



Fenton GOTV Communicator Toolkit

Research: Message Testing

Fenton conducts large scale message testing to rapidly understand our audiences. We refine these audiences using highly specific demographic detail: age, race, gender identity, location, political affiliation, voter status, and more. We do this in 4 Phases:

1. **Test Message Development**
2. **Message Testing**
3. **Data Analysis**
4. **Final Message Selection & Refinement**

From here, Fenton produces a wide range of products to effectively distribute messages with optimal impact.

Audience:	18-21 y/o; Black & Latinx; Potential voters
Goal: Youth Voter Mobilization	
Top Messages For Increasing Mobilization:	
Our parent's generation had no student loan debt, a booming economy and a real shot at buying a house. We have four roommates, maxed out credit cards and no health insurance. We deserve better. Vote this November.	More than 40 percent of people under 25 are people of color, and future generations are going to be even more diverse. It's time the government started working for us. This November, our generation can vote for a fairer America.

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