

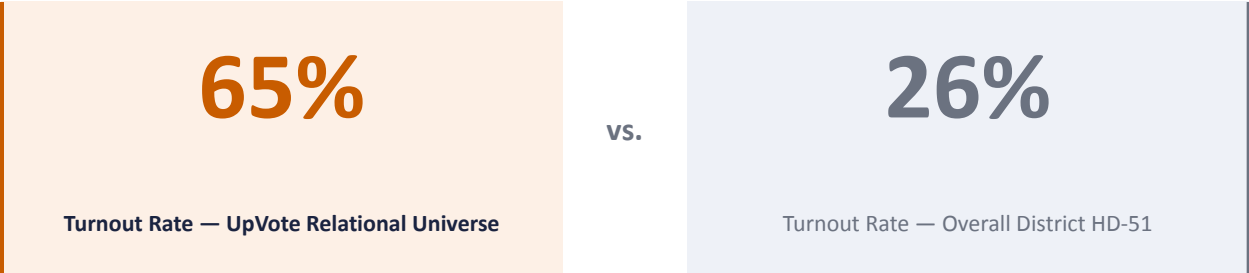
Representative Esther Panitch

Georgia State House District 51 | 2026 Primary

UpVote Relational Organizing Case Study

Representative Esther Panitch won the Georgia State House District 51 Democratic primary with 56.5% of the vote, securing a decisive first-round win under Georgia's majority rule threshold. This case study documents the measured performance of the campaign's UpVote relational organizing field program and quantifies its contribution to that outcome.

KEY PERFORMANCE METRICS



Results

Every voter the campaign volunteers personally contacted was **2.5x** more likely to vote than a random voter in the district. That gap is not noise, it's the measurable effect of a real relationship. Reaching out to voters through people they know and trust creates a positive peer pressure effect that drives supporters to the polls at a dramatically higher rate than impersonal voter contact- such as cold calling and mass texting.

+39 pts Turnout Lift The number of percentage points by which UpVote contacts outperformed the district	355 votes Marginal Votes Additional votes generated above what those same voters would have produced without personal contact	2.5x Relational Advantage How much more likely your volunteers' 911 contacts were to vote vs. a random district voter
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Turnout Analysis

Voters in the relational universe turned out at a rate nearly 2.5 times that of the overall district electorate.

What this means: "Relational universe" means the voters your campaign volunteers personally added from their own networks - their friends, family, neighbors, and colleagues. Not a list someone can purchase. People a real volunteer actually knows, reached through their own phone number, with their own relationship on the line and lending their credibility to the campaign.

Population	Turnout Rate	Description
UpVote Relational Universe	65.09%	911 Voters added by volunteers from their own personal networks
Overall District HD-51	26.12%	Baseline off-year primary turnout across the full electorate
Turnout Differential	+38.97 pts	Lift attributable to relational field program

Field Program Impact Assessment

To estimate the relational program's contribution to the outcome, we applied a counterfactual baseline: what would turnout have been among the relational universe absent personal volunteer contact, using the district average of 26.12%.

What this means: "Counterfactual baseline" simply means: what would have happened if the volunteers had done nothing? By comparing actual turnout (65%) against that no-outreach scenario (26%), we can calculate exactly how many votes the program produced above and beyond what would have happened anyway.

26	56.5%	355	68%
Active Volunteers	Percent of Total Votes Cast That Went To Rep. Panitch	Marginal Votes	Share of Winning Margin Attributable to UpVote

Approximately 355 votes are attributable to the relational field program above baseline. Rep. Panitch's first-round winning margin above the 50% threshold was approximately 521 votes, placing the relational program's contribution at an estimated 68% of that margin.

Georgia requires a candidate to clear 50% outright to avoid a runoff. You finished at 56.5%. The relational field program produced roughly 68% of the cushion that kept you out of a runoff on election night.

Field Program Cost Efficiency

THE EFFICIENCY A RELATIONAL ORGANIZING FIELD PROGRAM

\$14.08 per marginal vote

Total cost ÷ 355 marginal votes = \$14.08 each

What this means: Traditional campaign tactics — direct mail, phone banking, digital ads — typically cost \$30 to \$60+ per vote moved. An UpVote field program produced results at a fraction of that cost.

Volunteer Network

The campaign recruited 35 volunteers into the UpVote platform, of whom 26 became active participants who added 911 personal contacts and conducted outreach. Each volunteer reached voters through a known number, with an existing relationship — not through cold or purchased lists.

What this means: Relational organizing is fundamentally different from a phone bank or a mailer. A volunteer calls or texts someone they actually know. The voter recognizes the name or number. That familiarity is what drives the turnout difference — and why 65% is possible where 26% is the norm.

Key Takeaways

- Relational organizing generated 2.5x the turnout of the general electorate — a result that held consistently across the entire volunteer network.
- 26 volunteers, through personal outreach alone, produced an estimated 68% of the winning margin that cleared Georgia's majority-rule threshold without a runoff.
- Quality of contact outperforms quantity. Voters reached through a known number, by someone they already trusted, turned out at more than double the district rate.
- Georgia's 50% threshold makes every marginal vote structurally critical. The relational approach provides a measurable, repeatable path to winning margins and eliminating runoff risk.
- A network of 26 active volunteers, properly organized, can move the outcome of a competitive legislative primary. The data proves it.

"UpVote understands that the heart of any successful campaign is authentic, person-to-person outreach. Their human-centric approach helped us build genuine trust on the ground, cut through the noise, and ultimately secured our victory."

Caroline Harper

Campaign Manager for Representative Esther Panitch

Methodology Note Turnout figures drawn from UpVote platform analytics and certified Georgia Secretary of State primary results for HD-51. Marginal vote calculation: (observed relational universe turnout rate minus district baseline turnout rate) multiplied by total relational universe size. Contacts are voter records personally added by campaign volunteers from their own networks.
