



Providing evidence-based recommendations pro bono to donors who want their political contributions to have the greatest impact in November 2020

THE GAP

Without access to rigorous evaluation and fact-based guidance, Democratic donors often struggle to make well-informed choices. As a result, hundreds of millions of political dollars are poorly invested:

- ⊗ **At the wrong time**—too late or too early to matter
- ⊗ **In the wrong tactics**—with little or no impact, sometimes creating unintended backlash effects
- ⊗ **In the wrong races**—those that can't be won, can't be lost, or already have sufficient funds

Money flows freely to tactics that fail to move the needle, while more effective tactics remain chronically underfunded.

FILLING THE GAP

Mind the Gap's mission is to provide **research-driven guidance** on the **most cost-effective strategies** for maximizing Democratic victories, using **hard evidence** to guide **investment decisions**.



HOW MIND THE GAP OPERATES

- **INDEPENDENT**
No financial or other stake in the organizations we recommend
- **OBJECTIVE**
We focus solely on impact, measured by quantifiable metrics
- **EVIDENCE-DRIVEN**
All recommendations validated by numerous randomized, controlled trials over multiple election cycles
- **PRO BONO**
We never charge for our analyses or recommendations
- **PRO DEMOCRACY**
Our goal is to win by making the electoral system more representative, just, and fair

OUR GOAL: To help Democratic donors achieve the greatest returns on their political investment while making the Democratic ecosystem as a whole more effective

I MIND THE GAP IMPACT

2020 To Date



Funded **largest voter registration drive in U.S. history**

- **1 million** voter registration applications to date
- **6x** more voter registration applications by mail in 2019 than in 2015
- **First** comprehensive site-based registration programs in key battleground states of WI, PA, MI, MN



Identified the most cost-effective **digital** and **mail-based** mobilization programs to drive the greatest number of net Democratic votes per dollar

2018



Raised **\$20 million** to flip the House, focusing on the most competitive, underfunded races

- Netted **90,000 net Democratic votes** across key races
- Generated **4 to 8x more impact** through funded GOTV efforts than comparable alternatives*

* According to independent evaluations conducted by the Analyst Institute as measured by the cost per net Democratic vote

I LEARN MORE

If you want to learn more about our evidence-based recommendations, please email us at info@mtg2020.org
And let us know how you heard about us.

