



THE PROBLEM

Too often, policymakers rely on gut instinct, or worse, special interests, when deciding how to invest taxpayer dollars. Less than \$1 out every \$100 spent by government is backed by even the most basic evidence that the money is being spent wisely. At a time when our nation is facing enormous social and economic shifts, budget constraints at all levels of government, an increasingly competitive workforce, and growing demand for government services, young people, their families and communities are especially vulnerable. In an era of across-the-board budget cuts which reduce funding for effective and ineffective programs alike, how can government make better decisions and get better results with existing resources?

THE SOLUTION

Government, at all levels, can take a cue from Major League Baseball and Billy Beane, the legendary general manager of the Oakland A's. Beane forever changed baseball by using data and statistics to overcome a tremendous financial disadvantage. Government can drive public resources toward programs that demonstrate success, and away from those that fail – in short, government can play Moneyball!

Today, we know more about what works for young people, their families and communities than ever before, but too often, government doesn't use that information to make spending decisions. In order to make an impact on long-term challenges, more must be done to drive resources toward high-impact solutions that get results.

Like Billy Beane and his Oakland A's, America can use this time of fiscal scarcity to get better results. We need to spend limited taxpayer dollars on the most effective and efficient solutions to address the great challenges facing our nation. Together we can bring Moneyball to government and get better Results for America.

Learn more at www.MoneyballForGov.com.

THE MONEYBALL PRINCIPLES

To improve outcomes for young people, their families and communities, Americans across the country believe that government at all levels should:

- Build evidence about the practices, policies and programs that will achieve the most effective and efficient results so that policymakers can make better decisions;
- Invest limited taxpayer dollars in practices, policies and programs that use data, evidence and evaluation to demonstrate they work; and
- Direct funds away from practices, policies and programs that consistently fail to achieve measurable outcomes.

MONEYBALL ALL-STARS

In addition to grassroots support, a growing number of local, state, and national leaders from across the political spectrum have signed the Moneyball for Government principles and joined the bipartisan Moneyball All-Star team:

Founding All-Stars: Michael Bloomberg (Former Mayor, New York City); Peter Orszag (Former Director, Office of Management and Budget, President Barack Obama); Jim Nussle (Former Director, Office of Management and Budget, President George W. Bush); Melody Barnes (Former Director, White House Domestic Policy Council, President Barack Obama); and John Bridgeland (Former Director, White House Domestic Policy Council, President George W. Bush);

Federal All-Stars: Former U.S. Senator Mary Landrieu; U.S. Representative Todd Young (R-IN), U.S. Representative John Delaney (D-MD), Margaret Spellings (Former Secretary, U.S. Department of Education, President George W. Bush); Richard Riley (Former U.S. Secretary of Education, President Bill Clinton); Gene Sperling (Former Director of the National Economic Council for Presidents Barack Obama and Bill Clinton); Austan Goolsbee (Former Chairman of the White House Council of Economic Advisors, President Barack Obama); and Glenn Hubbard (Former Chairman, White House Council of Economic Advisers, President George W. Bush);

Learn more at www.moneyballforgov.com

Local All-Stars: Richard J. Berry (Mayor of Albuquerque, NM); Kasim Reed (Mayor of Atlanta, GA); Stephanie Rawlings-Blake (Mayor of Baltimore, MD); Michael Hancock (Mayor of Denver, CO); Karen Freeman-Wilson (Mayor of Gary, IN); Stephen Goldsmith (Former Mayor of Indianapolis, IN); Sly James (Mayor of Kansas City, MO); Eric Garcetti (Mayor of Los Angeles, CA); Greg Fischer (Mayor of Louisville, KY); Mitch Landrieu (Mayor of New Orleans, LA); Bill de Blasio (Mayor of New York City, NY); Michael Bloomberg (Former Mayor of New York City, NY); Michael Nutter (Mayor of Philadelphia, PA); Angel Taveras (Former Mayor of Providence, RI); Ben McAdams (Mayor of Salt Lake County, UT); Julian Castro (Former Mayor of San Antonio, TX, current Secretary, U.S. Department of Housing and Urban Development); and Ed Murray (Mayor of Seattle, WA); and

Non-Profit All-Stars: More than 60 non-profit leaders from all across the country have signed our Moneyball for Government Principles; view the full list of All-Stars on the Moneyball for Government website: www.MoneyballForGov.com.

PLAYING BALL!

Some of our early successes include:

- **Book:**
 - In order to change the way government works so that policy and funding decisions by governments at all levels are informed by the best possible data, evidence and evaluation about what works, Results for America spearheaded the writing and publication of a new book, *Moneyball for Government*. The book includes jointly-written chapters by former Obama and George W. Bush administration Budget Directors Peter Orszag and Jim Nussle, U.S. Senators Kelly Ayotte (R-NH) and Mark Warner (D-VA), former Obama and George W. Bush domestic policy advisors Melody Barnes and John Bridgeland; former spokesmen for the Mitt Romney and Hillary Clinton presidential campaigns Kevin Madden and Howard Wolfson; former Obama and George W. Bush economic advisors Gene Sperling and Glenn Hubbard; and Obama and George W. Bush policy experts Robert Gordon and Ron Haskins. The book also features profiles of innovative government and nonprofit leaders and organizations across the country that are successfully leveraging data, evidence and evaluation to get better results.
- **National Articles:**
 - All-Stars Peter Orszag (Former Director, Office of Management and Budget, President Barack Obama) and John Bridgeland (Former Director, White House Domestic Policy Council, President George W. Bush) discuss the Moneyball principles in [The Atlantic Ideas Issue](#) and [Politico](#);
 - New York Times Columnist David Bornstein writes on benefits of Results for America's work in "[Can Government Play Moneyball?](#)"
 - White House Blog of Science and Technology Policy explains the growing evidence base for [investing in what works](#).
- **Original Videos:** All-Stars Melody Barnes, Stacey D. Stewart (U.S. President, United Way Worldwide) and John Bridgeland, narrate three original animated videos: "[Continuous Learning](#)," "[Moneyball: A Lesson for Washington](#)" and "[What Works](#)";
- **Twitter Town Halls:**
 - All-Star Stephanie Rawlings-Blake (Baltimore Mayor) participated in a Moneyball for Government Twitter Town Hall in January 2014 on how cities like Baltimore are using data and evidence to improve outcomes for young people, their families, and communities.
 - All-Star Stacey D. Stewart (U.S. President of United Way Worldwide) featured in Twitter Town Hall in June 2014 on how nonprofits like United Way and others utilize data and evidence to improve outcomes for the people they serve; and
- **Events:**
 - On November 12, 2014 Results for America sponsored "Moneyball for Government: Can Data do for Public Policy What it Did for Baseball?" at the University of Chicago, with panelists Karen Freeman Wilson (Mayor of Gary, IN), Stephen Goldsmith (Former Mayor of Indianapolis, IN), Gene Sperling (Former Director of the National Economic Council and Assistant to the President for Economic Policy) and moderated by Megan McArdle.

Join Us!

Sign the Moneyball for Government principles at www.MoneyballForGov.com.
Follow our campaign on Twitter ([@Moneyball4Gov](#)) and [Facebook](#).

Learn more at www.moneyballforgov.com

