

## RESEARCH

### SURVEYED

more than 2,000 women in our 7-month tracking survey

### TESTED

more than 250 messages including 100+ video scripts

### IDENTIFIED

the keys to successful persuasion:

- early & ongoing communication
- rigorously-tested messages
- messages tailored to voters' values

### WON

an Expy Award for excellence in research & collaborative learning

**CLIMATE CHANGE**  
26 messages

**CULTURE WARS**  
41 messages

**REPRODUCTIVE CHOICE**  
32 messages

**HEALTHCARE**  
51 messages

**ECONOMY**  
49 messages

**IMMIGRATION**  
25 messages

**DEMOCRACY**  
33 messages

## TOOLS FOR THE FIELD

### SHARED

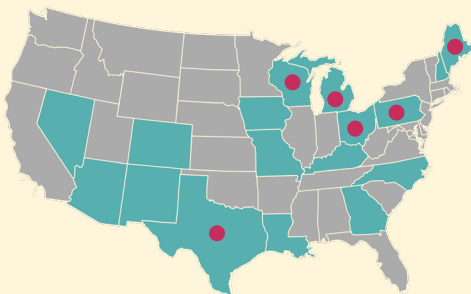
our research and messages with partners across the nation

### SCALED

our impact by providing resources to more than 3,000 Art & Science of Persuasion Playbook users

### SUPPORTED

incredible partners in the movement for progress



- Where our partners used our research
- Where our partners deployed our creative

“The fact that Galvanize gives away all of the creative for free is amazing. In a state like Kentucky where we don’t get a lot of funding, this is a real game changer for us.”

- Meghan Rouse, Commonwealth Alliance Donor Table

## PROGRAMMING

### DELIVERED

47 tested, effective ads

### REACHED

2+ million moderate women on the issues that matter to them

### SENT

postcards to 60,000+ women with our volunteer program

### MOVED

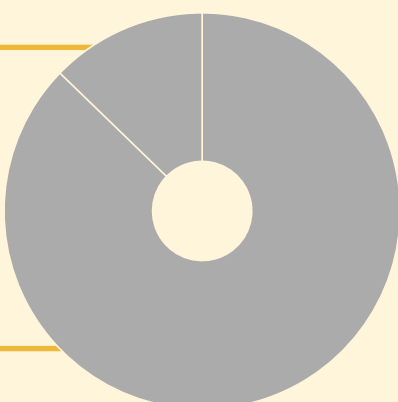
white women toward progress by 8.3pp

### REVENUE

Total: \$12M

Individual  
12.75%

Institutional  
87.25%



### EXPENDITURES

Audience Research  
8.30%

Overhead  
9.64%

Personnel  
26.48%

Technology  
1.65%

Program Dissemination  
53.93%

