



## Post-Election Report MichiganDropBox.com (2022)

### Executive Summary

In 2022, the Voters Not Politicians Education Fund (Voters Ed Fund) worked with Menlo Innovations to build a free, thoroughly vetted, rigorously tested, and easy-to-use website that allows voters to search for the secure drop boxes in their community by entering the address at which they are registered. Our staff and volunteers contacted clerks across the state to verify the location of the secure drop boxes and work with the Michigan Secretary of State's office to confirm that the data is accurate.

From October 24th - November 8th, our Voters Ed Fund campaign promoted the website via a multi-channel digital ad program resulting in **2,610,197 impressions** and **40,273 link clicks** and sent **267,600 peer-to-peer text messages** to historically marginalized voting blocs. By the end of election day, MichiganDropBox.com had a total of **167,142 page views** by **48,339 unique users**.

### Explore Our Report

[Developing MichiganDropBox.com \(2022\)](#)

[Outreach Universe](#)

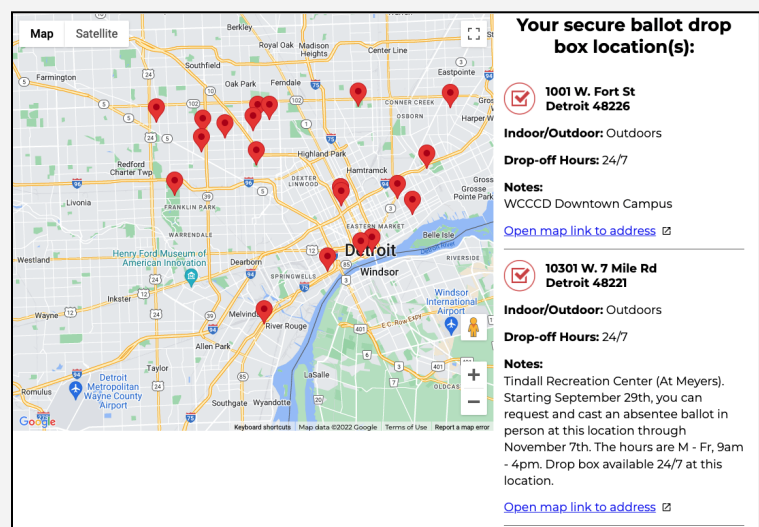
[Digital Ad Campaign](#)

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## Developing MichiganDropBox.com (2022)

Building upon our successful 2020 project, Voters Ed Fund began the work of re-launching MichiganDropBox.com in May of 2022. Throughout the summer, we worked with over a dozen volunteers to call and email more than 1,500 clerks across the state to update and verify drop box locations, office hours, and other relevant Absentee Voting information. Menlo Innovations, a world-leader in web-development, also re-joined the team as our lead technology consultant. By mid-August, the website was fully updated with new features and improvements in the user experience. New features in 2022 included visual enhancements, displaying of clerk office phone numbers, and an interactive map of drop box and satellite clerk locations for the city of Detroit (shown right).



## Outreach Universe




The campaign's universe had been selected to prioritize outreach to historically-underserved voting groups. The following criteria had been developed to achieve this goal...

- 1) Requested, but not yet returned their AV Ballot  
AND
- 2) Women under the age of 50  
OR
- 3) Voters of Color

**Universe Size (updated on 09/21/22) = 174,583**

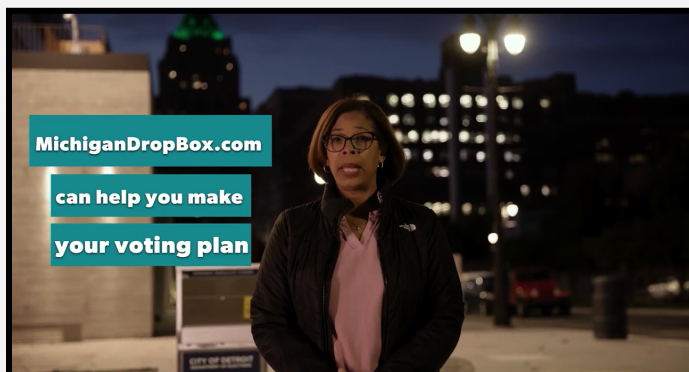
## Digital Ad Campaign

Timing and placement was essential to maximizing digital advertisements to encourage voters to visit MichiganDropBox.com. When time is on your side, you are far more likely to return your AV ballot by mail. However, less than two weeks from the election and advocates agree that it's time to physically drop off your ballot and avoid the mail. Our digital campaign launched on Monday, October 24th and was active across Facebook, Instagram, Youtube, and Google until polls closed on Tuesday, November 8th.

Platform			
Reach	NA	114,305	NA
Impressions	130,201	2,027,319	452,677
Link Clicks	25,707	13,545	1,021
Views	NA	NA	21,638

### Ad #1 (Animated)

[Watch Here](#)



### Ad #2 (Brandy & Deanna)

[Watch Here](#)

## Peer-to-Peer SMS Texting Campaign

We texted our target universe 3 times from October 25th - November 7th and sent a total of **267,600 peer-to-peer text messages with 23 volunteer shifts completed**.

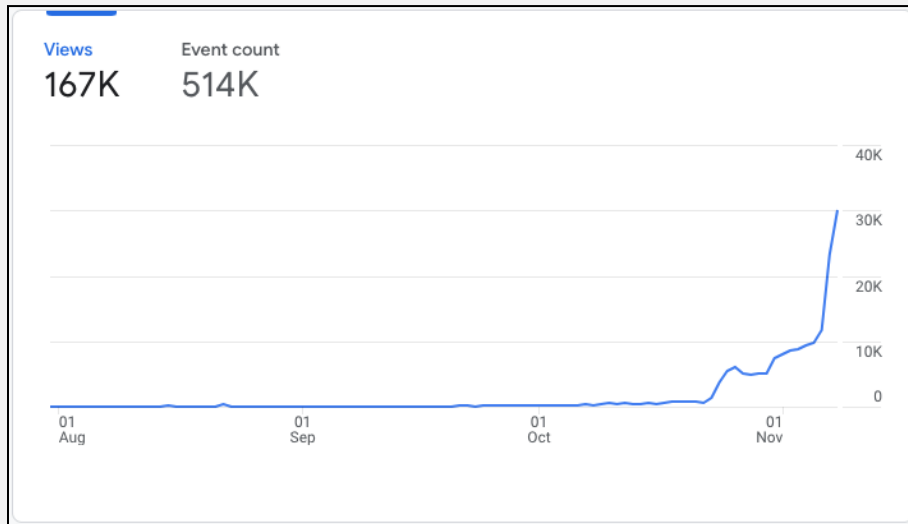
Phase	Expected Reach (# of Voters)	Results (Actual)	Treatment Dates
First Pass	100,000 - 125,000	100,105	October 25th - 27th
Second Pass	50,000 - 75,000	94,911	October 31st - November 1st
Final Pass	30,000 - 40,000	72,584	November 7th
<b>Total Messages =</b>	<b>180,000 - 240,000</b>	<b>267,600</b>	



*Members of VNPEF's Oakland University Campus Club hosted a Texting and Pizza Party on Monday to kick off our Peer-to-Peer Outreach for MichiganDropBox.com (from left-to-right) Lauren, Suha, Syeda, Muhammad, Slaman, and Aaeshah.*

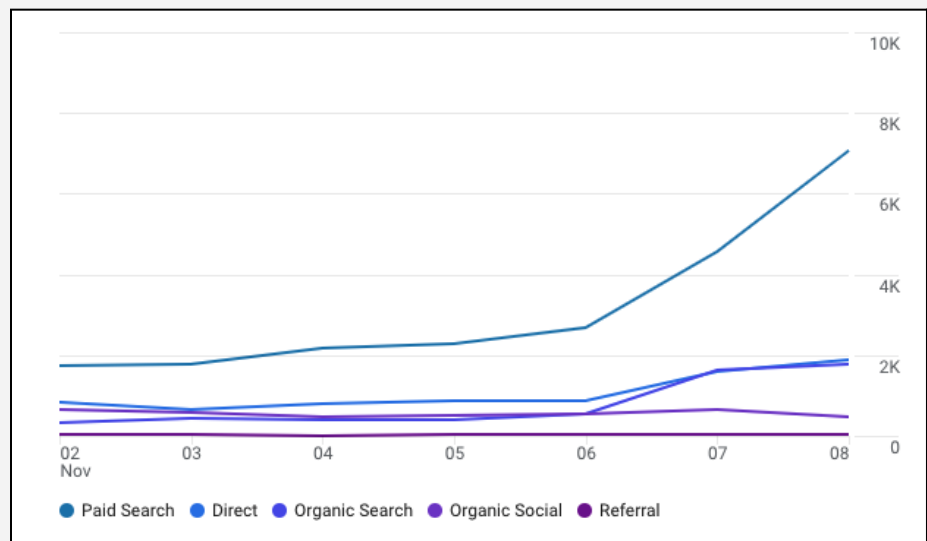
## Website Usage & Results

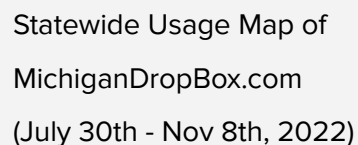
MichiganDropBox.com re-launched in late July 2022. From July 30th - November 8th, the website received **167,142 page views by 48,339 unique users**. Our busiest day for website traffic was indeed on election day with 30,055 page views. Our busiest week was the final 7 days of the election with 101,693 page views; making up 61% of all website traffic for the entire cycle.



Over 90% of all web traffic occurred during the final 14 days leading up to the November 8th General Election

In the 7 days leading up to the election, Google promoted search advertisements played a key role in the rapid growth of web traffic.





The website was widely used across Michigan, with the top 3 cities being Detroit (11% of users), Grand Rapids (6% of users), and Ann Arbor (3% of users).

