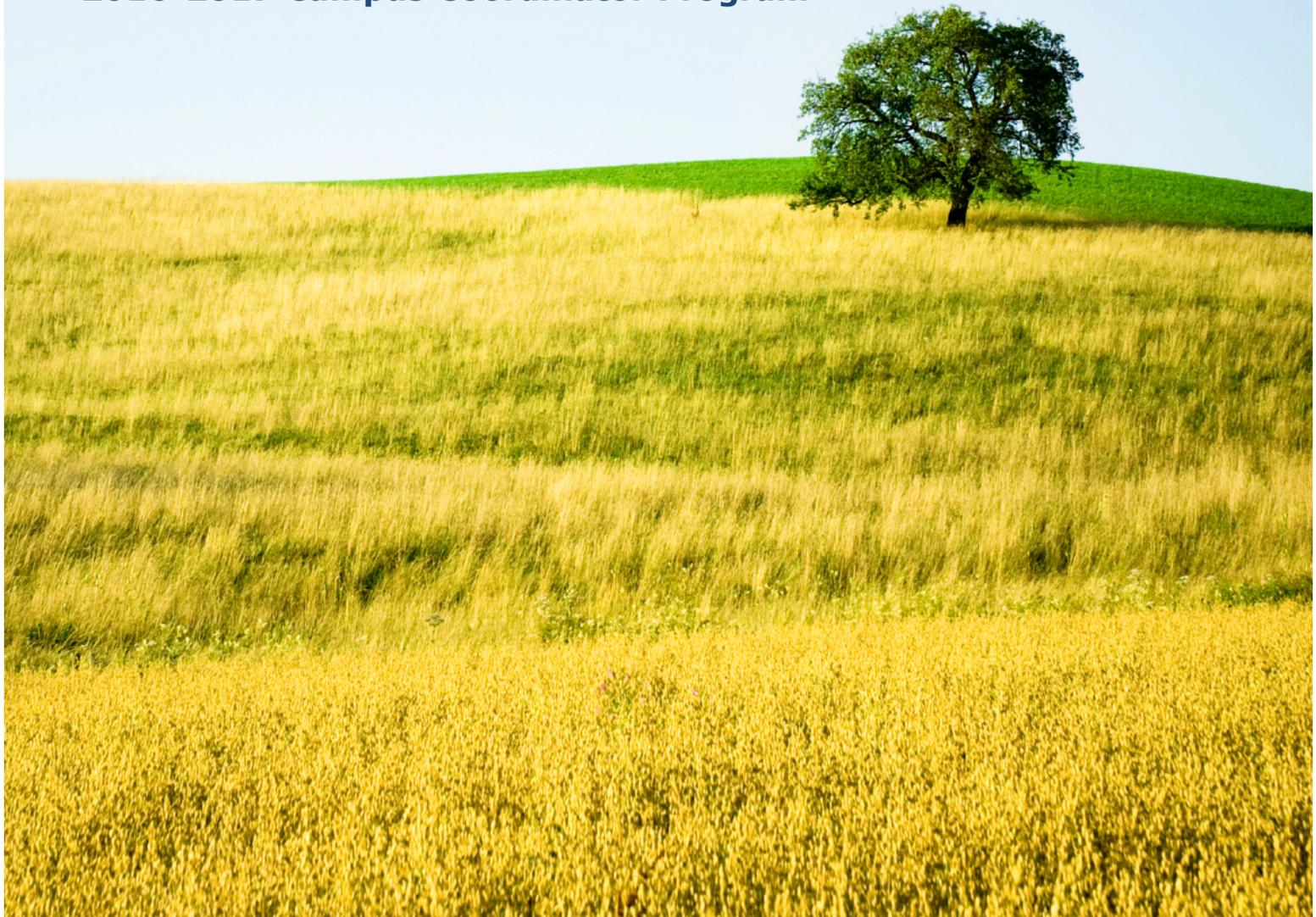




ENVIRONMENTAL VOTER PROJECT

2016-2017 Campus Coordinator Program



Introduction to the Environmental Voter Project.

The Environmental Voter Project (EVP) is a new, cutting-edge nonprofit whose research shows that there are 15.78 million environmentalists who don't vote in most elections. EVP's #1 goal is to make sure that all environmentalists (especially non-voters) vote in every election so that we can bring voter turnout to a tipping point of overwhelming demand for environmental leadership.

EVP takes a completely different approach from most other environmental nonprofits. Most groups care about electing certain environmental candidates, so those groups focus on persuading *really good voters* to support those endorsed candidates. For many reasons, these groups also only focus on carefully chosen elections and they rarely try to mobilize environmentalists year-after-year. EVP takes a different approach: our research shows that there are enough *non-voting* environmentalists to completely change the electorate *so long as we take a steady and consistent approach to mobilizing them*.

In short, EVP doesn't try to win elections; we're trying to *win the electorate*. If enough environmentalists start voting, politicians will show the environmental leadership that we're demanding...regardless of who is elected. This is why EVP doesn't focus on endorsing politicians – we just focus on voters. We (1) identify as many environmentalists as we can, (2) remind them of every election, and (3) rely on powerful (but non-partisan) messaging that is proven to dramatically increase voter turnout rates.

Campus Coordinators.

EVP is seeking applicants for its selective Campus Coordinator Program for the 2016-2017 academic year. Each Campus Coordinator will work closely with EVP's National Field Director to build a campus-specific strategic plan and then oversee all organizing and voter contact for that designated college campus. Campus Coordinator responsibilities will also include:

- Outreach to campus environmental and political groups.
- Organizing campus voter registration drives.
- Coordinating campus-wide campaigns/canvasses to encourage people to sign "Environmental Voter Pledges." Environmental Voter Pledges simply ask people to pledge to (1) vote in every election and (2) always prioritize environmental issues. (An example of EVP's online pledge form can be found here: <http://www.environmentalvoter.org/sign-the-pledge>). Multiple studies have proven that these simple pledges can dramatically increase turnout rates, even among people who have never voted before.
- Helping to promote EVP's social media messaging.



Time Commitment and Other Details.

EVP's Campus Coordinator positions are unpaid, volunteer roles similar to campaign internships. Coordinators will be expected to work anywhere from 1–5 hours per week, according to a flexible schedule that takes exams and other student responsibilities into account. Campus Coordinators will also have the opportunity to join regular conference calls and trainings with EVP's National Field Director and gain valuable campaign skills and experience.

Campus Coordinators are expected to commit to their responsibilities for an entire academic year, but monthly responsibilities will ebb and flow depending on a number of factors. In particular, Coordinators should expect to work approximately 5 hours/week from September – November, followed by very few responsibilities from December – February, and then 2-3 hours/week of work throughout the Spring.

Applications:

Phone interviews are being scheduled on a rolling basis. Interested applicants should submit a resume and cover letter to:

Peter Polga-Hecimovich
Field Director
peter@environmentalvoter.org

