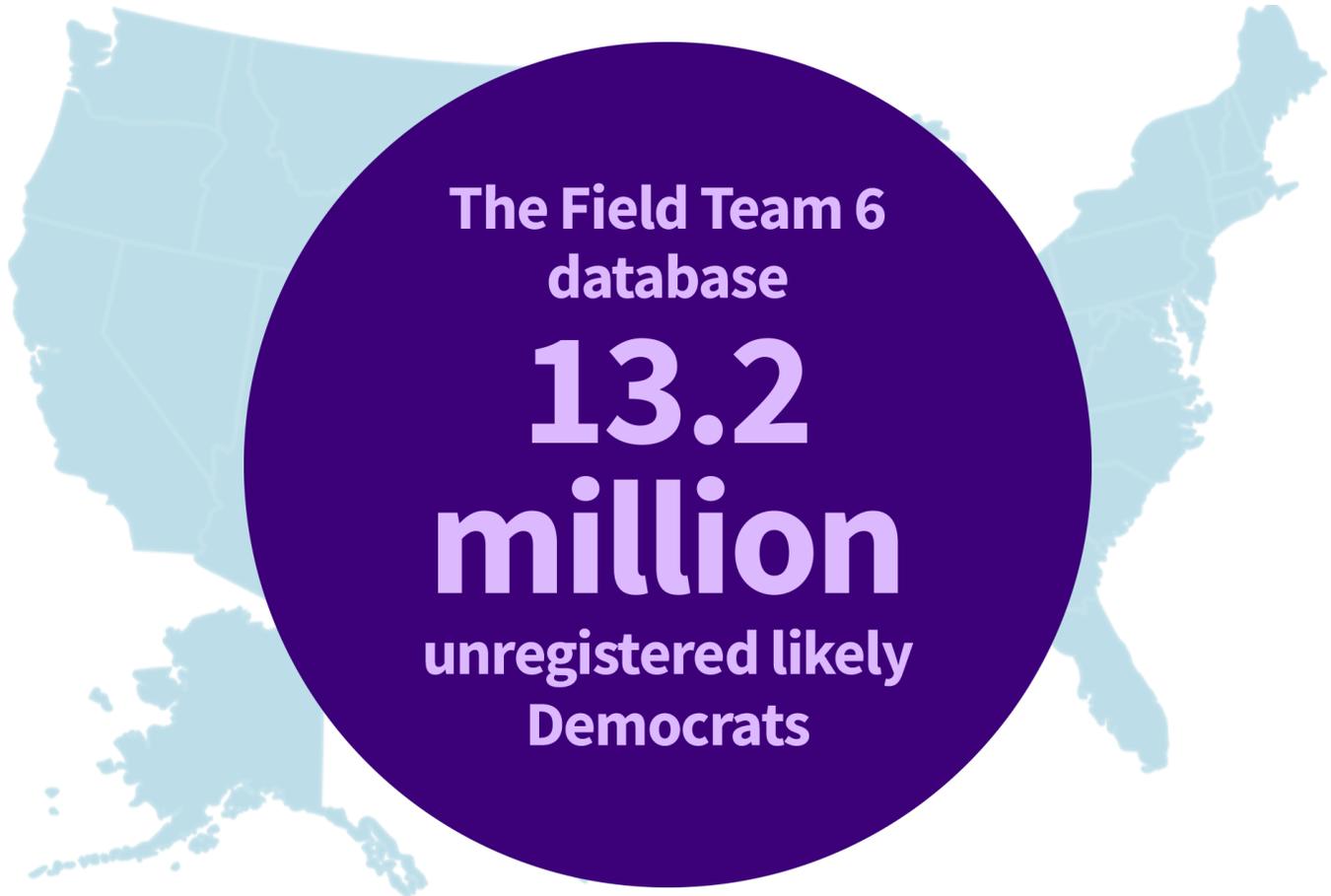
Field Team 6 is the *one-of-a-kind* partisan voter registration specialist pioneering a whole new model of success.

Field Team 6
is the **partisan voter registration** specialist
that delivered **1.57 million** new
blue and purple registrants
and **2/3 million** new votes
in the 2022 midterm election
at the **largest scale** and **lowest cost**
ever seen in progressive organizing.

The One-of-a Kind Database Compiled by Field Team 6

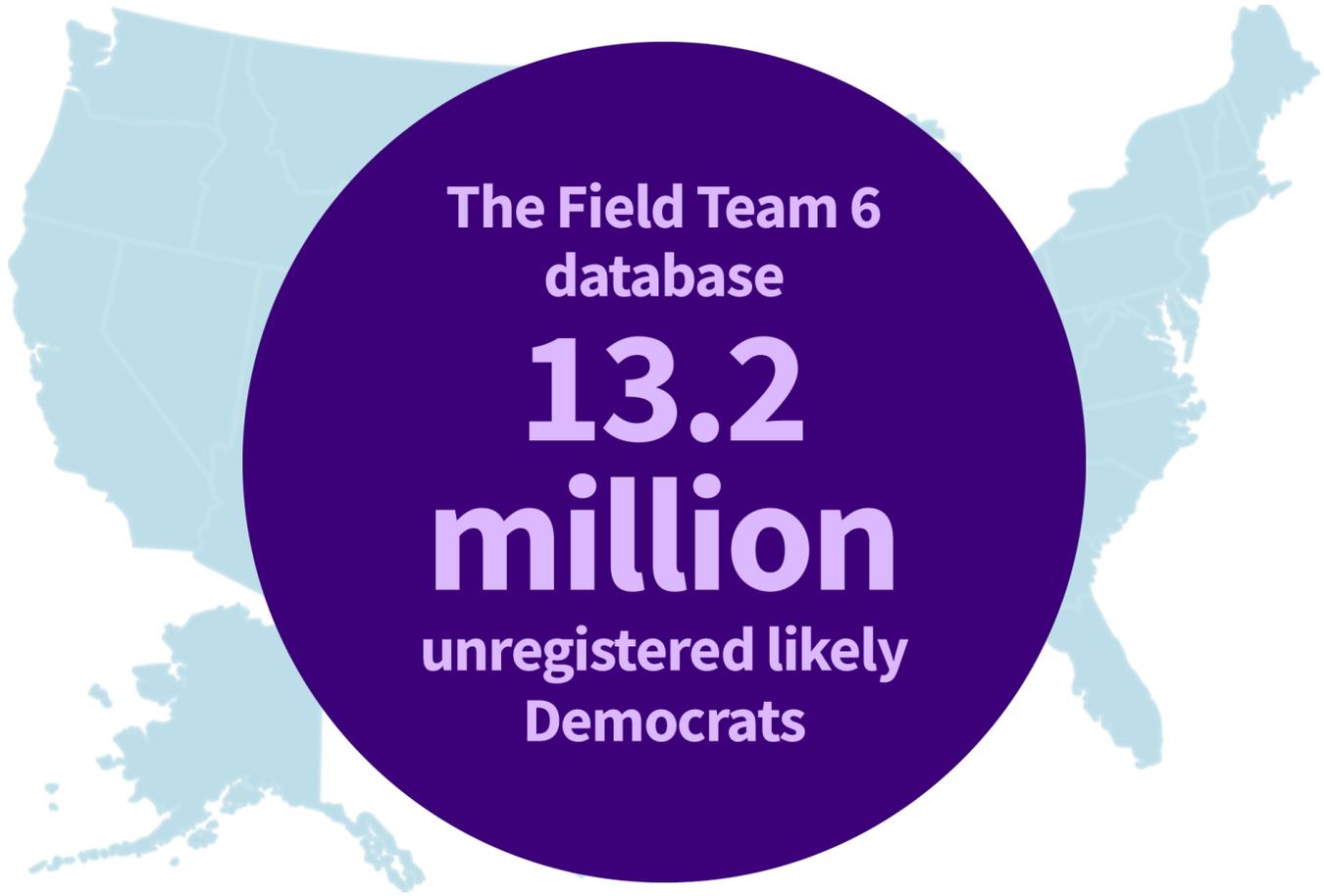
2021-2022 Cycle

By compiling prospect lists scored by various political data vendors as unregistered likely Democrats and digitally reaching out to these names with timely research-based progressive messaging, Field Team 6 delivered unparalleled results.



Field Team 6 Purchases Lists Scored as Unregistered Likely Democrats

2021-2022 Cycle



Field Team 6 intentionally over-indexes the database on people of color, women, and Latinos, and concentrates on battleground states and flippable districts.

Outreach Methods Available for the Database of Unregistered Likely Democrats

2021-2022 Cycle

12,500,000

10,000,000

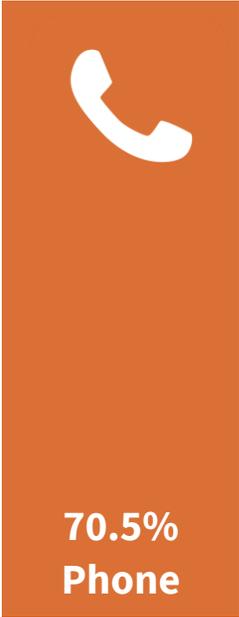
7,500,000

5,000,000

2,500,000

-

Multiple methods overlap, with distributions varying by race and gender.

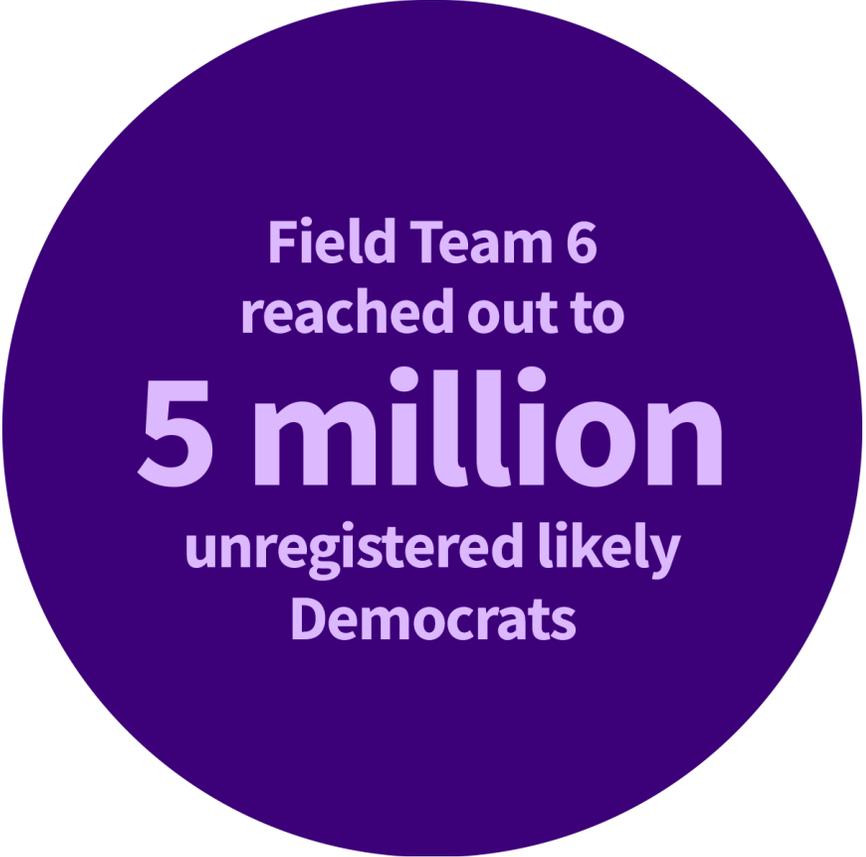


Each of the 13.2 million individuals in the Field Team 6 database of unregistered likely Democrats was reachable by one or more of four possible outreach methods.

How Many Unregistered Likely Democrats Received Field Team 6 Outreach?

2021-2022 Cycle

Field Team 6 reached out 9,628,920 times to 5,017,690 unregistered likely Democrats.



Field Team 6
reached out to
5 million
unregistered likely
Democrats

Field Team 6 Reached Out to 5 Million Unregistered Likely Democrats 9.6 Million Times

2021-2022 Cycle

Thousands of volunteers nationwide textbanked, phonebanked, and sent hand-written postcards. Emails were sent solely by Field Team 6 staff, who crafted and targeted 2.8 million emails.



TEXTS

Five and a half million texts



EMAILS

Almost three million emails



POST CARDS

More than one million postcards



PHONE CALLS

Nearly 150,000 phone calls

5,017,690 persons received 9,628,920
Field Team 6 outreaches (methods overlap)
averaging 1.92 outreaches per person

Research-Driven, Tightly Targeted Partisan Messaging

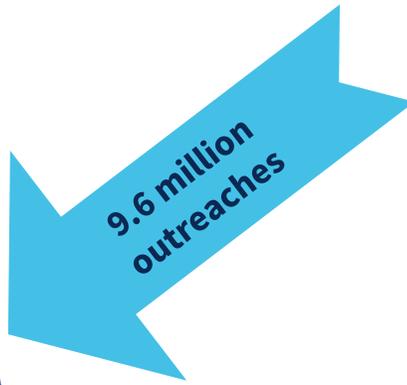
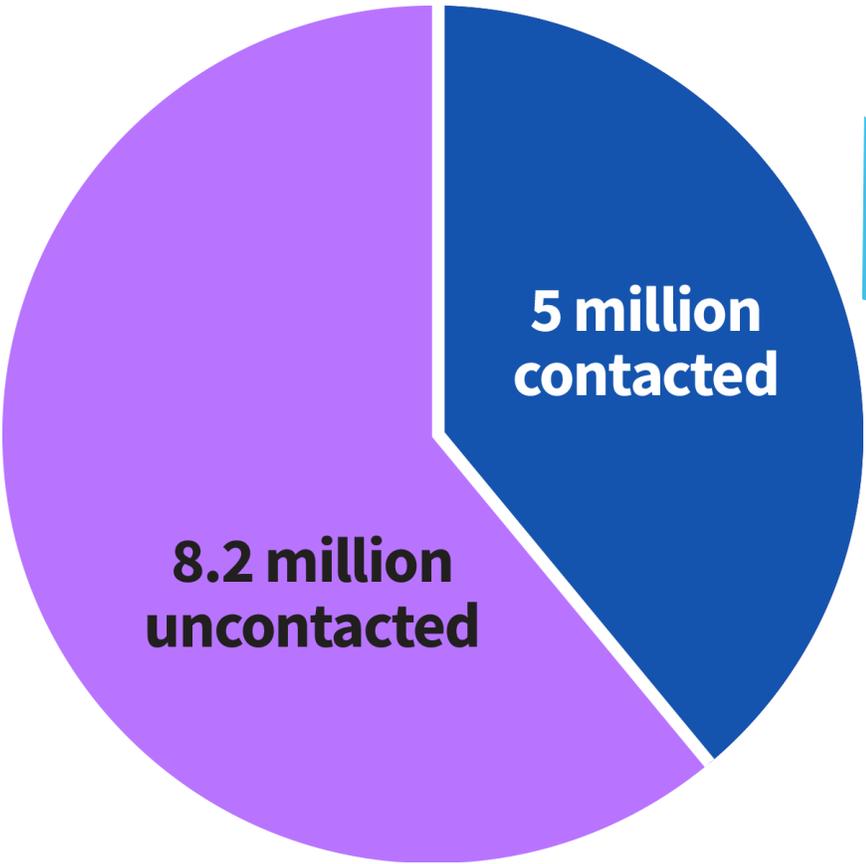
Field Team 6
messages are built on
the “3Vs” system
developed by ASO
Communications and
We Make the Future:

- *State a shared Value*
- *Name the Villain*
- *Frame the future Vision*

Field Team 6
combines **persuasion** and **mobilization**
by powering every email, text, postcard, and call
with timely, research-based
partisan messaging.

Donors and Volunteers Fueled Outreach to 5 Million of the 13.2 Million Names

2021-2022 Cycle



Field Team 6 routinely contacted unregistered likely Democrats multiple times—an average of 1.92 outreaches per person in this cycle. Resource limitations left 8.2 million more uncontacted.

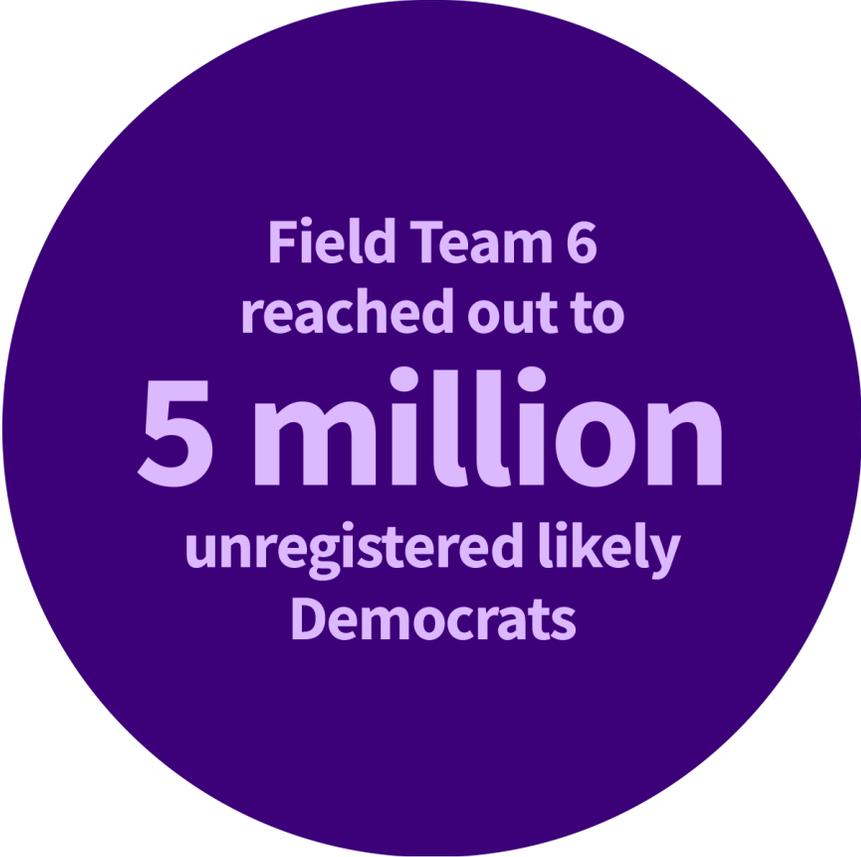
Field Team 6 contacted 5,017,690 people, but 8,171,077 uncontacted people remain

How Many Registered as Blue or Purple After Field Team 6 Outreach?

2021-2022 Cycle

After a general election, it takes up to half a year for all the states to update their voter files.

Field Team 6 then researches who in the database registered as a Democrat, an independent, or as unaffiliated (blue or purple), and what proportion of these registrants voted.

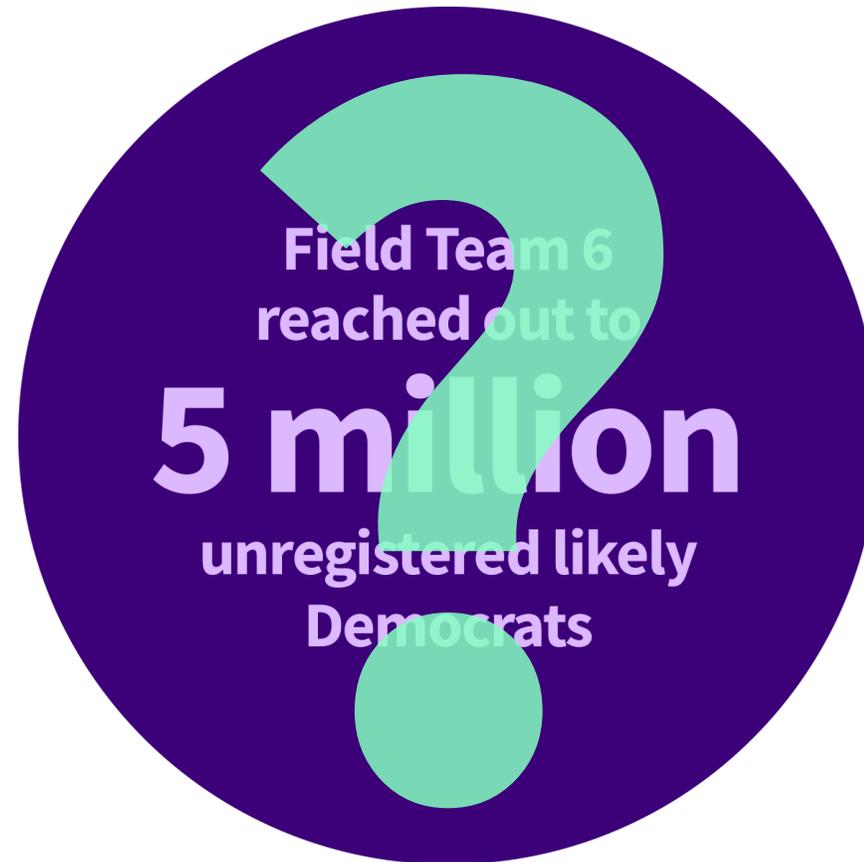


Field Team 6
reached out to
5 million
unregistered likely
Democrats

How Many Registered as Blue or Purple After Field Team 6 Outreach?

2021-2022 Cycle

For comparison, non-partisan voter registration usually yields **one in thirty** blue or purple registrants or less.



Almost *One in Three* Registered as Blue or Purple After Field Team 6 Outreach: 31.5% Yield

2021-2022 Cycle

Field Team 6 achieved a startling yield of almost **one in three**, a **tenfold jump** over non-partisan efforts. Over **1.57 million**, or **31.5%**, registered as a Democrat, an independent, or as unaffiliated (blue or purple) after Field Team 6 outreach.



**1.57
million**
registered as
blue or purple

5 Million Prospects → 1.57 Million Blue or Purple Registrants

2021-2022 Cycle

Field Team 6 “**gets the red out**” before totaling the 1.57 million blue or purple registrants.

Field Team 6 subtracts the **18.9%** projected Republican or right-wing registrants from the 1.94 million total who registered after Field Team 6 outreach. (Projections for states that do not ask party affiliation apply the **same ratio of 18.9%** as observed in the partisan-registration states.)

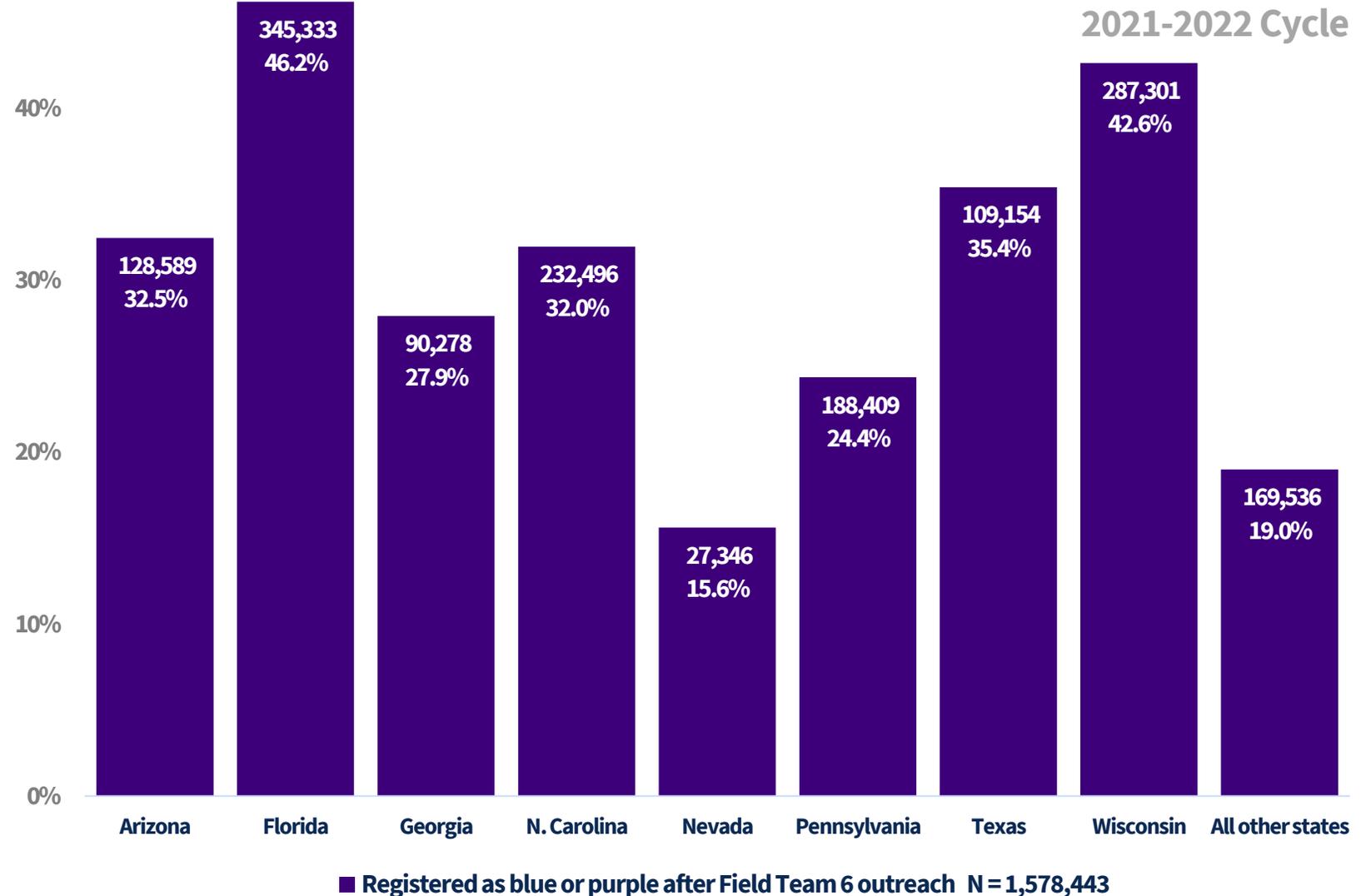
after outreach by
Field Team 6

31.5%

registered as
blue or purple

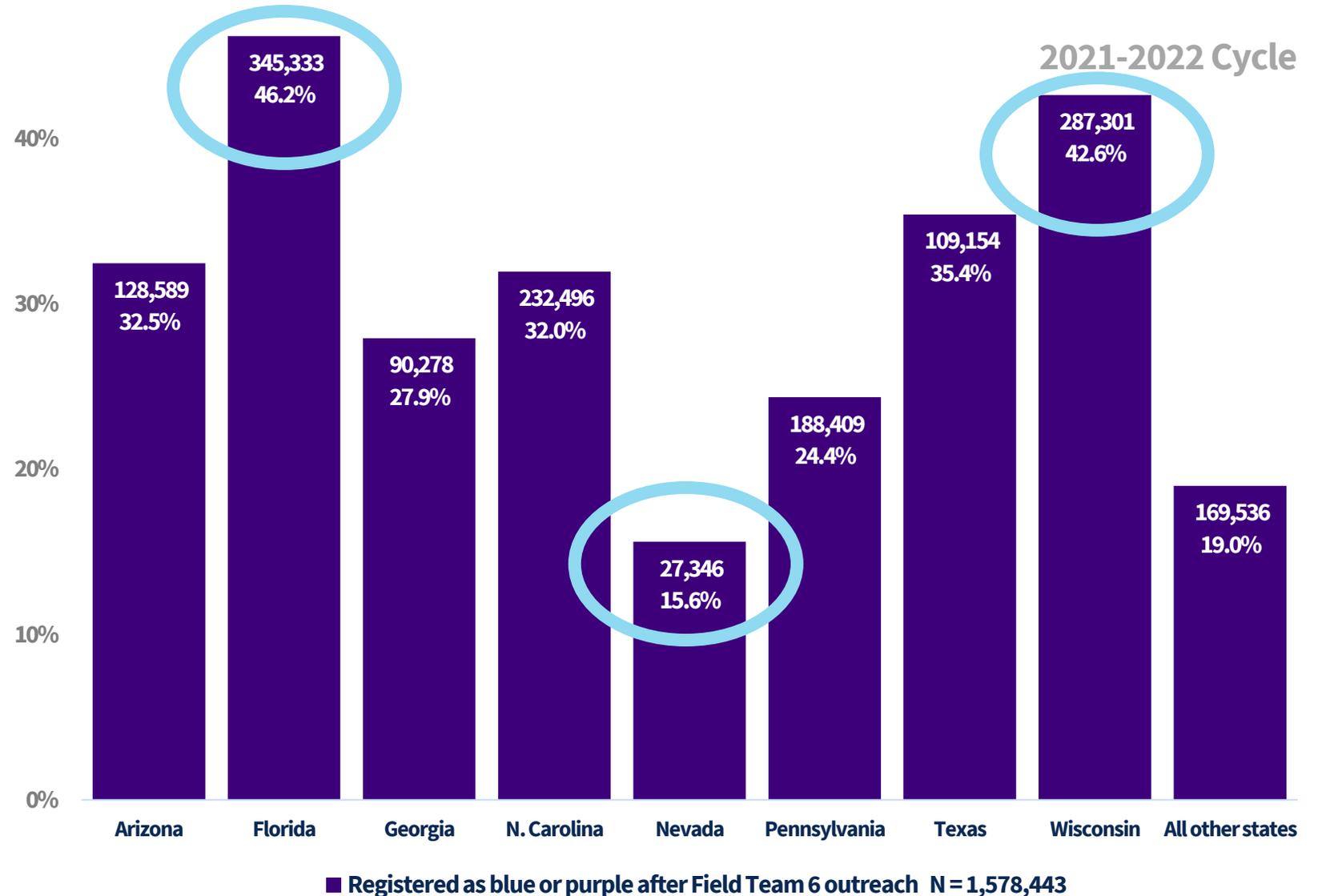
Averaging **31.5% nationally**, blue or purple registration rates varied widely among the eight statewide battleground targets where Field Team 6 operated during the two-year cycle.

1.57 Million Blue or Purple Registrants



Florida notched the highest yield of blue or purple registrants after Field Team 6 outreach at **46.2%**, followed by **42.6%** in Wisconsin. Nevada was lowest, at **15.6%** yield, half the overall national yield of **31.5%**.

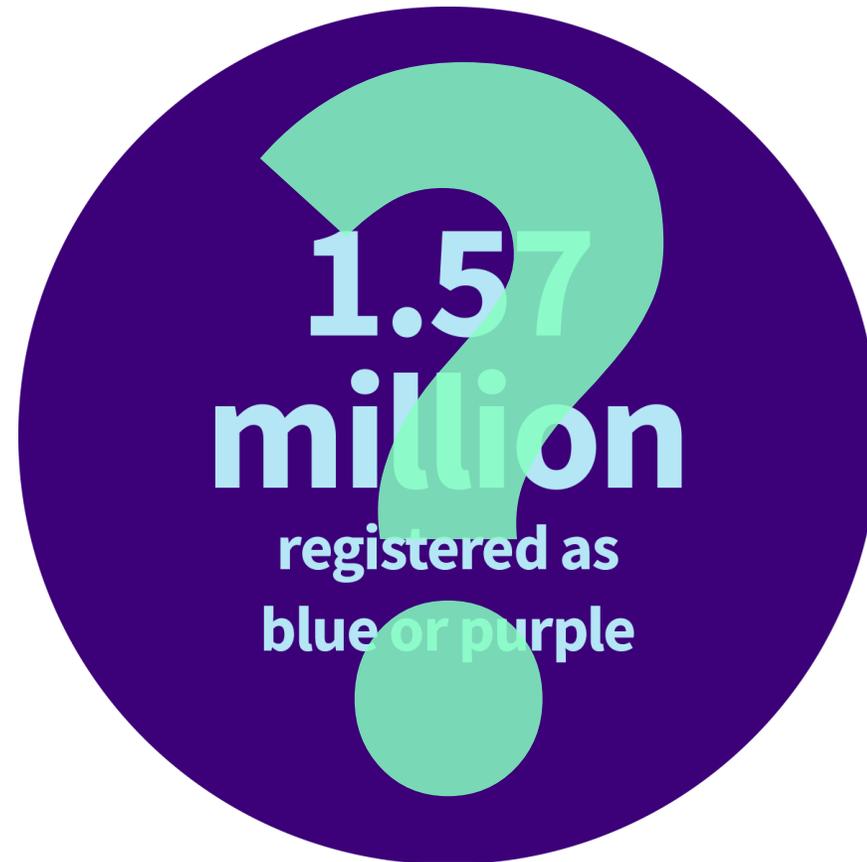
1.57 Million Blue or Purple Registrants



How Many of the 1.57 Million Field Team 6 Blue or Purple Registrants VOTED in Nov 2022?

2021-2022 Cycle

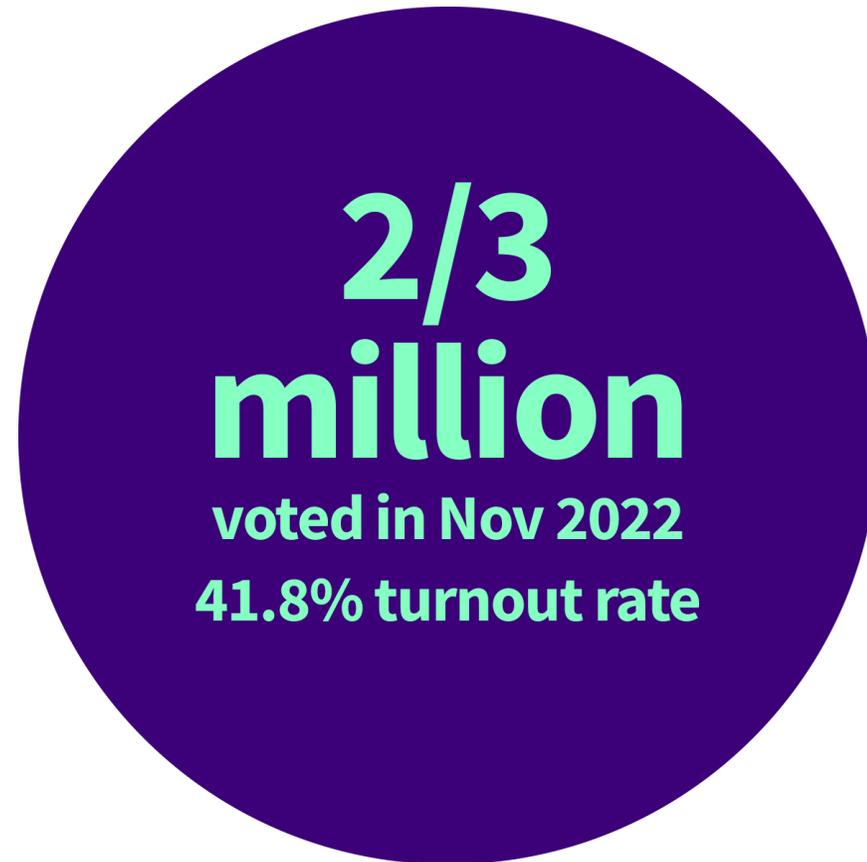
What was the turnout
rate of the **1.57 million**
new registrants in the
November 2022
midterm election?



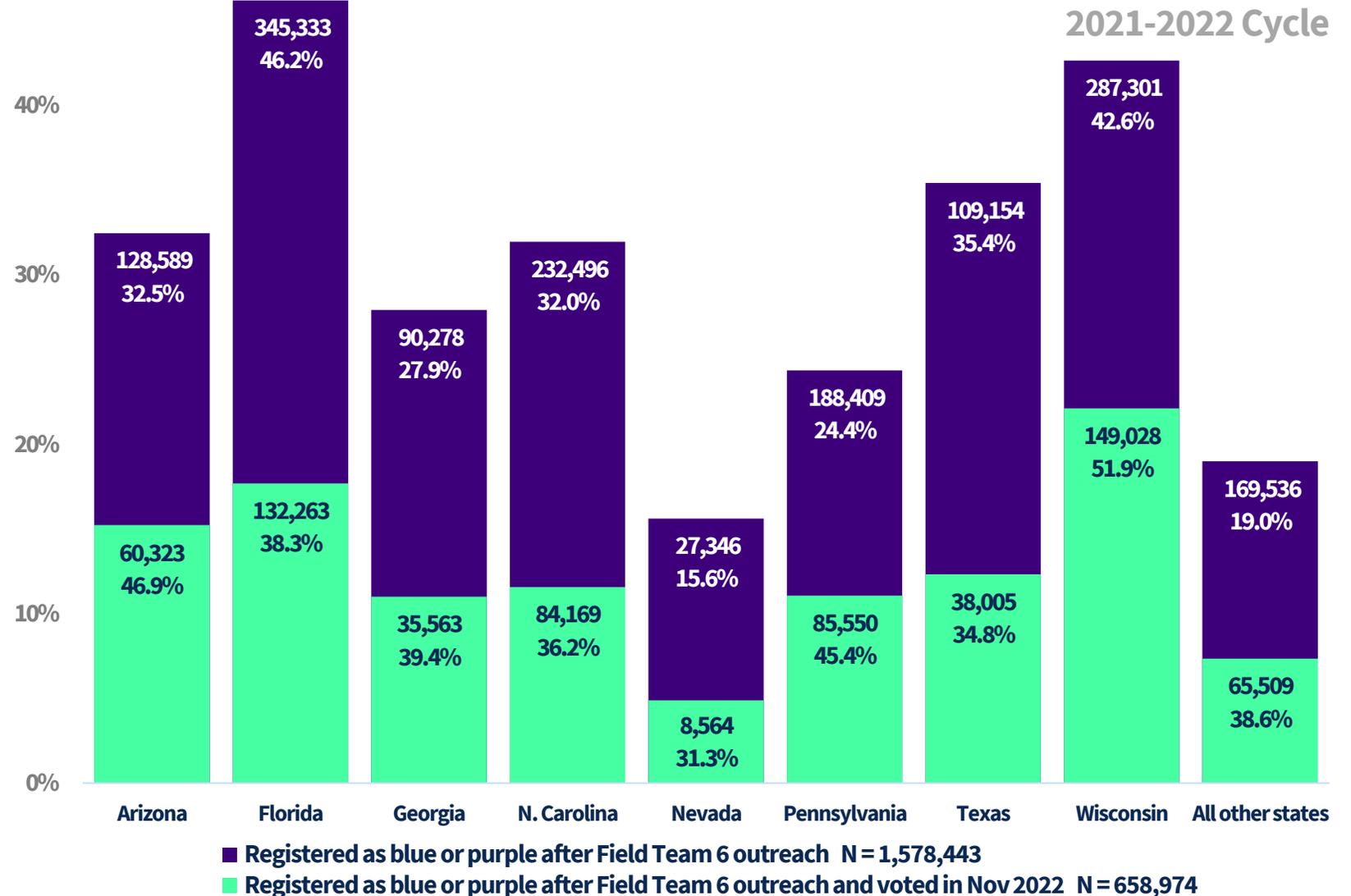
***Four Out of Ten* of the 1.57 Million Field Team 6
Blue or Purple Registrants VOTED in Nov 2022**

2021-2022 Cycle

660 thousand of the 1.57 million new blue and purple registrants **VOTED** in the November 2022 midterm election. At **41.8%**, better than **four out of ten**, the blue and purple registrants turned out at almost the same rate as the 46% general turnout.



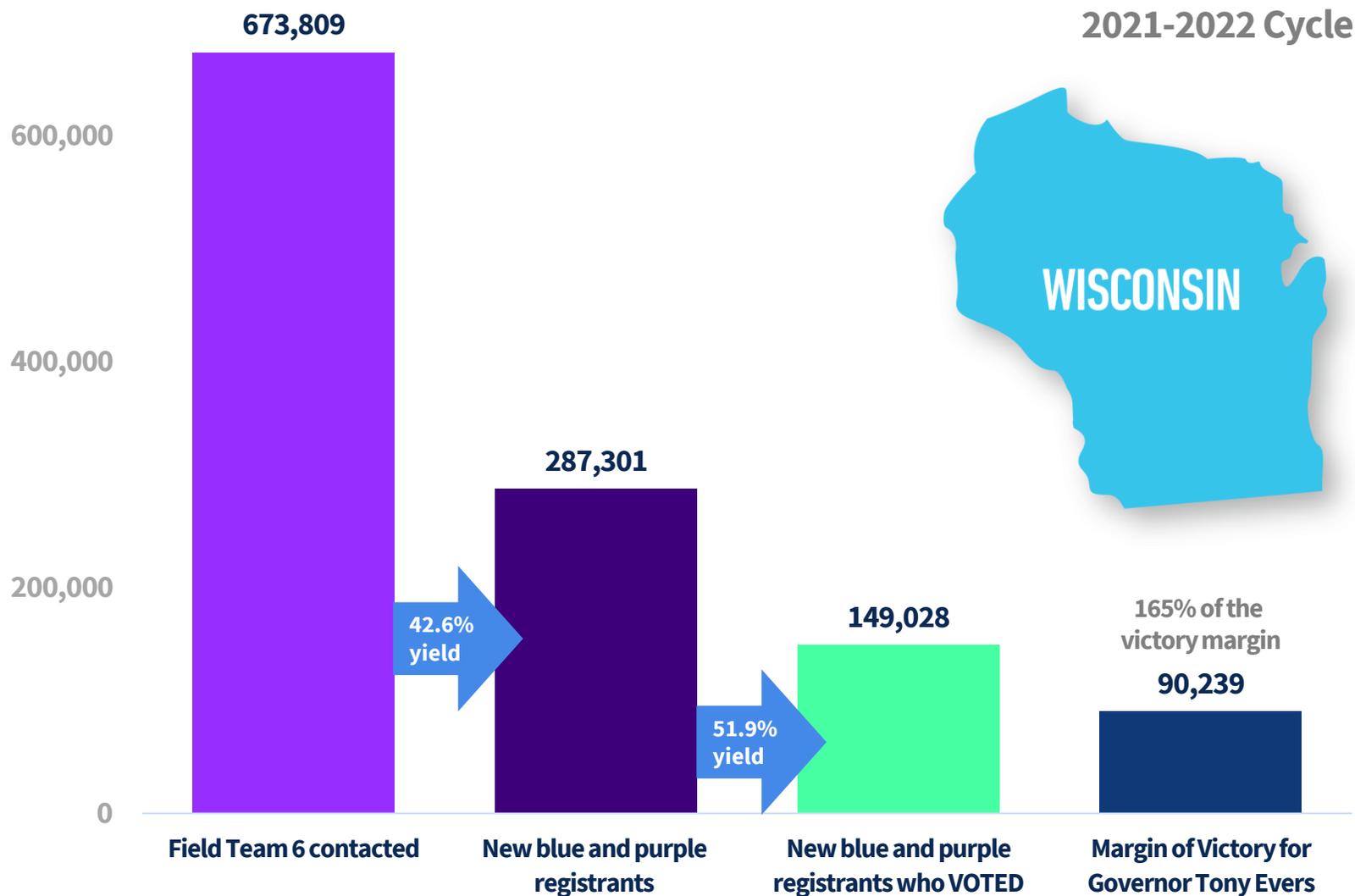
1.57 Million Blue or Purple Registrants → 2/3 Million Votes



As expected, turnout varied widely in the battleground states and districts.

1/3 to 1/2 of these new registrants voted in the November midterm election, averaging 41.8% turnout nationally.

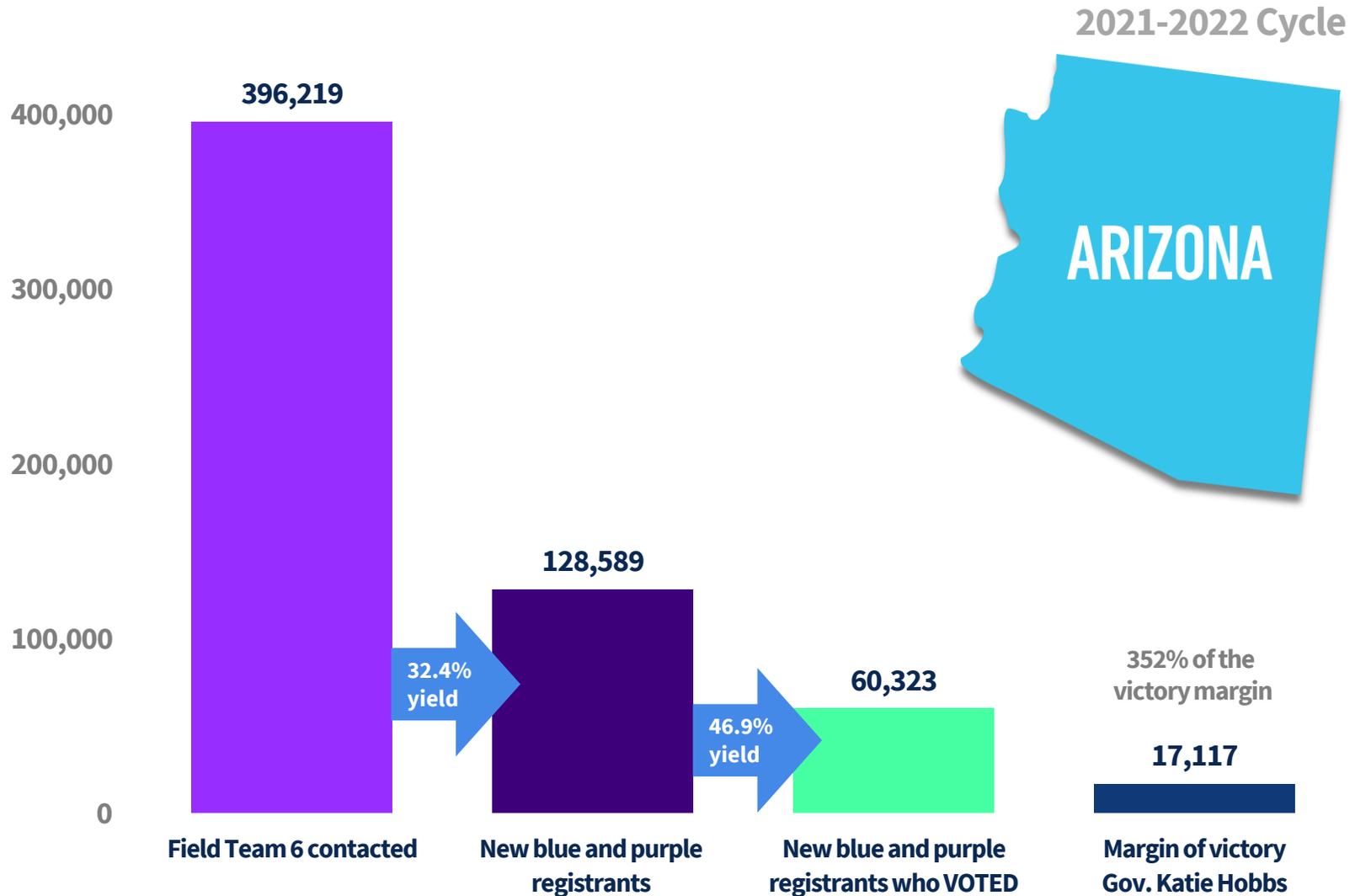
The Field Team 6 Impact in Wisconsin in 2022



Of the **287 thousand Wisconsinites** who became new blue or purple registrants after Field Team 6 outreach, **149 thousand voted** in the midterm election, more than one and a half times the **90,239-vote margin** that re-elected Governor Tony Evers.

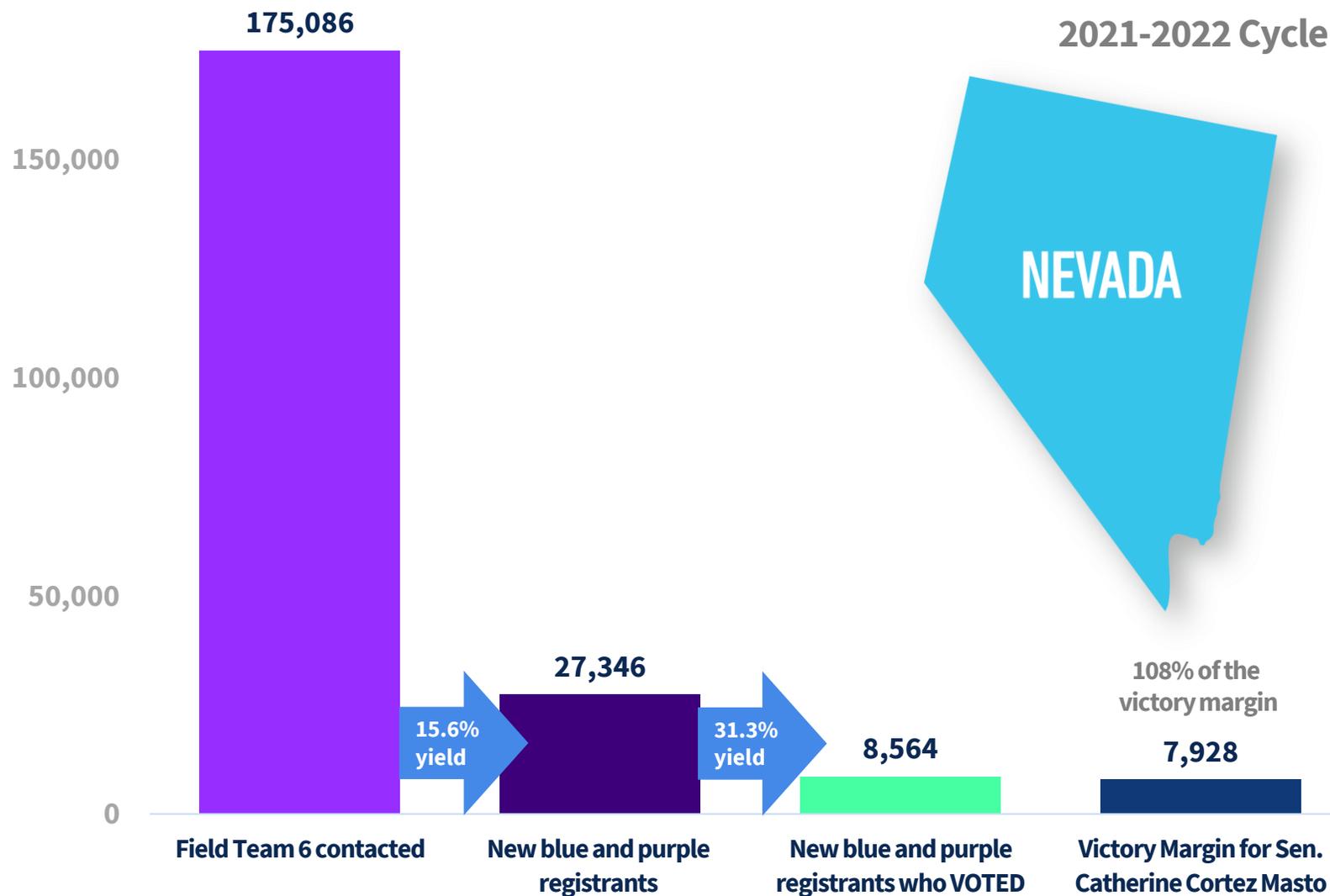
The Field Team 6 Impact in Arizona in 2022

Of the **128 thousand** Arizonans who became new blue or purple registrants after Field Team 6 outreach, **60 thousand** voted in the midterm election, more than triple the **17,117-vote margin** that elected Governor Katie Hobbs.



The Field Team 6 Impact in Nevada in 2022

Of the **27 thousand Nevadans** who became new blue or purple registrants after Field Team 6 contact, **8,564 voted** in the midterm election, just 636 votes over the **7,928-vote margin** won by Sen. Catherine Cortez Masto to keep the US Senate majority.



Volunteers, Donors, and Partners Make Field Team 6 Cost-Effective

2021-2022 Cycle

Field Team 6 expenditures totaled less than **\$750,000 per year** in the two-year cycle, including outreach costs, acquiring lists of unregistered likely Democrats, and three year-round salaries.



\$1,473,598

Total expenditures for the cycle

<https://www.fec.gov/data/committee/C00695346/?cycle=2022>

Field Team 6 Cost for a New Blue or Purple Registrant

2021-2022 Cycle



93¢

**Cost per new registrant
for 1.57 million registrants**

The cost per new blue or purple registrant works out to **93¢**, the best bargain in organizing today.

\$1,473,598 expenditures divided by 1,578,443 blue or purple registrants = \$0.93 each.

Field Team 6 Cost for a New Blue or Purple Vote in Nov. 2022

2021-2022 Cycle

Field Team 6 **breaks all records** by delivering new blue or purple **VOTES** at the exceptionally efficient cost of **\$2.24 each**.

\$1,473,598 expenditures divided by 658,965 blue or purple votes = \$2.24 each.

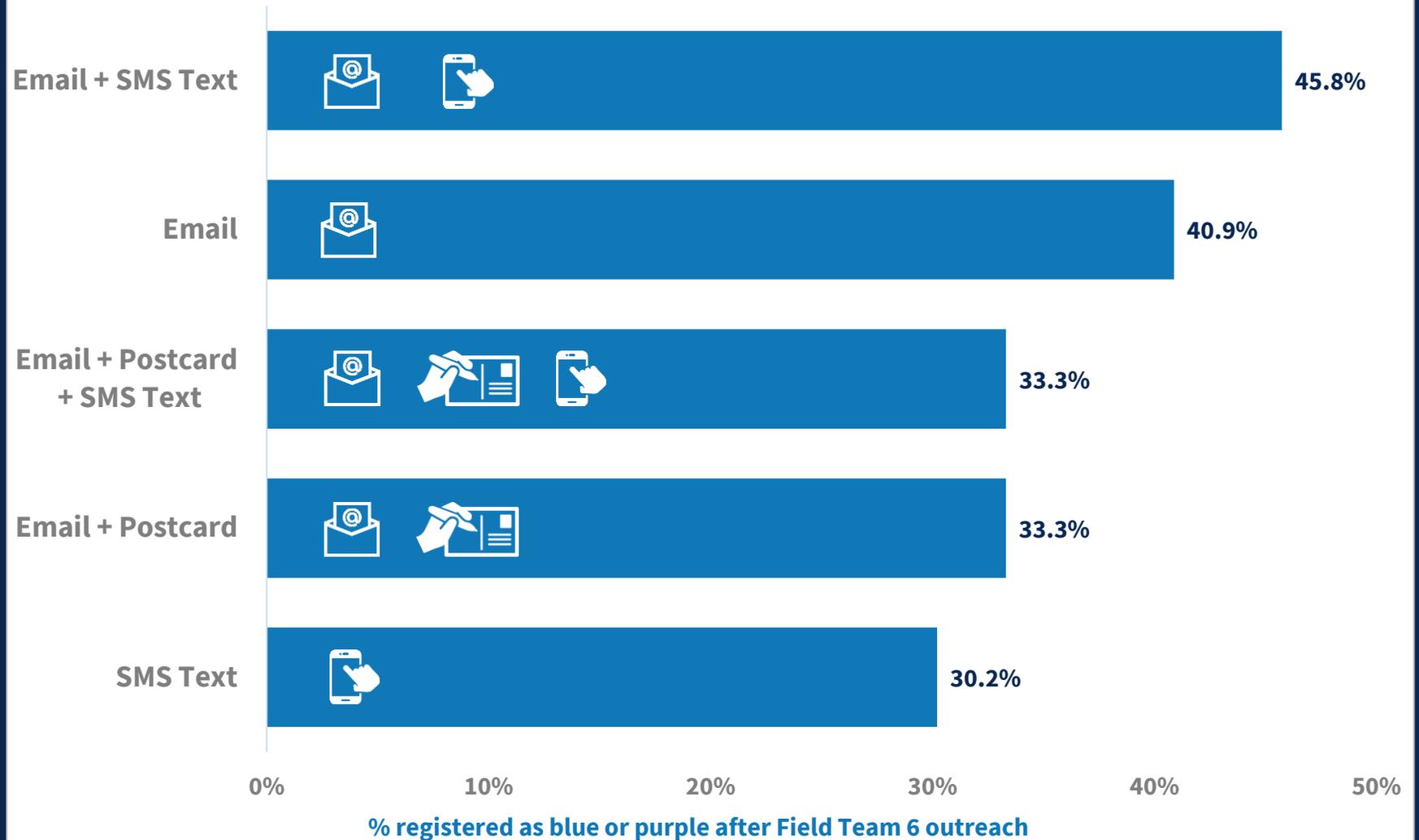


\$2.24

**Cost per new vote
for 2/3 of a million votes**

Field Team 6 Registrant Yields by Outreach Method

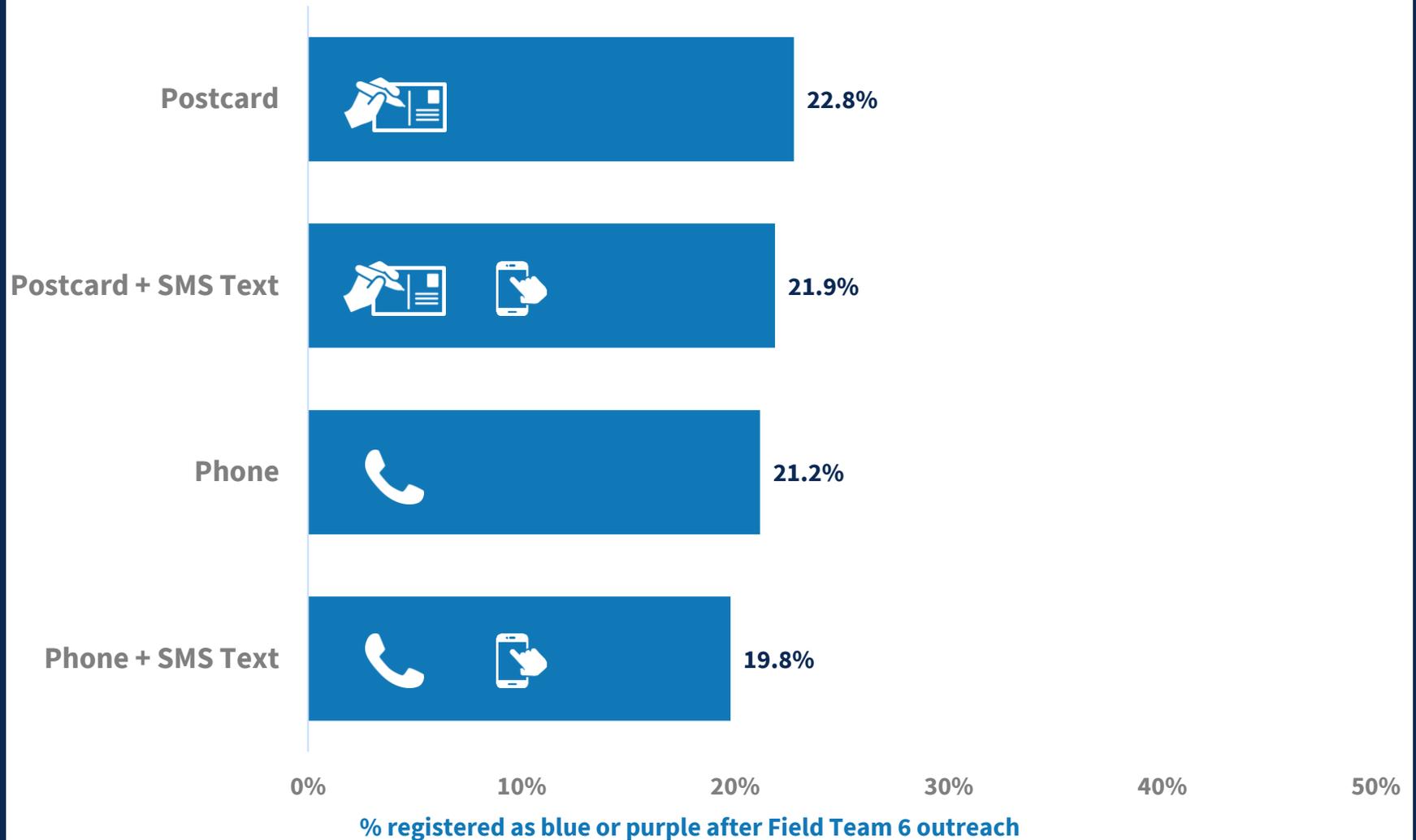
2021-2022 Cycle



Outreaches including **email** consistently delivered the highest yields of blue and purple registrants, with **email plus text** clocking in at almost **one in two**. Texts alone yielded 30.2%.

Field Team 6 Registrant Yields by Outreach Method

2021-2022 Cycle



Since 2/3 of the database records do not include an email address, the other outreach methods offer crucial coverage. **Postcards** and **phone calls** yielded more than **one in five** blue or purple registrants.

Research-Based Partisan Scripts

**When they go low,
Pennsylvania votes Joe!**

Americans agree: mass
shootings must end.

Can I help you register to vote right now?

We all dream of a better
future for our families.

Did you know Democrats have
passed the largest climate
investment in history?

**Great news: Democrats passed the
Inflation Reduction Act! This lowers
healthcare costs and creates millions of
good-paying jobs, *without* raising taxes.**

Democrats like Senator
Raphael Warnock protect
your freedoms AND your
paycheck.

Vote out white supremacy
and protect housing, wages,
& Black and brown lives.

Field Team 6 builds
scripts from the latest
research on which
messages resonate
with specific target
audiences.

The Field Team 6 Difference: Tenfold Yields

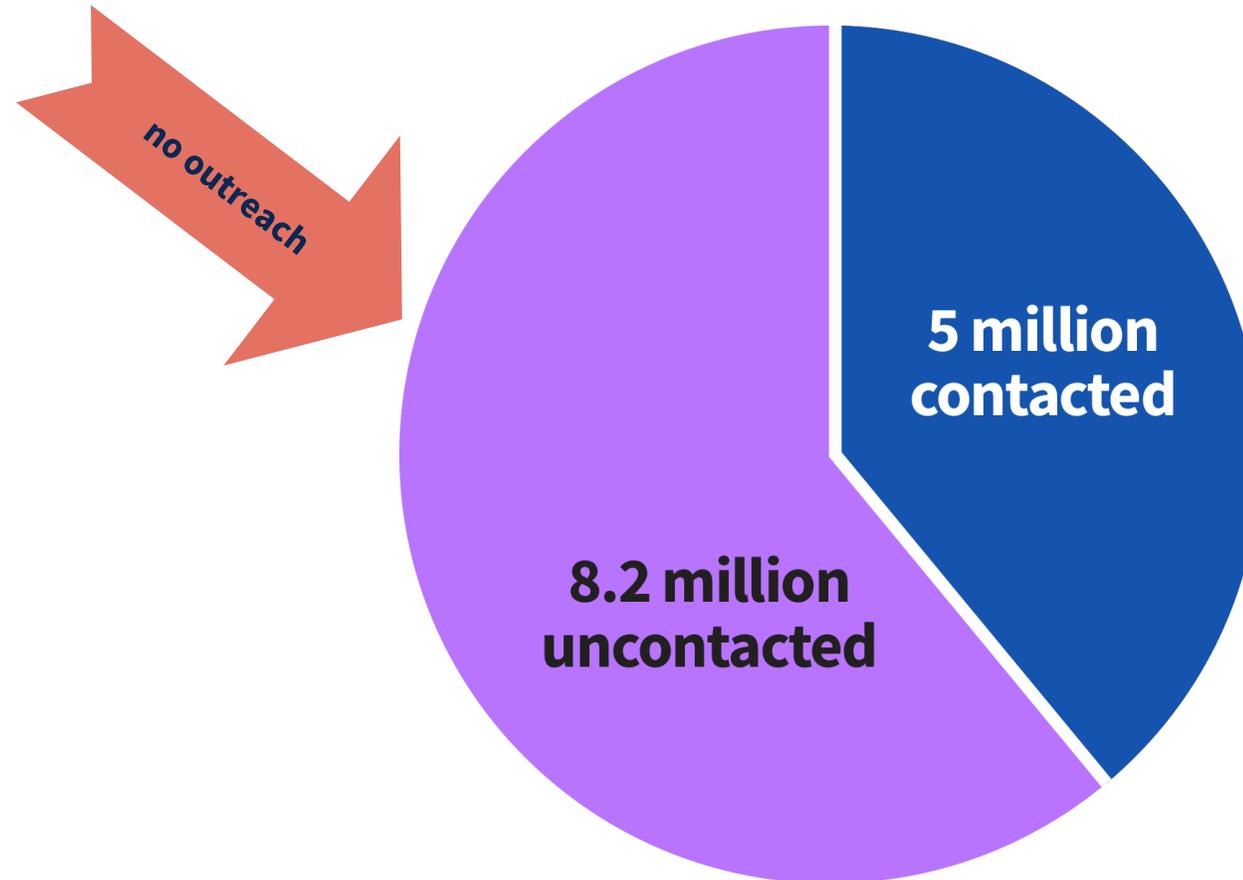
Field Team 6 delivers ten times the results of conventional non-partisan registration efforts by compiling lists of unregistered likely Democrats and digitally reaching out to these prospects with timely, research-based progressive messaging.

Unprecedented Field Team 6 yields in the 2021-2022 cycle turn conventional wisdom upside down.

Non-partisan registration yields **one in thirty** blue or purple registrants. Field Team 6 partisan registration yields **one in three** instead.

8.2 Million Unregistered Likely Democrats Were Left Uncontacted

2021-2022 Cycle



Why did Field Team 6 reach out to 5 million, but leave another **8.2 million** unregistered likely Democrats unreachable?

Not enough dollars to do it all.

Field Team 6 contacted 5,017,690 people, but 8,171,077 people remain uncontacted

Investing in Field Team 6

Field Team 6 seeks new donor dollars to acquire more scored names, scale up outreach, and yield more new blue and purple votes to win races in 2024.

Will you become a Field Team 6 investor?

Field Team 6
is the **partisan voter registration** specialist
that delivered **1.57 million** new
blue and purple registrants
and **2/3 million** new votes
in the 2022 midterm election
at the **largest scale** and **lowest cost**
ever seen in progressive organizing.

Deeper Data for Field Team 6 Investors

Political analysts assess which strategies to fund using comparative metrics such as “NET new registrants” and “NET new votes.”

The next section offers a deeper dive showing calculations of **NET new registrants** and **NET new votes** in comparison to a “control” group.

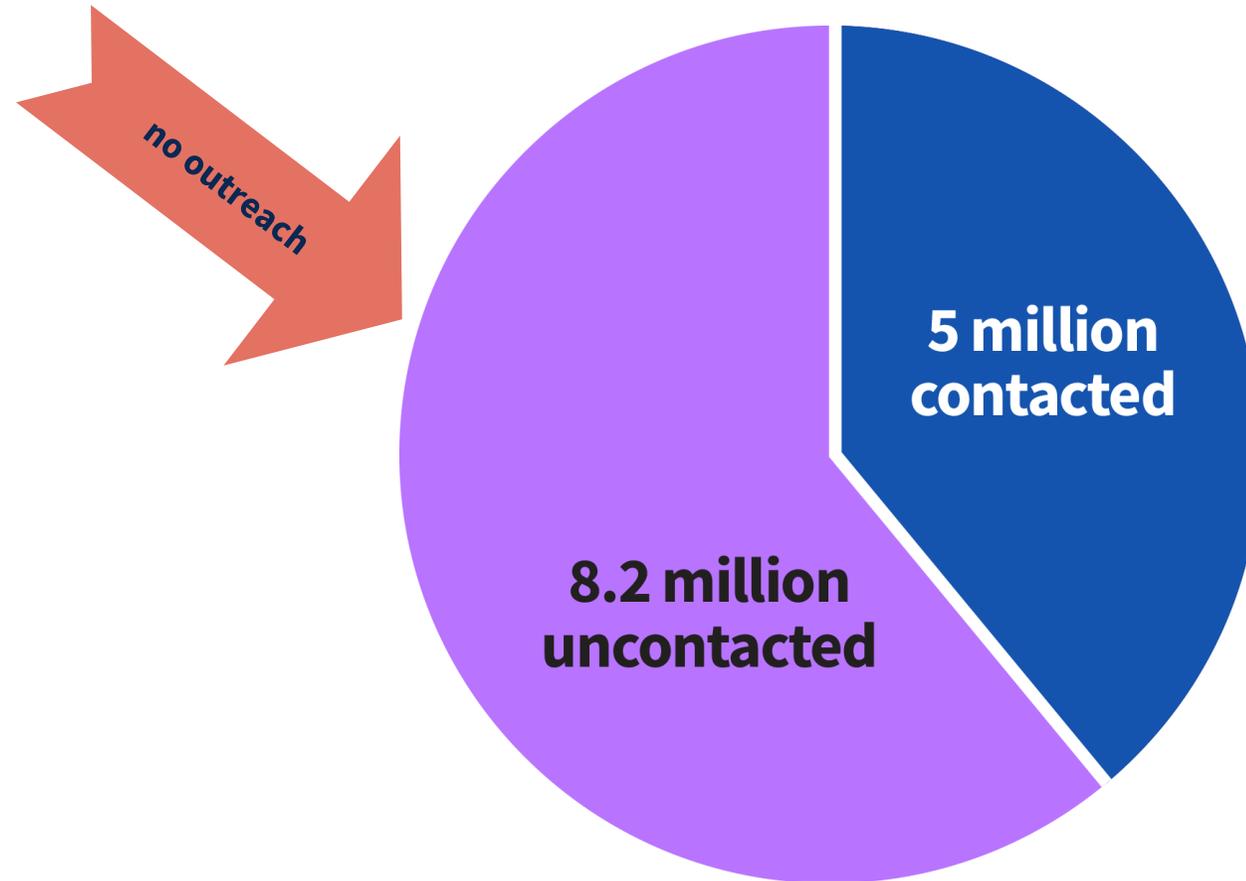
Deeper Data for Field Team 6 Investors

Comparing yields on two huge national cohorts—**5 million contacted vs. 8.2 million uncontacted**—shows how well Field Team 6 digital outreach to unregistered likely Democrats *works*, at the **largest scale** and at the **lowest cost**.

Statistical measures offer more proof that Field Team 6 offers the **best bargain** in organizing today.

8.2 Million Uncontacted Unregistered Likely Democrats Serve as a “Control” Cohort

2021-2022 Cycle

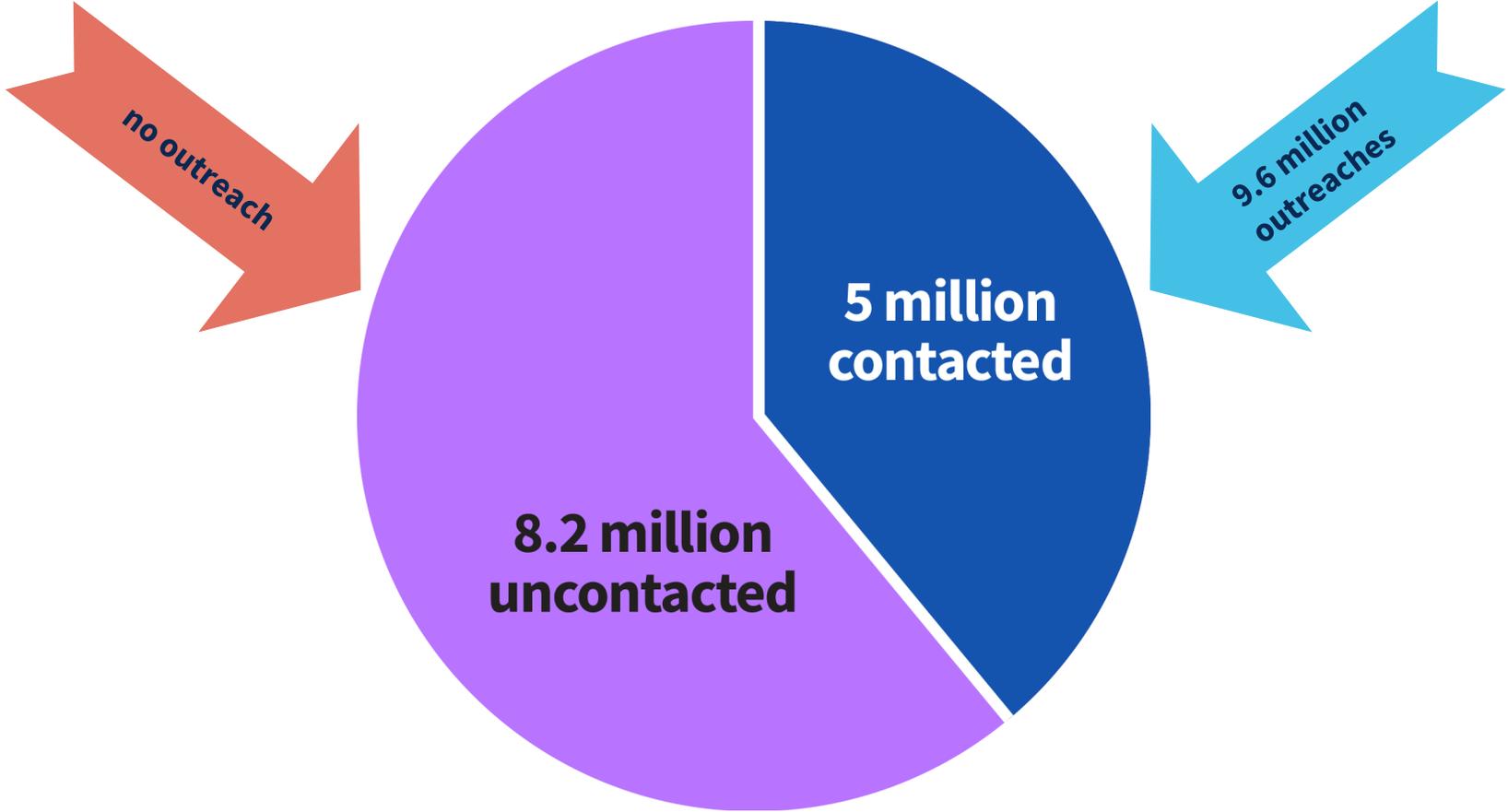


The **uncontacted** cohort in the database offers a partial demographic and geographic match to the **contacted** cohort who received Field Team 6 outreach. It can serve informally as a “**control**” for **statistical comparison**.

Field Team 6 contacted 5,017,690 people, but 8,171,077 people remain uncontacted

Comparing Field Team 6 Contacted Yields to the Uncontacted “Control” Cohort

2021-2022 Cycle



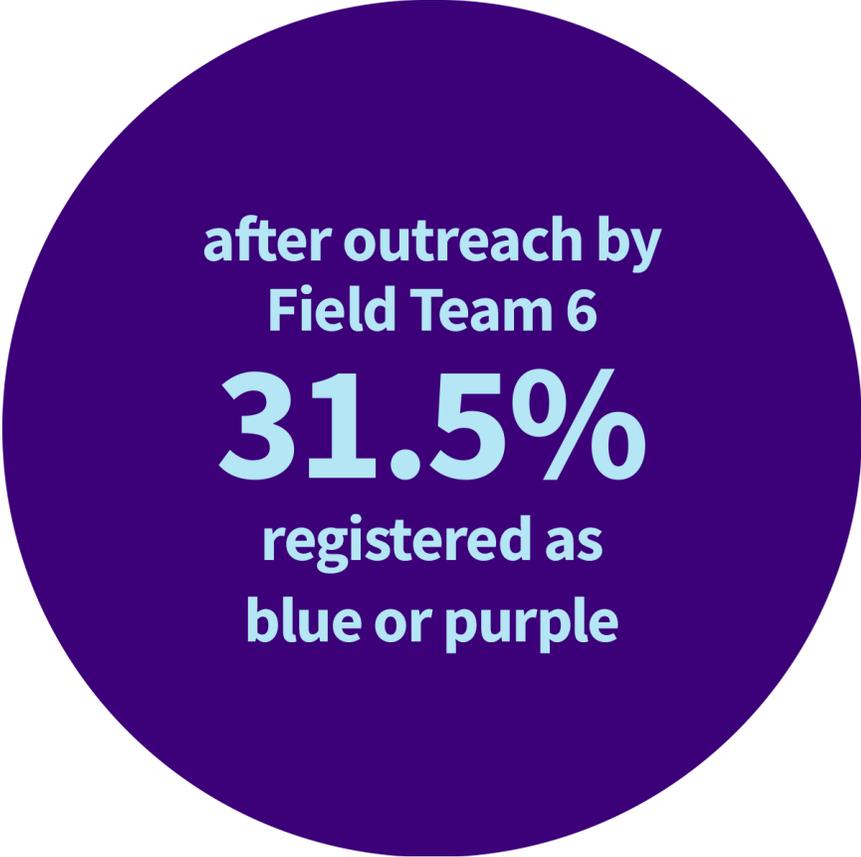
Field Team 6 contacted 5,017,690 people, but 8,171,077 people remain uncontacted

Looking at the **uncontacted** cohort for a baseline comparison, how many unregistered likely Democrats in the database registered as blue or purple and voted with **no outreach** from Field Team 6?

How Did Registration Yields Compare between the Contacted and Uncontacted Cohorts?

2021-2022 Cycle

Reminder: After outreach by Field Team 6, **31.5%** of the 5 million **contacted cohort** registered as blue or purple nationwide.

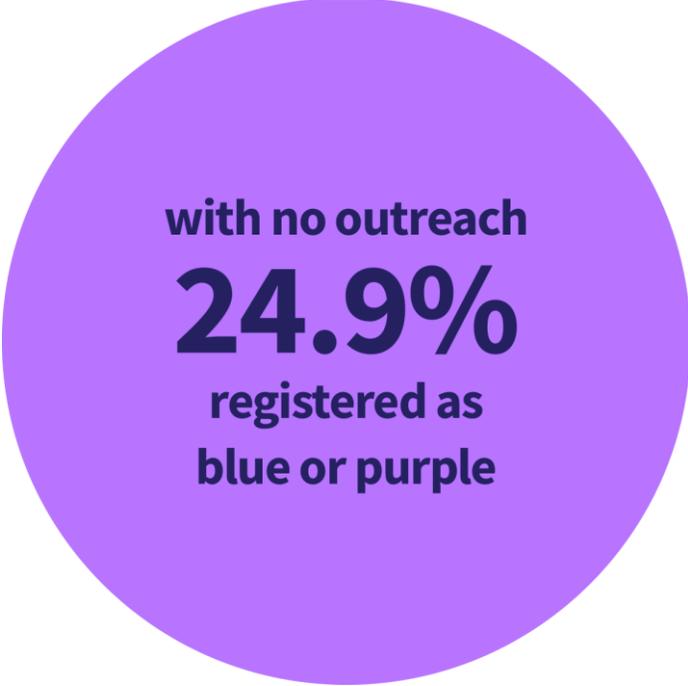


after outreach by
Field Team 6
31.5%
registered as
blue or purple

Uncontacted Prospects → 24.9% Yield of Blue or Purple Registrants

2021-2022 Cycle

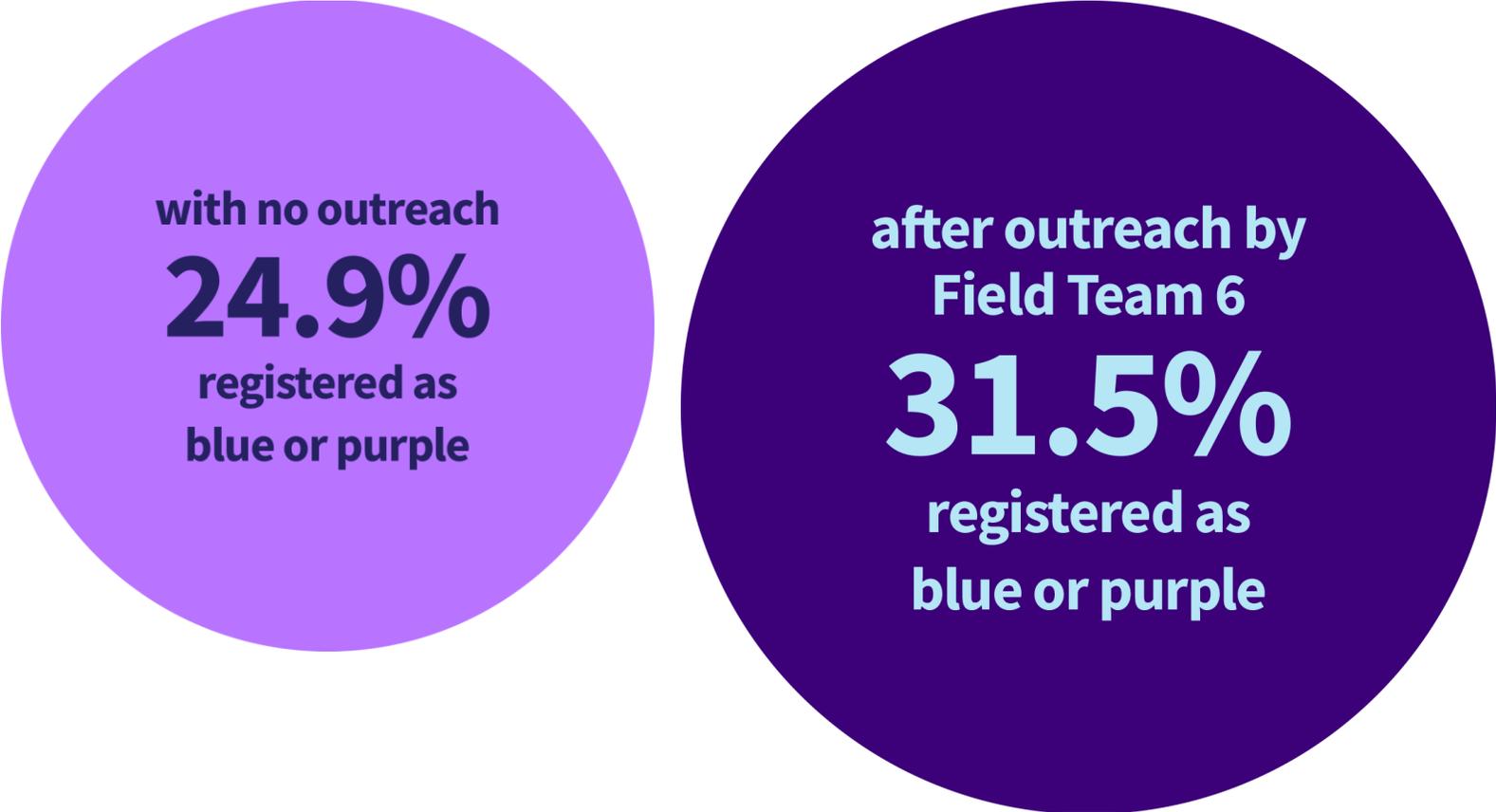
The registration rate for the 8.2-million **uncontacted** cohort was **24.9%**, more than **six and a half points lower**. (Note that even without outreach, the Field Team 6 curated list produces registrations far above typical non-partisan single-digit yields.)



with no outreach
24.9%
registered as
blue or purple

Field Team 6 Outreach Yielded 6.6 Points Higher than the Uncontacted “Control” Cohort

2021-2022 Cycle

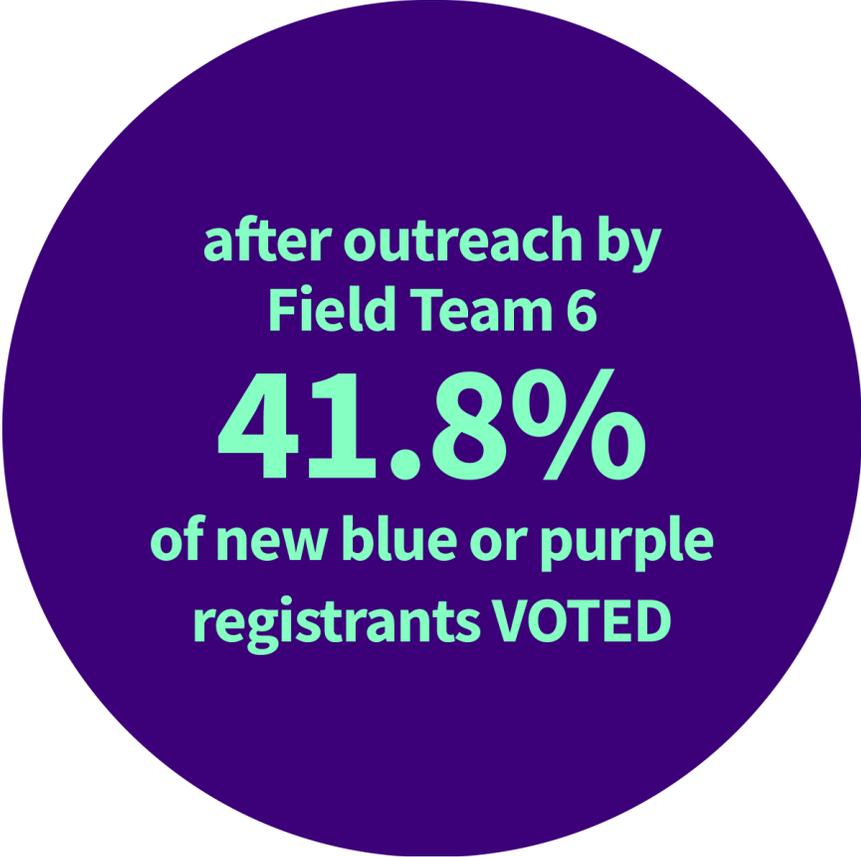


Donor dollars helped Field Team 6 make this **6.6-point improvement** in ratios of blue or purple registrants.

How Voting Turnout Compares between the Contacted and Uncontacted Cohorts

2021-2022 Cycle

Reminder: Of those 1.57 million who registered as blue or purple after Field Team 6 outreach, **2/3 million voted**, a **41.8%** turnout rate close to overall midterm turnout of 46%. (Presidential-year turnout jumps to the mid-60s, in contrast.)

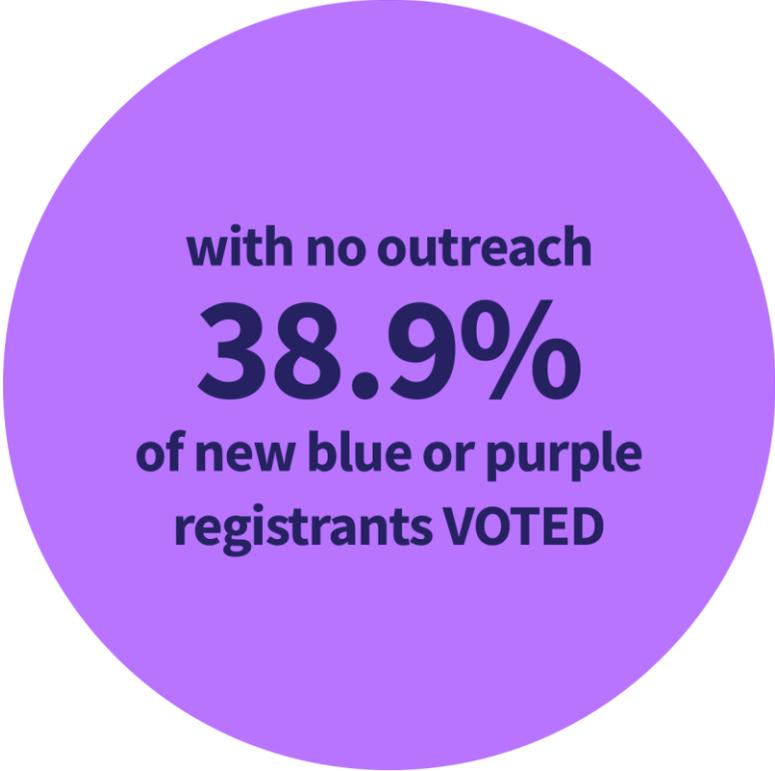


after outreach by
Field Team 6
41.8%
of new blue or purple
registrants **VOTED**

Uncontacted Prospects → 38.2% Voting Turnout of Blue or Purple Registrants

2021-2022 Cycle

The 8.2-million **uncontacted** cohort turnout was **38.9%** of blue or purple registrants, whereas registrants after Field Team 6 outreach turned out at almost **three points higher**.



with no outreach
38.9%
of new blue or purple
registrants VOTED

Field Team 6 Outreach Correlated to a 3.6-point Gain in Registrant Turnout

2021-2022 Cycle

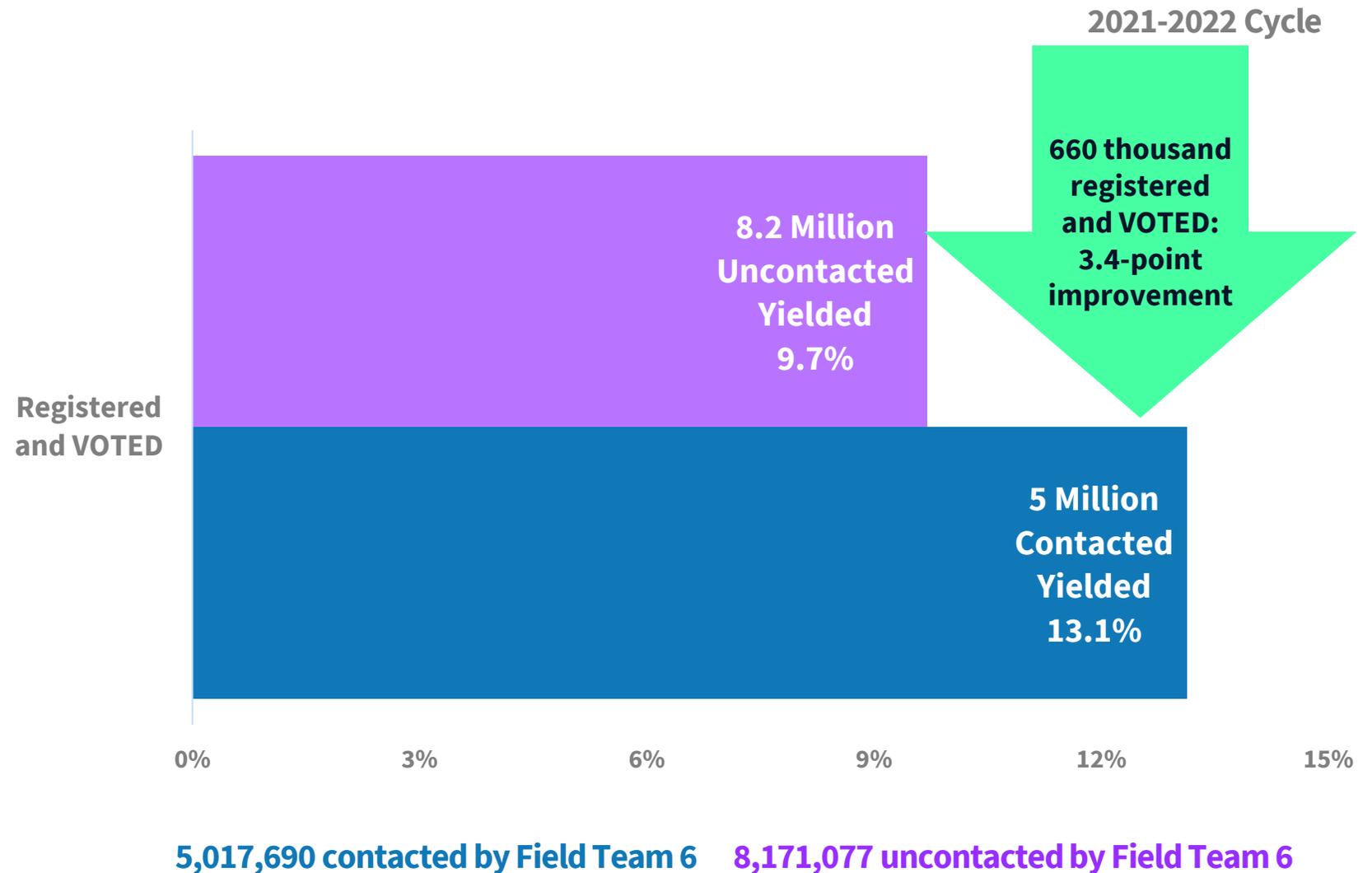
This **2.9-point improvement** in voting turnout in the midterm election after Field Team 6 outreach shows the ongoing effectiveness of **continued partisan messaging**.

with no outreach
38.9%
of new blue or purple registrants VOTED

after outreach by
Field Team 6
41.8%
of new blue or purple registrants VOTED

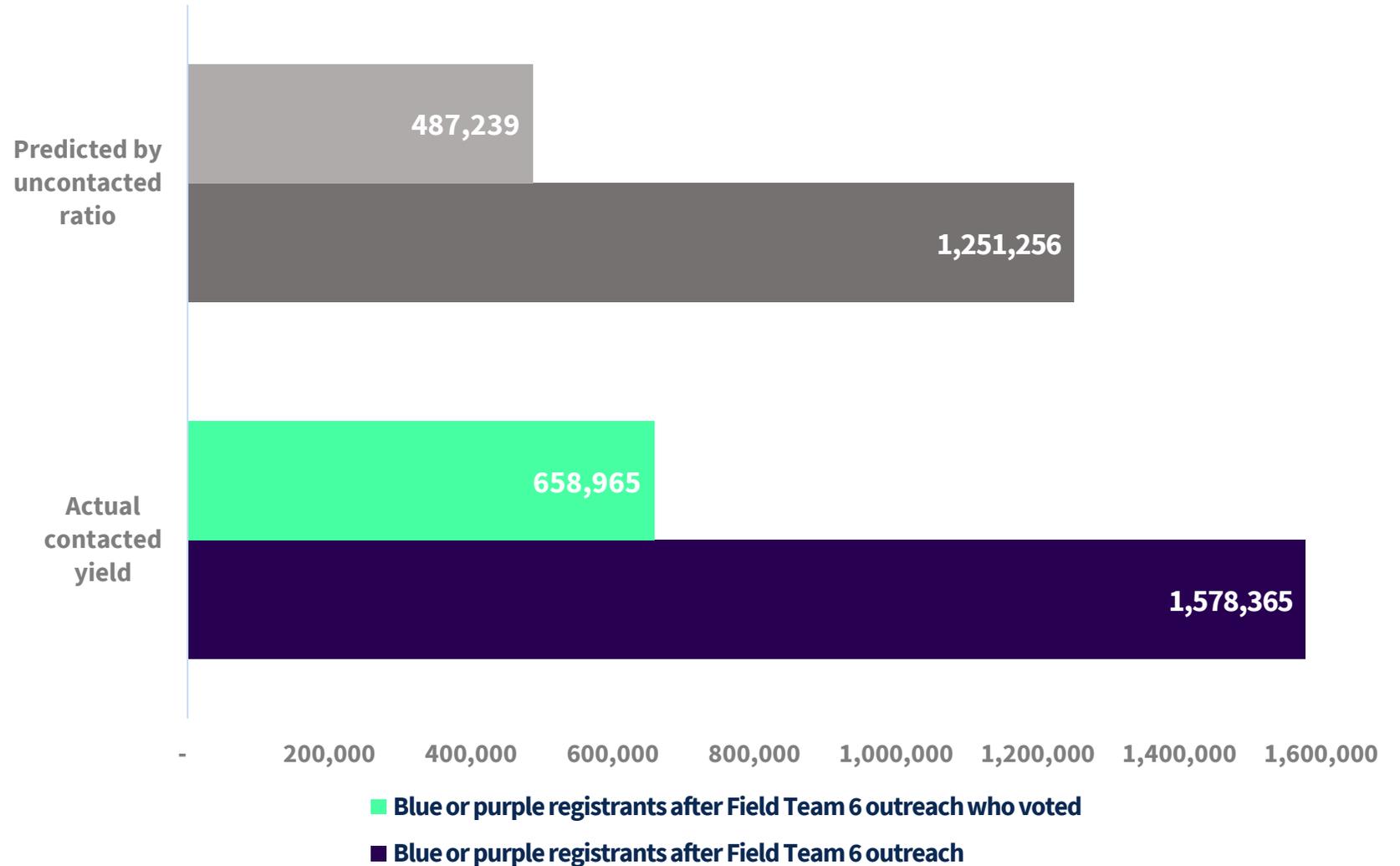
Comparing Vote Yield after Field Team 6 Outreach to the Uncontacted “Control” Group

Calculated as a percentage of each cohort, **13.1%** of the 5 million contacted by Field Team 6 **registered** as blue or purple and **voted** in November 2022. This result compares favorably to the **9.7%** of the 8.2 million uncontacted who **registered** as blue or purple and **voted**.



Compared to predicted yields using the 8.2 million uncontacted as a baseline, Field Team 6 outreach delivered **327 thousand NET new registrants** and **171 thousand NET new votes** from the curated database of unregistered likely Democrats.

NET New Registrants = 327,109
NET New Votes = 171,726



Field Team 6 Costs per NET New Blue or Purple Registrant and NET New Vote

2021-2022 Cycle



\$1,473,598

Total expenditures for the cycle

Some funders require metrics on cost per NET new blue or purple registrant and per NET new vote. This calculation divides expenditures by the net improvement between predicted vs. actual yields.

Field Team 6 Cost per NET New Blue or Purple Registrant

2021-2022 Cycle

This metric shows
327 thousand NET new
blue or purple
registrants, which
works out to **\$4.50**
each.

\$1,473,598 expenditures divided
by 327,187 NET new blue or
purple registrants = \$4.50 each.



\$4.50

Cost per NET new registrant
at 327,187 NET new registrants

Field Team 6 Cost per NET New Vote

2021-2022 Cycle

171 thousand NET new blue or purple votes calculate to a highly efficient cost of \$8.58 each.

By comparison, other projects cite NET new vote costs ranging from \$220 to \$1,500.

\$1,473,598 expenditures divided by 171,727 NET new blue or purple votes = \$8.58 each.



\$8.58

**Cost per NET new vote
at 171,727 NET new votes**

Field Team 6: Your Best Investment

With \$3.4 million, Field Team 6 can more than *double* the 171 thousand NET new blue or purple votes delivered in the midterm cycle. Thank you for providing the dollars to fuel this groundbreaking work.

Will you invest in our democracy?

Your gift
will help Field Team 6 deliver
400,000 NET new blue or purple votes
in 2024.

Thank you.

Appendix

- Field Team 6 financials
- Blue Voter Guide ballot help for new voters
- Notes on calculating party affiliation
- Notes on turnout projections
- Comparisons to a randomized controlled trial (RCT)
- Data package for analysts
- Postcard artwork

Field Team 6 Impact Report Appendix for the 2021-2022 Cycle

Field Team 6 Funding for the 2021-2022 Cycle

Field Team 6 has long operated with extra-lean staffing, a volunteer army across 50 states, and reliance on monthly gifts from small donors.

Field Team 6 raised \$1.47 million operating funds for the two-year cycle without party support or six-figure gifts. \$1 million came from 18,000+ small donors averaging \$55 each.

- Field Team 6 is **100% funded by direct donations**, with two-year expenditures totaling **\$1,473,598** for the 2021-2022 cycle. Field Team 6 does not offer tax-deductibility as a 527 PAC, choosing instead to unshackle *partisan* voter registration. See [**Federal Elections Commission Report for the 2022 Cycle**](#).
- The average ActBlue gift to Field team 6 was **\$54.91**, with **18,825** people donating through ActBlue in the cycle, yielding **\$1.03** million in direct online donations.
- The remaining **\$440,000+** in donations typically fell in the \$5,000 to \$10,000 range. Some donations resulted from splitting event revenue, such as the annual ***Ballots Over Broadway*** fundraiser, and the remainder came from direct solicitations. One influencer arranged gifts that totaled \$155,000.
- Expenditures for 2023 shrank 20% to **\$600,000** due to the movement-wide reduced flow of donations in the post-midterm year, inhibiting acquisition of more lists of unregistered likely Democrats. Now **scaling up significantly**, Field Team 6 plans to deliver **more than double** the new blue or purple registrants and votes in 2024. Fully funding a \$3.4-million cycle budget produces **400,000 NET new blue or purple votes**.

Making Voting Easier for New Voters

BlueVoterGuide.org

[About](#) [Endorsers](#) [Contact](#) [My Recent Guide](#) [Ver en español](#)



Vote Fast, Smart, and Blue

Blue Voter Guide helps you make quick, informed, pro-democracy choices of candidates and propositions by showing what's on your ballot, with endorsements from trusted progressive organizations.

- 1 Enter your address or zip
- 2 Build your guide
- 3 Review and Save, Print, Share

1

Address: [Instructions](#) [Help](#)

Your address is not shared or retained. It is used solely to build your ballot guide.

[Build Your Guide »](#)

Field Team 6 developed Blue Voter Guide in 2022 to help new voters assess the candidates, judges, and propositions on their ballot.

50 thousand voters in 8 battleground states used the new site to make and share their ballot selections for the midterm election. Coverage extends to all 50 states for 2024.

Notes on Party Affiliation Calculations

Field Team 6 classifies registrants as blue, purple, or red, and “gets the red out” in all states, including states that do not report party affiliation.

- Field Team 6 classifies registrants listing themselves as Democrats, Working Families Party, Green, Democratic-Farm-Labor, or certain other state-specific left-leaning third parties as **“blue.”**
- Field Team 6 classifies registrants listing themselves as Republicans, Libertarians, or certain other state-specific right-leaning third parties as **“red.”**
- Field Team 6 classifies registrants listed as Independents, No Party Preference, Unaffiliated, or certain other state-specific categories as **“purple.”**
- Currently, **19 states and territories** do not ask registrants for party preference. In those non-partisan-registration states, only a few new registrant records include party affiliations. The remaining registrants are reported as “unaffiliated” or “unknown.”
- Field Team 6 observed a ratio of **18.9% “red”** in partisan-registration states. For non-partisan-registration states not asking affiliation, this same ratio of **18.9% “red”** was projected and subtracted from total registrants. After **“getting the red out,”** 1.57 million blue or purple registrants remain. *1.94 million total minus 18.9% = 1.57 million*

“Getting the red out:”
Field Team 6 **subtracts**
Republicans before
reporting registrant
and vote counts.

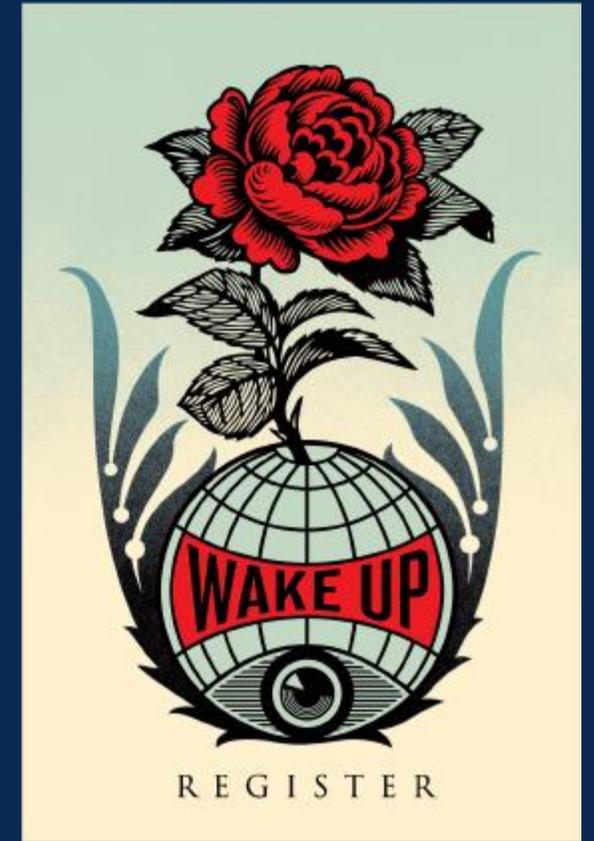
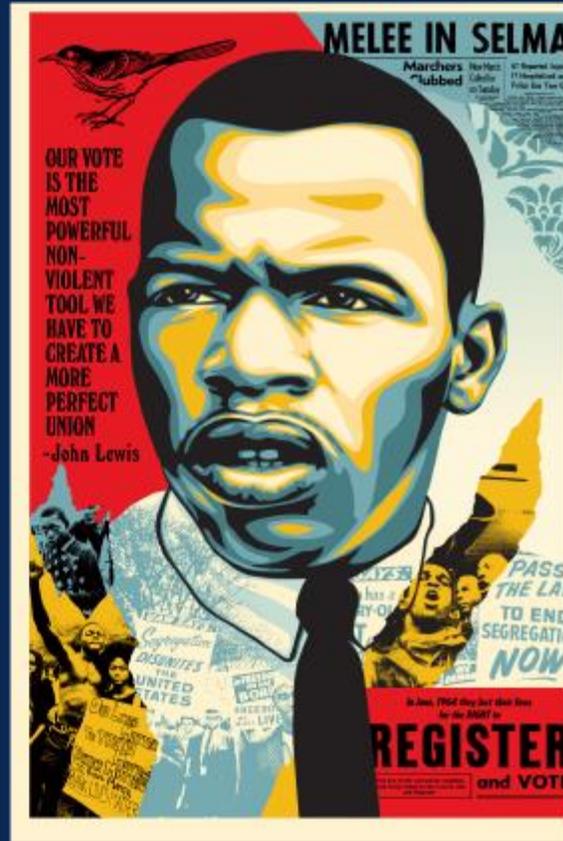
Notes on the 2021 Turnout Ratio

Field Team 6 applied observed turnout rates to project the turnout ratio of blue and purple registrants who voted in the 2022 general election.

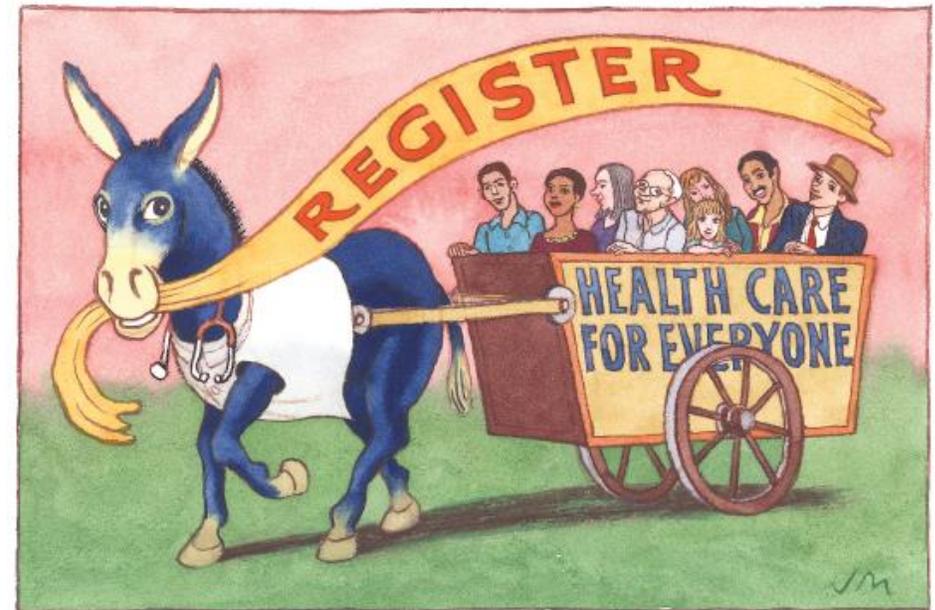
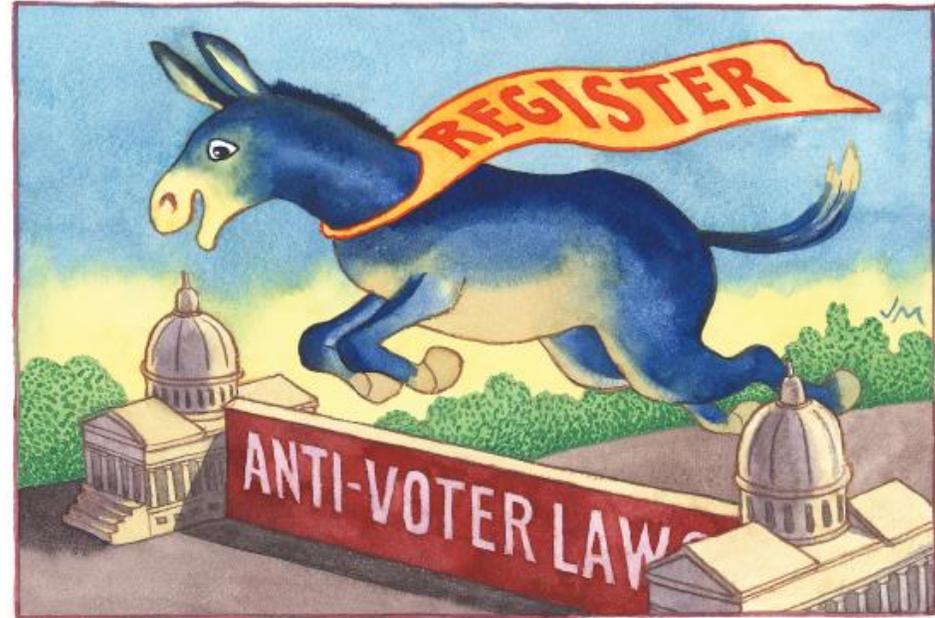
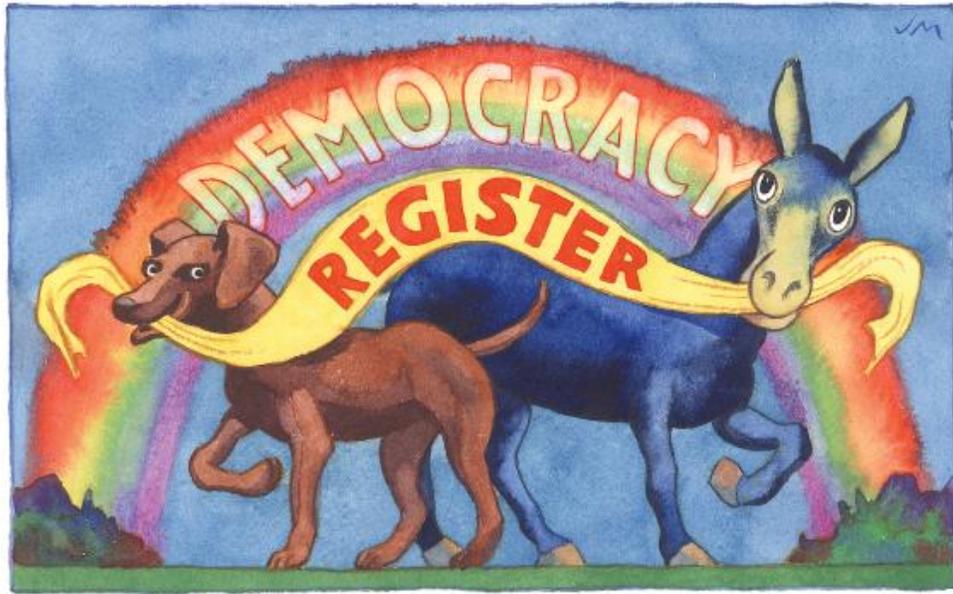
- In the spring of 2023 Field Team 6 contracted with an outside vendor to compare the “unregistered likely Democrats” in its database against state registration records in all 50 states. This “data refresh” documented the observed general election turnout of blue and purple registrants from 2022 registrations.
- For the half-million blue or purple registrants obtained in 2021, the “voted” ratio is projected rather than observed because funding was not available to pay for this added component of the database refresh against state voting records. The 2022 turnout ratio observed for each state was applied to each state’s 2021 registrants.

Field Team 6 used a projection to **calculate voting turnout** for the subset of blue or purple registrants from 2021. This projection was necessary to estimate data that was deemed too costly to purchase at the time.

Field Team 6 Postcard Artwork Examples









Thank you.

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