



PDF for APPLICATION PREVIEW & REFERENCE

to apply, please use the web-form:
<https://www.proveitprize.com/#apply>

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Prove-It Prize Application

Movement Labs is launching the Prove-It Prize to reward innovation and proven results in Democratic organizing. Apply to measure your organization's 2025 voter turnout or persuasion program. If your eligible program is successful, you will be connected with grants to scale it in 2026.

This form allows you to save your progress along the way. There are 27 questions total across 4 pages. Once the application is submitted, no further edits can be made, so please double-check everything before submitting!

The early bird deadline is August 15; the final submission deadline is September 15.

Organization Name *

Organization Website *

Organization size *

☐ 1-15 staff

☐ 15-25 staff

☐ 25-50 staff

☐ 50-100 staff

☐ 100+ staff

☐ Other

Organization Entity Type *

501(c)(3) programs are not eligible for Prove-It Prize, but please note here if you are running this type of program so we can gauge interest for future projects!

☐ 501(c)4

☐ PAC or candidate campaign

☐ 501(c)3 or fiscally responsible nonpartisan

☐ Labor union

☐ Vendor or consultant

☐ Researcher or academic

☐ Other

Contact First Name *

Contact Last Name *

Contact Email *

Contact Phone *

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Program Overview

Short Title of Program *

❗ Field is required

What is the primary goal of your program? *

☐ Voter Turnout

☐ Voter Persuasion

❗ Field is required

Does your program use innovative volunteer tactics? Please let us know.

☐ Yes

☐ No

What state(s) do you plan to target in this program? *

New Jersey

Virginia

❗ Field is required

Describe the core tactic(s) of your program in one sentence *

❗ Field is required

Why do you believe this tactic has not been sufficiently tested in experiments/RCTs? *

❗ Field is required

What makes this tactic promising despite the uncertainty? *

❗ Field is required

Do you agree to share your program data confidentially with the Prove-It Prize team for analysis, and to share the results with other Prove-It Prize participants? *

Sharing semi-anonymized program data for meta-analysis is a requirement of participating in the Prove-It Prize.

Yes, I will share my program data for analysis

❗ Field is required

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Experiment Details

Research Question: What question(s) are you trying to answer? *

❗ Field is required

Audience: Which voters do you plan to target in your experiment? How many voters are in your experiment universe? Are there any subgroups of interest? *

❗ Field is required

Where will you obtain the data you use? *

The source of data you choose will not affect your eligibility for the Prize.

- ☐ We have our own data (for example, VAN/Votebuilder, in-house contract with data provider like Catalist or TargetSmart, etc.)
- ☐ We prefer to use Movement Labs data
- ☐ Other

❗ Field is required

How do you plan to run the randomized controlled trial (RCT), e.g., conducting the randomization, sharing the output of the balance check, conducting the analysis? *

- ☐ We will run it ourselves (we have an in-house research team, have run many RCTs)
- ☐ We have already selected another entity who will run it for us (a consultant or partner)
- ☐ Don't know / need help / other

❗ Field is required

If you answered "We have already selected another entity who will run it for us (a consultant or partner)," please let us know who that is (or write N/A if not applicable) *

❗ Field is required

Please describe the randomization approach - for example, will you randomize based on household, precinct, registration, or some other unit? (optional)

Treatment: Please describe your treatment intervention(s) for this experiment. What will you do to turnout or persuade voters? *

❗ Field is required



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Mode: What mode(s) of voter contact will you engage for this work? *

Examples: Doorknocking, digital ads, texting, relational organizing, phonebanking, etc.

! Field is required

Timing: On what dates do you plan to run your program? *

! Field is required

What outcomes do you expect to see? *

! Field is required

Methodology: How do you plan to structure, measure, and analyze your experiment? (optional)

Will your program measure the turnout of individual voters? Will persuasion programs be precinct-randomized or measured via survey responses? What analysis method do you anticipate using? Please specify the model for topline analysis.

Power Calculations: What percentage of the experiment audience will be in your treatment group vs your control group? Share power calculations for your experiment (draft calculations are welcome!) *

Share details in the box below, provide a link to a spreadsheet, or attach the file below. For helpful guidance, visit <https://analystinstitute.org/power-calculator/>

! Field is required



Drag & drop a file or [browse](#)

Budget: Please submit a budget outline for your program. *

Please provide details on the costs of delivering treatment, to enable calculation of cost per target. Share details in the box below or provide a link to a document or spreadsheet.

! Field is required

Type your question here

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Acknowledge & Submit

Terms and Conditions

About: The **"Prove It Prize"** is a competitive funding opportunity managed by Movement Labs. Applicants will pre-register and execute randomized control trials ("RCT") with the goal of increasing Democratic voter turnout in the November 4, 2025 Virginia and New Jersey elections. Movement Labs will recommend that its partners ("Funders") award prizes to organizations that pre-register a qualifying RCT and meet the **"Award Criteria."**

Eligibility: 501(c)(4) organizations, 501(c)(5) labor unions, and PACs registered with the Federal Election Commission, Virginia Department of Elections, or the New Jersey Election Law Enforcement Commission are eligible to participate. 501(c)(3)s are ineligible for this challenge. Certain vendors and researchers working with eligible organizations may be eligible to participate.

Analysis: By pre-registering its RCT, your organization agrees to submit its results (including null results) to Movement Labs and its partners for meta-analysis.

Award Criteria: Participants that: (i) apply; (ii) are approved for participation by Movement Labs; (iii) pre-register a RCT; (iv) submits its results (including any null results) to Movement Labs for analysis will be eligible to receive grants from a **"Shared Prize Pool."** Shared Prize Pool grants will be apportioned on the basis of total net votes. Additionally, any organization who meets the criteria to receive a Shared Prize Pool grant, and also achieves a cost per net Democratic vote ("CPNV") of \$250 will be eligible to share in the **"Prove It Prize,"** with more effective programs being rewarded with larger prizes. Movement Labs may in advance inform even an organization meeting these criteria that, for other reasons, it does not qualify for the contest. It need not give a reason and its decision will be final.

Prizes: The **Prove It Prize** shall be \$300,000.00 (three hundred thousand dollars). The **Shared Prize Pool** will be \$150,000.00 (one hundred and fifty thousand dollars).

Grant Terms: Prizes shall be awarded in the form of general purpose grants. Grant awards are not payment for past performance; Prove It Prize applicants are not providing services to Movement Labs or to the Funders.

Conditions: Participants in the Prove It Prize challenge are not guaranteed funding. Movement Labs will recognize award recipients and recommend that the Funders provide grants as outlined above, but Funders retain discretion over their funding decisions.

Acknowledgment: By signing below, you acknowledge and agree to these terms and conditions. You specifically agree and acknowledge that Registration does not constitute an offer or guarantee of funding. You also warrant that you have the ability to register a RCT on behalf of your organization and that all of the information provided in this application is accurate.

Sign Below *

 Add signature

 Field is required

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