

# ANNUAL REPORT

January 1 to December 31, 2023



In years without national elections, Voter Formation Project focuses our efforts on states with important local and statewide contests. As always, we use digital advertising campaigns to encourage people of color to register and vote. These smaller elections also give us the opportunity to run experiments in a more contained environment.

In 2023, VFP ran program and research in Virginia, where the entire state legislature was up for election. There were also many important local and municipal races across the state, including five county school board elections. We ran a statewide mobilization (“get out the vote” or GOTV) program targeting registered low-propensity voters of color, encouraging them to check their voter registration status and turn out to vote early or on Election Day.

As we do every year, in addition to actually turning people out, we embedded a research component into our work that will inform future programs. In 2023, we wanted to analyze whether the imagery or the message is the primary driver of voter action—to put it simply, is it how an ad looks or what it says that gets a voter’s attention and pushes them to register and vote?

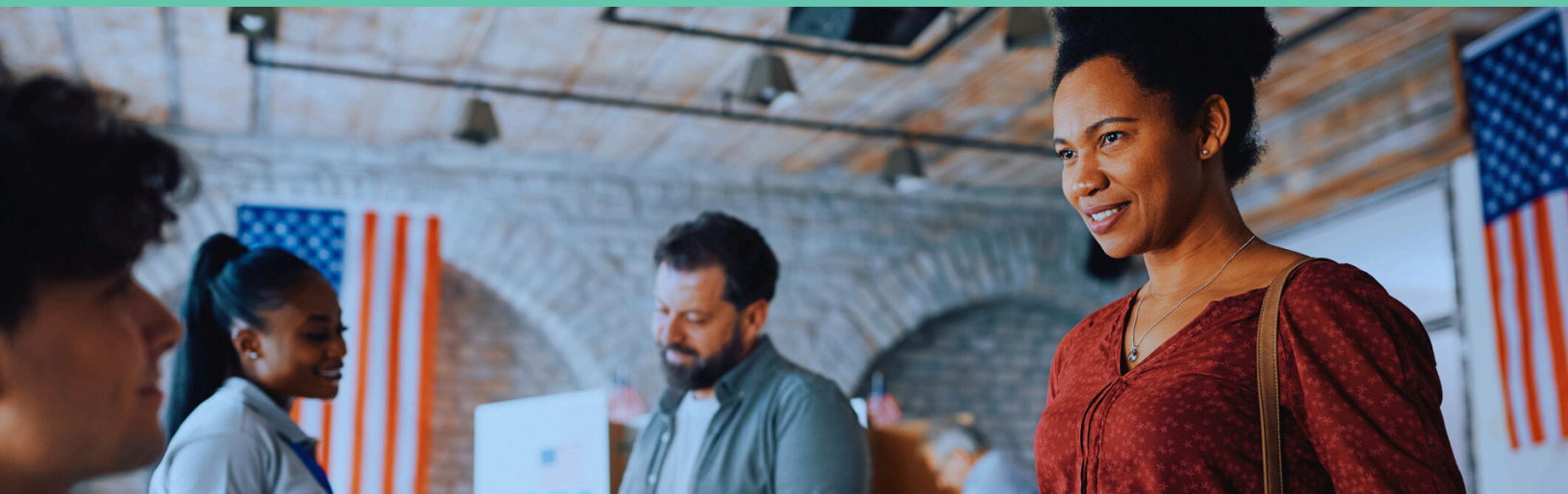
We therefore created two treatment groups: one that received only official-looking creative using our How to Vote (HTV) brand and one that received modern-looking creative using our Voter Formation Project (VFP) brand. Both brands used the exact same informational messaging. To measure the effectiveness of our experiment on voter turnout, we also had a control group that was excluded from receiving any of our ads.

In this annual report, we share some of our key activities and outcomes. This information is drawn from the much longer white paper that we produced at the end of the 2023 cycle. The full version that goes into more depth about our strategies and findings can be downloaded from our website at [www.voterformationproject.org](http://www.voterformationproject.org).

As we look back on 2023, I am deeply grateful for the foundations, individuals, and companies that supported VFP in doing our work. I also want to extend my gratitude to our team, which remains the best to work with in the business. VFP is 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

<b>WHO</b>	Registered, low-propensity voters of color
<b>WHAT</b>	<ol style="list-style-type: none"><li>1. Digital get-out-the-vote (GOTV) advertising campaigns on Facebook, Instagram, Snapchat, and YouTube, as well as a variety of websites and streaming platforms.</li><li>2. Two treatment groups receiving same informational messages, but with different branding:<ul style="list-style-type: none"><li>◦ How to Vote (HTV): official, government-looking designs</li><li>◦ Voter Formation Project (VFP): modern, culturally relevant designs</li></ul></li><li>3. Randomized control trial (RCT) with two research questions:<ul style="list-style-type: none"><li>◦ How effective is digital advertising campaign imagery at increasing voting rates among low-propensity potential voters of color?</li><li>◦ Is colorful, modern imagery more effective than official-looking imagery at driving voter turnout among low-propensity potential voters of color?</li></ul></li></ol>
<b>WHERE</b>	Virginia, statewide
<b>WHEN</b>	September 19 to November 7, 2023

# KEY OUTCOMES AND FINDINGS

- **Our program mobilized 238,491 Virginians to vote.**
- VFP imagery demonstrated greater success in mobilizing voters compared to HTV imagery, though not consistently among our target population.
- For segments of our audience that VFP branding did not show success, our hypothesis is that misaligned imagery and messaging can produce a backlash as the ad does not fully speak to the targeted audience.
- In future research, we will compare the full VFP brand (modern imagery and empowerment messages) against the HTV brand (official-looking imagery and informational messages).
- We want to build on the findings of this RCT to explore how VFP imagery can be tailored to effectively mobilize people of color and young people.

AD SAMPLES

**VIRGINIA:  
CHECK YOUR  
VOTER REGISTRATION STATUS**

howtovote ✓

**VIRGINIA** CHECK YOUR VOTER REGISTRATION STATUS

howtovote ✓

howtovote ✓

Virginia: Vote early by mail or in person.

howtovote ✓

**VIRGINIA**

VOTE EARLY BY MAIL OR IN PERSON

howtovote ✓

Vote by Election Day on Tuesday, November 7

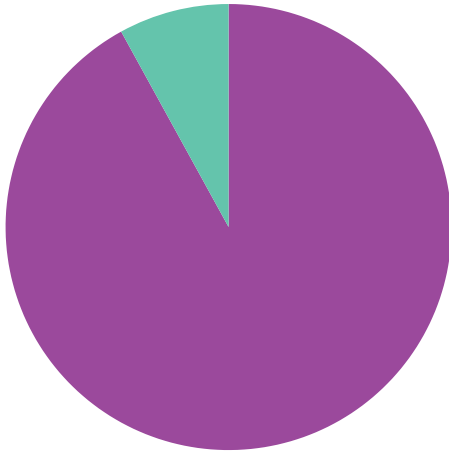
howtovote ✓

Vote by Election Day on

**TUESDAY,  
NOVEMBER 7**

# FINANCIAL INFORMATION

Donations  
8%

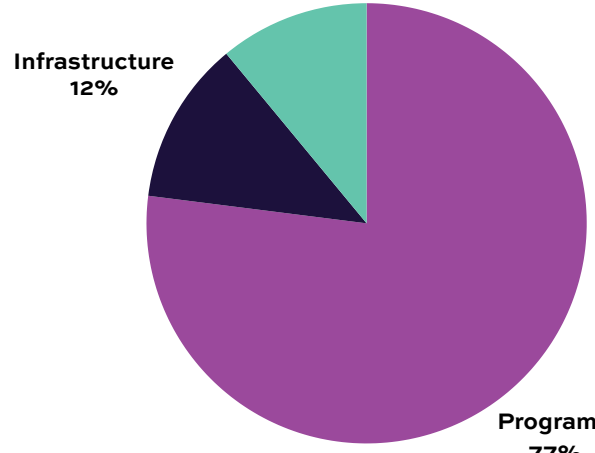


Grants  
92%

**Total Revenue: \$2,581,313**

January 1 to December 31, 2023  
pre-audit

Development  
11%



Programs  
77%

**Total Expenses: \$2,516,294**

January 1 to December 31, 2023  
pre-audit

## Leadership Team

Tatenda Musapatike, Founder & CEO  
Kiko Iwamizu, Director of Technology  
Amanda Qualls, Director of Operations  
Holly Taines, Director of Development  
Shannon Wurthman, Director of Programs

## Board of Directors

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



712 H St NE PMB 41  
Washington, DC 20002  
hello@voterformationproject.org  
www.voterformationproject.org

