

ANNUAL REPORT

January 1 to December 31, 2022



When I started Voter Formation Project in the winter of 2020, I wanted to build an organization that not only ran innovative and creative digital campaigns that engaged potential voters of color, but also invested in research, took risks, and was a place where employees could build careers while having a life outside of work. The year 2022 marked our first midterm election cycle, and proved that VFP can and will be all of those things.

In this annual report, we share some of our key activities, impacts, and learnings. This information is drawn from the much longer white paper that we produced at the end of the 2022 cycle. If you'd like to download the full version that goes into more depth about many of our strategies and outcomes, please visit our website at www.voterformationproject.org.

VFP was founded to fill a significant gap in the elections ecosystem—by using long-term, consistent messaging, we are shifting the paradigm on how potential voters of color are reached online. In our current political climate, the work of voter engagement is directly tied to protecting and strengthening our democracy. In times of crisis, the urgency of the moment requires great work that can be scaled and executed for the long-term.

As we look back on 2022, I am deeply grateful for the foundations, individuals, and companies that supported VFP in doing this work. What VFP accomplished in 2022 as a new organization in a challenging political environment is incredible, and we are proud to be part of the movement working to build a more resilient and representative democracy.



In solidarity,
Tatenda Musapatike
Founder & CEO



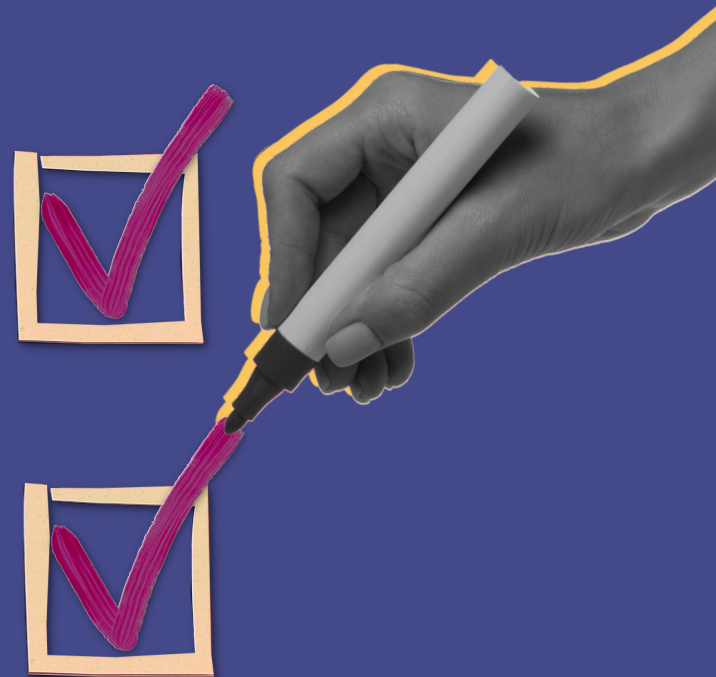
OUR MISSION

Voter Formation Project's mission is to increase participation in elections using long-term, innovative digital advertising campaigns to engage, register, and mobilize new and infrequent voters of color.



KEY ACTIVITIES

- Ran digital ads to encourage Black and Latiné communities in Arizona, Georgia, Michigan, Pennsylvania, and Wisconsin to register and vote.
- Developed culturally relevant and culturally resonant advertisements that appeared on Instagram, Facebook, Snapchat, YouTube, high-traffic websites, and streaming TV and audio.
- To evaluate program effectiveness, we executed research experiments using treatment and holdout groups targeting Black eligible voters across zip codes in Pennsylvania.



KEY OUTCOMES

- Our program resulted in 20,000 net registrations in areas of Pennsylvania where we targeted Black eligible voters, a statistically significant result supported by scientific research.
- Helped nearly 9,000 people across all five states check their registration or register to vote.
- Shared civic engagement messaging with 3.6 million people across five states that proved critical to the outcome of the midterm elections.
- Reached 1.6 million low-turnout voters in Pennsylvania and encouraged them to make a plan to vote.

KEY RESEARCH FINDINGS

- Largely due to voter roll purges, Pennsylvania as a whole saw a 0.46% reduction in voter registrations in 2022 and our control group saw a 0.56% decrease. However, the treatment groups that were exposed to VFP's content experienced only a 0.24% and 0.25% decrease. Our program therefore served as harm reduction and prevented additional registration dropoff in the zip codes where we targeted Black eligible voters.
- Given limited funding, our long-term program only ran for 3 months, as opposed to our goal of 8 to 10 months. Because of this short timeline, our long-term and short-term treatment groups did not show clearly differentiated results.
- Due to funding limitations that led to a small ad buy and a short timeline of only 3 weeks, our mobilization experiment did not show statistically significant results.

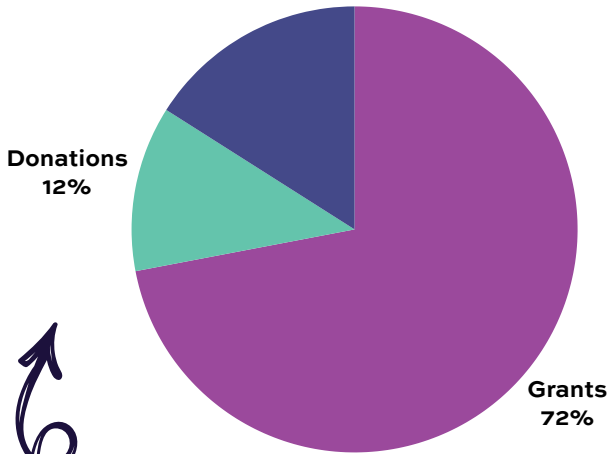
KEY LEARNINGS

- Digital advertising works as a motivator to encourage Black and Latiné audiences to check their registration or start the registration process for the first time. Our programs had significant, cost efficient, and scalable results.
- Tested and customized messaging and design are vital to reaching under-engaged populations. The content must strongly resonate with the intended audience, which can only be determined through rigorous testing.
- Cost efficiency should not be the primary measure of success for this work. It is easier, and therefore cheaper, to persuade a likely voter to register. Engaging hard-to-reach populations requires innovative tactics and more investment.



FINANCIAL INFORMATION

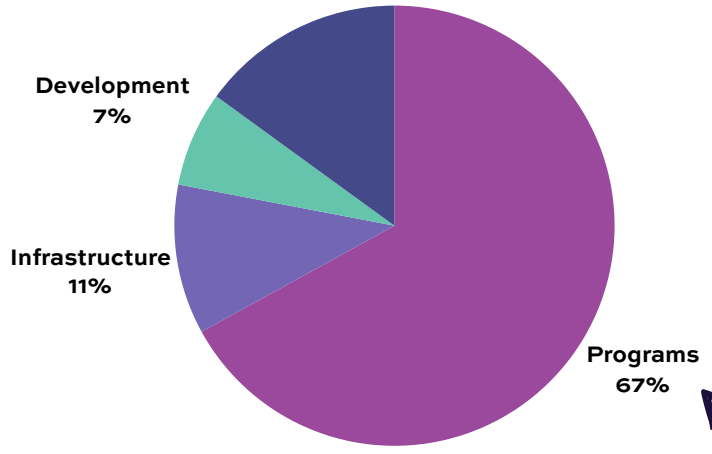
Fiscal Sponsee Passthrough
16%



Total Revenue: \$3,139,722

January 1 to December 31, 2022
pre-audit

Fiscal Sponsee Passthrough
15%



Total Expenses: \$3,262,752

January 1 to December 31, 2022
pre-audit

Leadership Team

Tatenda Musapatike, Founder & CEO
Kiko Iwamizu, Director of Data & Technology
Amanda Qualls, Director of People & Culture
Holly Taines, Director of Development
Shannon Wurthman, Director of Digital Programs

Board of Directors

Tatenda Musapatike, President
Yolanda Magallenes, Treasurer
Naomi Aberly
Jamaa Bickley-King



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