## 2022 IMPACT REPORT

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Artists hailing from hometowns in Michigan, Arizona, North Carolina, and Ohio, including: Ariana DeBose, Phillipa Soo, Ernie Hudson, Kathryn Hahn and Kate Walsh, created videos in support of civic engagement initiatives in the 2022 midterm elections. The Hometown Project partnered with organizations such as Forward Justice Ohio, Planned Parenthood Illinois, and One Arizona as well as Democratic state parties in Michigan and North Carolina to produce and amplify GOTV campaigns and fundraising campaigns, as well as support a slate of progressive candidates at the local level.
Our Story

The Hometown Project is a political advocacy organization founded in 2017. We recruit well known artists to support local campaigns in their hometowns. Our efforts bring attention to important local candidates, campaigns and issues.

Since 2017, The Hometown Project has supported more than 150 local candidates and GOTV campaigns in 18 states. Over 80 influential Hometown Energizers, including Mark Ruffalo in Wisconsin, Connie Britton and Selena Gomez in Texas, Billy Crudup in Florida, Sarah Jessica Parker in Ohio, and Wanda Sykes and Patton Oswalt in Virginia have appeared in geo-targeted video messages to help elect progressive candidates in their hometowns or promote statewide GOTV efforts in their home state.
WELL-KNOWN ARTISTS SUPPORTING LOCAL CAMPAIGNS IN THEIR HOMETOWNS
We recruit Hometown Energizers and facilitate their engagement in campaigns.

We introduce Energizers to local candidates running for office in their hometowns.

We produce creative content to motivate voters and increase name ID of local candidates.
OUR HOMETOWN ENERGIZER STRATEGY

- Motivate voter turnout
- Bring visibility to local elections
- Support the next generation of leaders
CLEAR BENEFITS TO LOCAL CAMPAIGNS & CANDIDATES

✓ Generate awareness about candidates
✓ Drive traffic to website and social media pages.
✓ Reach key demographics and "unreachable voters" in a new way
✓ Boost morale among campaign volunteers and staff
✓ Provide a creative and fun way for voters to learn more about candidates’ goals as a community leader
✓ Energize voters and motivate voter turnout

“We needed something to energize the voters and speak to the electorate that was fresh and simple and new and positive. All of us who are working in political field are looking for something different, something special, something to cut through all the noise. I would encourage every state, every caucus to work with The Hometown Project”

LIZ SHIREY - FORWARD JUSTICE OHIO
2022 HIGHLIGHTS

✓ 27 Energizers supported 30+ local candidates in priority races in their hometowns.

✓ 30+ voter-facing, geo-targeted videos

✓ 35+ banner ads concentrated in Michigan and Ohio.

✓ Energizers helped Get Out The Vote with dedicated videos and a compilation showing their hometown pride and rallying voters to cast their ballots.
“What you’ve built is truly gamechanging. I’ve always been skeptical about celebrity endorsements of candidates but you and your team managed to do it in an authentic and organic way.”

JACK FALAHEE - MI HOMETOWN ENERGIZER & ACTOR

As a Program Manager for OpenLabs, The Hometown Project is always a complete joy to work with. I am so impressed by their ability to organize so many celebrities. Working with them when they designed a randomized control trial to test the effect of influencer engagement on turnout, I saw firsthand how they were able to identify, confirm and facilitate engagement with at least one celebrity who grew up in every part of the state needed for the experiment. They engaged 17 celebrities in a matter of months.

AARON STRAUSS - PROGRAM MANAGER, OPENLABS
CAMPAIGN DESIGN
2022 CREATIVE CONTENT

Creative content made by people in the progressive space can tend to focus on the base, making content that "we" like, as opposed to what will appeal to those that actually need to hear the message.

We were pleased to work with Harmony Labs in a most efficient scalable model for audience segmentation messaging this year. Using their media research we identified our key audience as "Tough Cookies" and by using creative comedic concepts, soft colors, and messages that focused on shared values, we kept voters engaged and led to higher view count and completion rate.
2022 Digital Distribution

This content reaches beyond the “usual suspects”, the relatively small slice of the electorate that Democratic campaigns frequently micro-target. **We adopted a robust targeting strategy:** Progressives, Democrat-leaners as well as many persuadable voters on the conservative side of the middle.

More than 70% of our 2022 ad spend budget went to programmatic ads, **reaching voters where they are in their online usage/behaviors instead of relying on them to visit a specific platform.**

We balanced programmatic with social media platform placements giving us the best chance of contacting our target voters in the two weeks before the election. Complimenting video ads with programmatic banners helped us reach voters with different digital media consumption habits. We also explored OTT placement this year with our statewide campaign in Arizona.
TURNING OUT VOTERS: 3 TYPES OF CAMPAIGNS FOR 2022

**ELECTORAL**
Strategic partnerships with key progressive organizations to support their candidates running in critical races.

**GOTV**
Mobilize and energize voters to get out the vote and increase civic engagement.

**FUNDRAISING**
Leverage celebrity's influence to increase funding at the local level, where it's needed its most.
TURNING OUT VOTERS:
ELECTORAL

Jerry Minor for Jasper Martus

Yvette Nicole Brown for Brunner, Jamison, and Zayas

Crystal Reed for Carl Marlinga
TURNING OUT VOTERS:

ELECTORAL

Jennifer Conlin

Jack Falahee for Jennifer Conlin

Phillipa Soo for Elizabeth Rochford

Lisa LoCicero for Kevin Hertel
TURNING OUT VOTERS: GOTV

Lynda Carter for Arizona

GOTV Campaign Endcard

Judy Greer for Michigan
TURNING OUT VOTERS:
FUNDRAISING

Ariana DeBose for NC Dems

Billy Crudup for NC Dems

Amy Sedaris for NC Dems
SPOTLIGHT: MICHIGAN
2022 MICHIGAN HOMETOWN ENERGIZERS

DAVID BURTKA
Canton

PATCH DARRAGH
Birmingham

JACK FALAHEE
Ann Arbor

PAUL FEIG
Mount Clemens

JUDY GREER
Livonia

DAVID ALAN GRIER
Detroit

ERNIE HUDSON
Benton Harbor

MATTHEW LILLARD
Lansing

LISA LOCICERO
Grosse Pointe

JERRY MINOR
Flint

TIM MEADOWS
Detroit

TERRY O’QUINN
Newberry

MARY LYNN RAJSKUB
Trenton

CRYSTAL REED
Macomb

TONI TRUCKS
Manistee

BRIAN VANDER ARK
Grand Rapids
16 well-known Michiganders, our Hometown Energizers, supported 22 different candidates running in key State House and Senate districts, as well as State Supreme Court.
“We're incredibly excited to work with The Hometown Project again after our 2020 collaboration. The Hometown Project is dedicated to supporting down-ballot candidates who often get overshadowed by the big-name campaigns. Plus, the individual Hometown Energizers help us reach voters who may not pay as much attention to politics. Working with Hometown is delightful, and more importantly, it's also extremely effective.”

LAVORA BARNES - MICHIGAN DEMOCRATIC PARTY CHAIR
Programmatic ads targeted MI Dems priority voters. This campaign contained no Facebook ads. In practice, the people in these audiences were particularly hard to reach (not surprising if they're tough voters to turn out in the first place).

- Total impressions: 455,939
- Video impressions: 256,846
- Video completions: 128,695 (50.1%)
- Banner impressions: 199,093
- Est reach: ~35,000

Total spent: $5,873
All ads targeted registered voters who had not yet cast their ballots in the current election.

In Michigan, when launched, the ads targeted audiences composed of in-district MI Dems priority voters. As we approached the weekend before Election Day, and as early voters cast their ballots, the strategy evolved and the targeted ads adjusted to a wider swath of left-leaning voters of voters in-district while removing those in the audience who had already voted during early voting.

**Total Programmatic Ad Impressions:**

- Video ad impressions: 1,676,667
- Video ad completions: 1,063,629 (63.4%)
- Banner ad impressions: 1,110,424
- Estimated reach: ~300,000 voters in targeted districts, including Bernstein/Bolden

**Total spent:** $41,180
MICHIGAN ELECTORAL CAMPAIGN IMPACT RESULTS

FACEBOOK / INSTAGRAM

- **Video ad impressions:** 231,161
- **Video ad completions:** 20,476 (8.9%)
- **Reach:** 94,256 voters and nonvoters over 18, geotargeted by zipcode to district
- **Organic Facebook reach:** 120,864 (most generated by likes/shares of video ads)

Total spent: $2,482
MICHIGAN ELECTORAL CAMPAIGN AD CASE STUDY

ANDREWS / HUDDSON AD CAMPAIGN

- Targeted: left-leaning registered voters who had not cast a ballot yet and who might need a nudge (middle-to-high-propensity voters)
- Reached targeted voters an average of 14 times each, primarily with videos (videos viewed to completion ~60% of the time)
- Spent $2200 - Cost per targeted voter: 22 cents
- Reached ~10,000 targeted voters in the district

Andrews won by 398 votes
OUR WORK IN OH, NC, IL & AZ
We collaborated with 4 Hometown Energizers to support the 3 progressive women who were running for Ohio Supreme Court.

- **Total impressions:** 2,400,000
- **Video impressions:** 1,630,699
- **Video completions:** 1,149,569 (70%)
- **Banner + video impressions:** 2,241,636
- **Est reach:** ~200,000 voters

**Total spent:** $28,475

0.11¢ cost to reach a single voter
4 Energizers rallied support for a fundraising campaign for the North Carolina Democrats!

**ENERGIZERS:**

ARIANA DEBOSE  
Raleigh

BILLY CRUDUP  
UNC Grad

PIPER PERABO  
Raleigh

AMY SEDARIS  
Raleigh

Donate now, Turn NC Blue  
ncdp.org/nc22

NC DEMOCRATS
In Illinois, we had 1 Energizer who supported 3 state and local candidates running for contentious State Supreme Court, State Senate and State House seats.

**ENERGIZER:**

PHILLIPA SOO  
Libertyville

**CANDIDATES:**

MARY EDLY-ALLEN  
Illinois Senate, 31

JUDGE ELIZABETH ROCHFORD  
Illinois Supreme 2

NABELLA SYED  
Illinois House 31

IL Campaign Ad Example
2022 ARIZONA CAMPAIGN SUMMARY

We supported GOTV efforts to increase voter participation and turnout of suburban women in down-ballot races.

ENERGIZERS:

- LYNDI CARTER
  - Phoenix
- KATE WALSH
  - Tempe

We formed two successful strategic partnerships with One Arizona and the Voting Rights Defense Fund.

Take charge of your future

Visit onearizona.org/voting

- Total impressions: 1,937,873
- Video completions: 128,695 (95%)
IMPACT ANALYSIS
We supported 27 races across multiple states

- 17 races won
- 26% candidates of color
- 63% female candidates
2022 MARGINS: OUR RACES AND THEIR DETERMINING VOTES

14 RACES
＜5,000 VOTES

8 RACES
＜2,000 VOTES

5 RACES
＜1,000 VOTES

3 RACES
＜500 VOTES
2022 Total Impact

9 million total ad impressions

1.2 million voters reached

$.0125 per voter contact

$0.11 to reach a single voter
2022 TOTAL IMPACT

66% VIDEO COMPLETION RATE

7-12X INTERACTIONS PER VOTER ACROSS MULTIPLE CHANNELS

OVER 4 MILLION VIDEOS WATCHED TO COMPLETION
We are excited to start the 2023 year off by reconnecting with returning and potential new partners to discuss 2023 priorities and to share ideas on how we might collaborate this coming year. As we lay our groundwork for our 2023 year, we are exploring work with state-based partners in Alabama, Kentucky, Louisiana, New Jersey, Ohio, Pennsylvania, Texas, Virginia, West Virginia and Wisconsin.

2023 goals include; taking back the Virginia House of Delegates, mobilizing voters in key districts in the state, building local progressive voting power and supporting a cohort of candidates in Virginia at the state and local level.

In addition to our state based 2023 efforts, with a national lens building for 2024, we will work in tandem with these goals by exploring and building partnerships in key states as well as exploring opportunities to mobilize and engage potential voters in voter registration initiatives and voter information campaigns over the next two years.

We plan to review data, research and potential testing in the voter registration space—particularly in states with low registration in relation to potential voters.
This year we are also working with donors for capacity building for our own organization and for the larger progressive movement. There is traditionally a greater investment in funding at the top of ticket in midterm and presidential years, though in order for the progressive movement to grow and be effective we need to reach and engage donors in the importance of state and local elections and leadership.

The Hometown Project, founded in 2017, is preparing for its 10-year milestone mark. As a non-profit organization, The Hometown Project aims to be financially and legally self-sufficient approaching our anniversary. In preparing for this pivotal occasion, we are taking necessary steps to explore spinning off our 501c3 and c4 entities away from our fiscal sponsor at Tides, in order to be financially independent. Our core team at The Hometown Project is embarking on an exploratory process to identify resource needs, budget requirements and potential fiscal savings in forging the independent entity, with a timeline tied to our 10-year milestone mark. This is something that many organizations embark on in their formative years and we are looking to our current and new donors for counsel and investment in this area.
2022 WRITERS AND CREATIVES:
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The Hometown Project is a 501c4 nonprofit organization currently under the fiscal sponsorship of Tides Advocacy.

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