

2024 Total Impact

The Data Tells All: Civitech Influence on Nationwide Voter Registration Programs

Year in Review

In 2024, Civitech ran randomized controlled trials (RCTs) across a wide range of direct mail programs to test both cost-effectiveness and efficacy in mobilizing voters. These trials were designed to evaluate which targeting strategies delivered the strongest return on investment in terms of net votes generated, and aimed to test the validity of Civitech’s strategic methodology overall.

Throughout the year, Civitech and our clients ran voter registration and outreach programs for



thousands of races nationwide. Of these programs, some followed Civitech’s recommended targeting, and many did not. The results were staggering.

Here’s what happened, in a nutshell: **Programs that followed Civitech’s recommended targeting accounted for 71% of the net votes while representing just 20% of the spend.**

By the Numbers

Pieces Mailed	4,362,653
Total Cost to Clients	\$8,164,476
Indirect Votes Generated	~630,000
Direct Votes Generated	50,398
Net Democratic Votes <i>in states with partisan registration</i>	19,632
Cost per Net Vote	\$162
Cost per Net Dem Vote	\$309

About this data

»» The “All Programs” category includes those programs under the “Recommended Targets” category. That means that of the **50,398** net votes generated, **71%** of them were generated by programs using Civitech’s recommended targeting.

»» Based on these findings, our programs were, on average, **5.5x more efficient** than traditional voter registration programs. That efficiency is scalable, meaning that we’re 5.5x more efficient than traditional methods at the local, state, and national levels.

»» The cost per Net Dem Vote for both categories is compelling when compared to the average cost per Net Dem Vote of traditional media outreach (which is, on average, \$500–\$1000/ndv).

»» Overall, our programs actually resulted in about 630k voter registrations from the 874k mailed, but we only use “net votes” to show those we are confident we influenced directly.



What We Learned

Civitech’s targeting recommendations drastically change the outcome of programs. When our clients implemented our targeting recommendations, their programs vastly outperformed those who didn’t.

Our recommendations were also more cost-effective, making up less than 20% of the budget while achieving 71% of the results.

Programs using our targeting recommendations outperformed by over 7%. This means that our programs worked better than even our most optimistic expectations.

Low-Dollar Cost, Top-of-Class Impact

The throughline to this entire document is: when campaigns follow Civitech’s targeting recommendations, they win more votes for fewer dollars. Our work can quite literally save candidates, campaigns, and organizations millions of dollars while generating more impactful results than other methods.

Based on the trials held, it is no exaggeration to say that our data and VR programs are extremely efficient, cost-effective, and impactful.