



To: Interested Parties

From: Heather Hargreaves, NextGen America Executive Director

Date: March 25, 2019

RE: New Voter File Data Shows Impact of NextGen America on 2018 Midterms

From running the largest youth vote program in American history to raising \$23 million for environmental champions through GiveGreen, NextGen America played a decisive role in helping Democrats take back the House, win key Senate and Governor races, and flip key statewide legislative chambers across the nation. NextGen America is already on the ground gearing up for the next election cycle to defeat Donald Trump and the GOP. This memo outlines the effectiveness of our 2018 programs and identifies the key cohorts and turnout tactics that will matter most in 2020.

NEXTGEN RISING

Young people are the largest and most progressive voting block in the country, but they tend to vote at half the rate of older Americans. 2018 was a record year of participation for all Americans, but the increase in participation from young people was disproportionately high. Some key numbers:

- **2X:** Targetsmart estimates that 36.7% of registered 18-29 year olds turned out to vote this year, **more than double** their turnout rate in 2014.
- **44 points:** According to Catalist, young people supported Democrats by a **44-point margin** (71-28).
- **24%:** **Nearly a quarter** of all voters were under-40 years old, compared to 18% in 2014, according to Targetsmart.

Young Americans are starting to show up in numbers that could change the country. Should these trends hold in 2020, the youth vote will help power progressive victories up-and-down the ballot. But a major shift in the makeup of the electorate does not happen overnight — it takes record investment and organization.

In 2018, NextGen America ran the largest youth vote program in American history across 11 battleground states.¹ The NextGen Rising program registered over 257,000 young people to vote and reached over 7 million young people between ages 18 and 35 in person, online, through the mail, and over text. Across NextGen’s states, nearly 40% of 18-29 year olds voted compared to 58% of people of all ages. Remarkably, **60% of the young voters organized by NextGen’s organizers and volunteers** cast a ballot in 2018. NextGen’s field efforts demonstrate that young people will vote if we ask them to -- a fact with huge ramifications for Democratic campaigns in 2020.

	2018 Turnout %	2014 Turnout %
18-29yo nationwide	36.7%	18.1%
18-29yo in NextGen states	39.5%	18.2%
Organized ² by NextGen	60%	--- ³
Registered to Vote by NextGen	59%	---
Pledged To Vote by NextGen	65%	---

¹ NextGen’s states included AZ, FL, CA, IA, MI, NC, NH, NV, PA, VA, WI.

² “Organized” includes young people who were registered, canvassed, or committed to vote by NextGen’s field and mail programs.

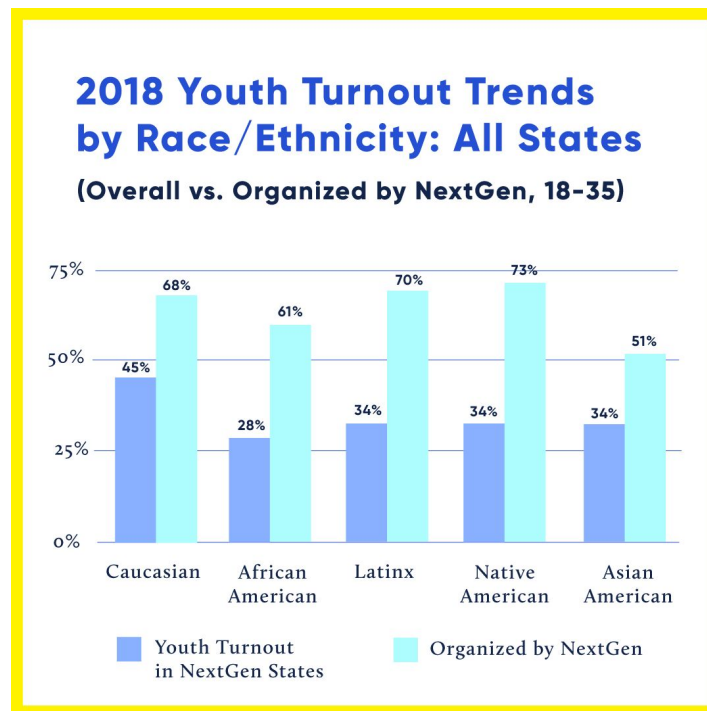
³ Since many of the young people organized by NextGen were ineligible to vote four years ago and/or have moved states since then, it’s difficult to provide comparison data.



To get young people to vote, campaigns and organizations must talk to them where they are. A smart young voter program is not limited to face-to-face conversations — it must also include a digital, mail and texting program to reach young voters who are difficult to reach in person. NextGen focused its digital, mail, and texting programs on progressive young voters aged 18-35 who either have never voted before or are sporadic voters at best. As shown in the table below, these efforts increased turnout of young voters, and in some cases, dramatically.

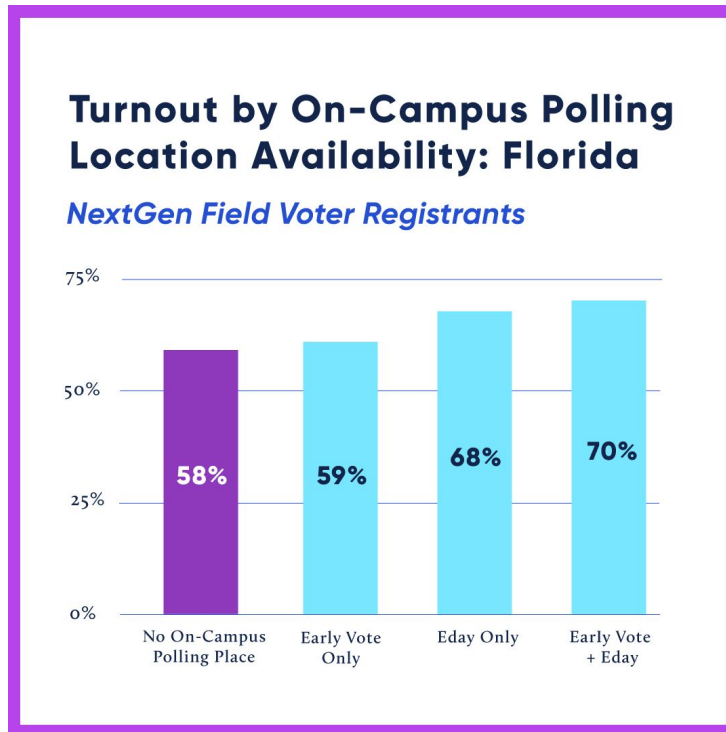
Tactic	% Turnout
All sporadic/non-voters (18-35) across NextGen states	39%
Received GOTV mail from NextGen	48% (+9pts)
Texted by NextGen	43% (+4pts)
Targeted for digital ads by NextGen	40% (+1pt)

In [key states](#) in 2016, turnout among young Black voters lagged behind young white voters. This past cycle, NextGen doubled down on its efforts to mobilize young people of color in our states. We emphasized organizing at community colleges that serve communities of color and at HBCUs; as well as ran programs like “[Black Lives Rising](#)” which focused on majority-Black neighborhoods and precincts. These efforts and more allowed NextGen to be particularly successful at turning out young people of color in its targeted states. The Black and Latinx voters organized by NextGen turned out **10 points higher** than those not contacted by the group, compared to 5 points for young white voters.



Organizing young voters is a key way to increase youth turnout, but there are administrative changes to elections that can make a big impact as well. For example, in mid-2018, a coalition of groups including NextGen pushed the state of Florida to create more on-campus early vote locations. As the chart below shows, young people

registered by NextGen voted at higher rates when there was an on-campus early vote or election day polling place. When campuses offered **both** early voting and Election Day polling sites, **turnout increased 12 points**. As the GOP tries to curb voting rights across the country in 2019, NextGen will build off its success working with election officials and university administrators to ensure more young people have access to the ballot.



GIVEGREEN

GiveGreen, a partnership between NextGen America, the League of Conservation Voters Victory Fund, and the National Resources Defense Council, helps to elect environmental champions by raising direct campaign contributions. Last cycle, the program raised an incredible \$23 million for 242 House and Senate candidates and 110 nonfederal candidates across 41 states, and won 74% of these races. These pro-environment leaders are on the frontlines in the fight against the Trump administration’s attacks on public health, climate, and public lands protections, and are taking necessary action on climate on the federal and local levels.

FOR OUR FUTURE

NextGen America and national labor unions founded and continue to support For Our Future (FOF), the largest independent field operation for the progressive movement. In 2018, FOF operated in Florida, Michigan, Nevada, Ohio, Pennsylvania, Virginia and Wisconsin and knocked 8,694,951 doors and held 1,313,878 conversations with voters about critical issues.

FOF engages people unlikely to vote in a midterm election -- of eligible voters who didn’t vote in 2014 who were contacted by FOF during GOTV, 34% voted in 2018, 15% higher than voters outside of FOF’s universe. Voters successfully contacted by the For Our Future program had higher turnout rates than voters who were simply attempted -- and being successfully contacted by FOF led to a roughly 2.3% increase in turnout. Conversations had a greater impact among key populations, such as communities of color and young voters. Asian American voters in Ohio who were successfully contacted by FOF had a 10% higher turnout rate than those only attempted. In Nevada, Latinos contacted by FOF were nearly twice as likely to vote compared to the statewide average. In Virginia, African American voters contacted by FOF were 2.5 times more likely to vote than the statewide average.



UNITING CALIFORNIA

NextGen also partnered with the California Labor Federation and grassroots organizations to have over 425,000 conversations with voters in seven Republican-held districts. The Uniting California program focused on voters unlikely to vote -- for example, more than 44% of people contacted by UC voted in 2018 but did not vote in at least one of the previous two midterms. Overall, more than 54% of voters contacted through the Uniting California program cast a ballot in the general election.

WHAT'S NEXT

NextGen's electoral efforts were central to Democrats' midterm success in 2018. The next fight of our nation's future is just around the corner, and NextGen is already hard at work engaging progressives, young voters, and working Americans to make an even larger impact in 2020.