

Case Study

Georgia Conservation Voters Education Fund Uses Branch to Inform Voters in Down-ballot Elections

The Problem

GCVEF is a nonpartisan organization that advocates for public policies that advance a more sustainable future by educating voters on climate justice. **GCVEF needed an easy way to educate voters on local candidates.** “A lot of the positions that we care about are down-ballot positions, and they have such a big impact on environmental issues,” said Brionté McCorkle, Executive Director of GCVEF.

GCVEF faced three key challenges in 2022:

- In 2022, environmental issues were on the ballot at **every level of government**, from national to local levels.
- The average Georgian saw an overwhelming **15 offices and referendums** on their ballot.
- Assembling comprehensive education on these offices would strain GCVEF's organizational capacity.

“One of the number one things that we hear from people is that is that they don't know what is on their ballot – what positions are on their ballot, what the positions do, and they don't know the candidates. It's a major reason why people don't go vote.”

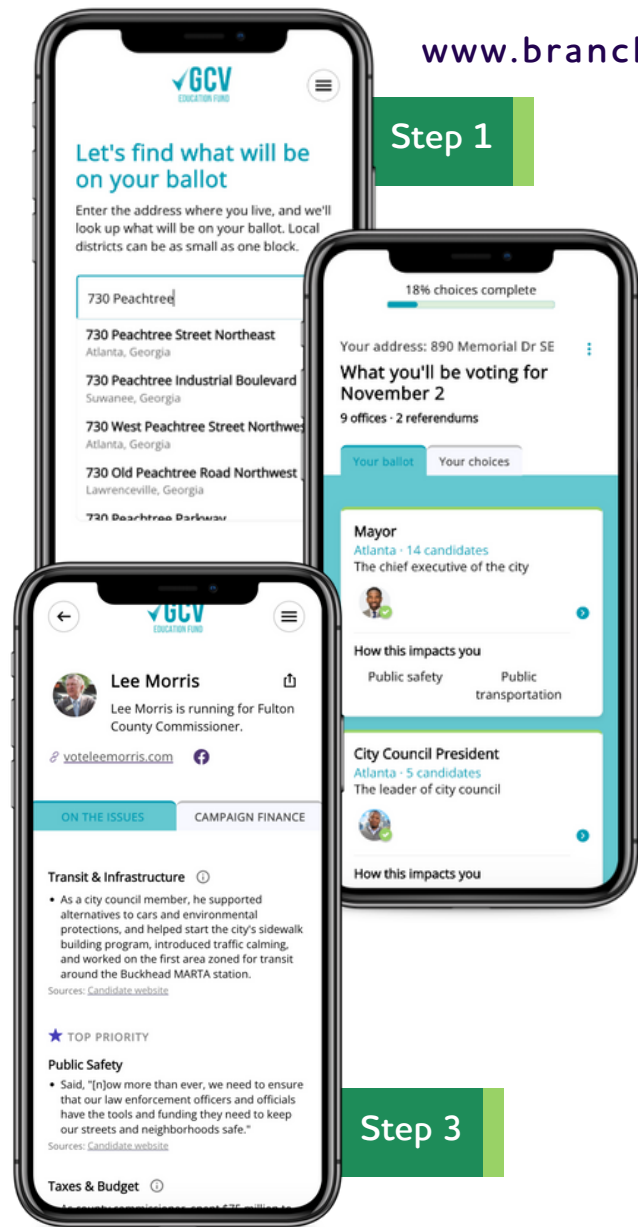
– Brionté McCorkle, Executive Director of GCVEF

The Solution

Branch is an online tool that over 33,000 Georgia voters used to research their ballots and candidates in 2020. Branch worked with GCVEF to provide a **branded nonpartisan voter guide** to engage voters on what would be on their unique ballot in 2022.

- Branch's team of researchers handled the heavy-lift of research, creating **1,500 nonpartisan candidate profiles** for Georgia's 159 counties.
- GCVEF used their custom guide to engage voters through social media, website, email blast, and events.
- Voters provided their contact information via the voter guide, giving GCVEF an easy way to collect and utilize important constituent information.
- Branch superpowered Georgia Conservation Voter's 501(c)(4) efforts by providing a separate Endorsement Guide that showcased GCV endorsed candidates.

Step 1



Step 2

Step 3

The Impact

Branch's services helped GCVEF engage hundreds of Georgia voters on environmental issues:

- Voters used GCVEF's custom website to look up **700+ sample ballots** and **choose 3,000+ candidates** and referendums to support.
- GCVEF collected **350+ emails and phone numbers** from voters who used the website.
- GCVEF's custom website saved the organization valuable time and money on web development, candidate research, printing, and translation, creating capacity for GCVEF to focus on its mission.

Georgia voters cast a historic number of votes in 2022 – the most votes ever cast in a midterm election – and were more informed on down ballot races due to the joint efforts of Branch and GCVEF.

To schedule a demo of Branch's product, contact **Walter Ley** at walter@branch.vote