

2022 YOUTH VOTE



nextgen
america

nextgen
education fund



From Our Founder

I founded NextGen Climate, now known as NextGen America, back in 2013 to educate and mobilize a new American electorate that would push for bold climate legislation. Thanks to the work of an amazing team and a generation of young people dedicated to saving our planet, a decade later, 75 percent of all voters (including 57 percent of conservatives) agree the U.S. should work with other countries to reduce global greenhouse gas emissions, and private sector actors are realizing that climate action is good policy *and* good business.

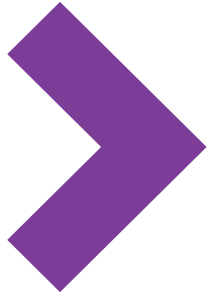
NextGen America's focus has expanded over the years – to encompass not just climate but also economic opportunity, racial justice, and defense of our democracy – but has always kept the power and promise of young Americans at the center of the work. **I'm so proud of what we've accomplished: reaching tens of millions of young voters and building a movement** resulting in record turnout rates and unprecedented mobilization on behalf of our democracy and our planet.

This is just the beginning. **The climate crisis has arrived, and in 2022, our economy and democracy face similarly unprecedented challenges.** Young people know the decisions we make today will determine their future. They care deeply about the world they're inheriting and are looking for leaders who will prioritize bold, meaningful action.

We can build a sustainable, equitable world free from the unimaginable human suffering the climate crisis threatens, if we do it together and we do it now. NextGen America, along with NextGen Education Fund – a newly created 501(c)(3) organization – are playing an essential role in that effort.

I invite you to join us.

Tom Steyer
Founder, NextGen America



From Our President

Our country is facing a climate crisis, grotesque income inequality, and a democracy in decline. Meanwhile, over the last decade, our country has become younger, Blacker and Browner, triggering an onslaught of voter suppression bills disproportionately impacting young people of color.

But we can solve the problems young people have inherited: Nearly every time our country has made a great leap forward, it took the imagination and courage of young people. There are 65 million Americans ages 18–35, making them the largest generational voting bloc in the nation. But demographics aren't destiny: Change requires investment in organizing that speaks to the pain and power of young people.

2022 is an opportunity to mobilize the largest and most diverse generation in American history, ultimately transforming our government to work for all of us. That's why we're launching our biggest and boldest program to date, mobilizing millions of young voters.

Since our founding in 2013, NextGen has driven progressive change. Nine years – and more than 1.4 million new registered voters – later, we have proven how to effectively engage and inspire young voters to the polls. In 2020, NextGen mobilized 1 in every 9 young voters who cast a ballot, leading to the largest youth voter turnout in history. And we're going to do it again.

Together, we can grow the voting power of 18–35 year-olds to determine the outcomes of our country for an entire generation.

At NextGen America, together with our new 501(c)(3) organization, NextGen Education Fund, we aren't organizing to go back to supposedly better days. We believe our best days are ahead of us, and that we have yet to become everything that a country as big, diverse and beautiful as this one can be.

NextGen is ready for 2022. Thank you for being in this fight with us.

Cristina Tzintzún Ramirez
President, NextGen America and NextGen Education Fund

Lifting the Power of Young People

NextGen's mission is to empower young people to engage in the democratic process and ensure our government is responsive to the largest and most diverse generation in American history.

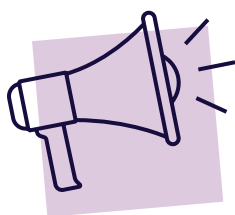
Here's how we do it:



Year-round Civic Engagement

Young voters are essential to determining the long-term strength of our democracy. They are more likely to vote when engaged through:

- **Year-round education programs**
- **Mobilization efforts**
- **Programs that empower** them to elevate their voices to create a better future



Communications

NextGen shifts the narrative around young people and the issues that matter to their lives by:

- **Addressing the perception** that young voters do not turn out to vote, are uninformed, and don't care about participating in elections
- **Organizing young people online** through large-scale digital strategies and on the ground in their communities and on their campuses
- **Amplifying the voices of young people** in new and traditional media



Capacity Building and Leadership Development

NextGen is building a coalition of young people to be the next generation of advocates, organizers, and policymakers through:

- **Coalition and capacity building:** We work with youth civic engagement partners in key states to transform hundreds of thousands of young people into dedicated civic participants and leaders
- **Leadership training:** NextGen knows that our democracy works best when everyone gets a seat at the table; we're building the capacity of young leaders to drive change in their communities and mobilize others to action

2022 Topline Goals

Registration and Turnout

Focus our efforts in eight key states by registering and turning out young voters, including educating them on the logistics of voting in their state.



Education and Engagement

Educate young people on the issues that matter to them and engaging them to take action on policies affecting their lives.



Influence and Partnerships

Build up the power and influence of young people by building partnerships and establishing key relationships with local and national partners to promote our priorities.



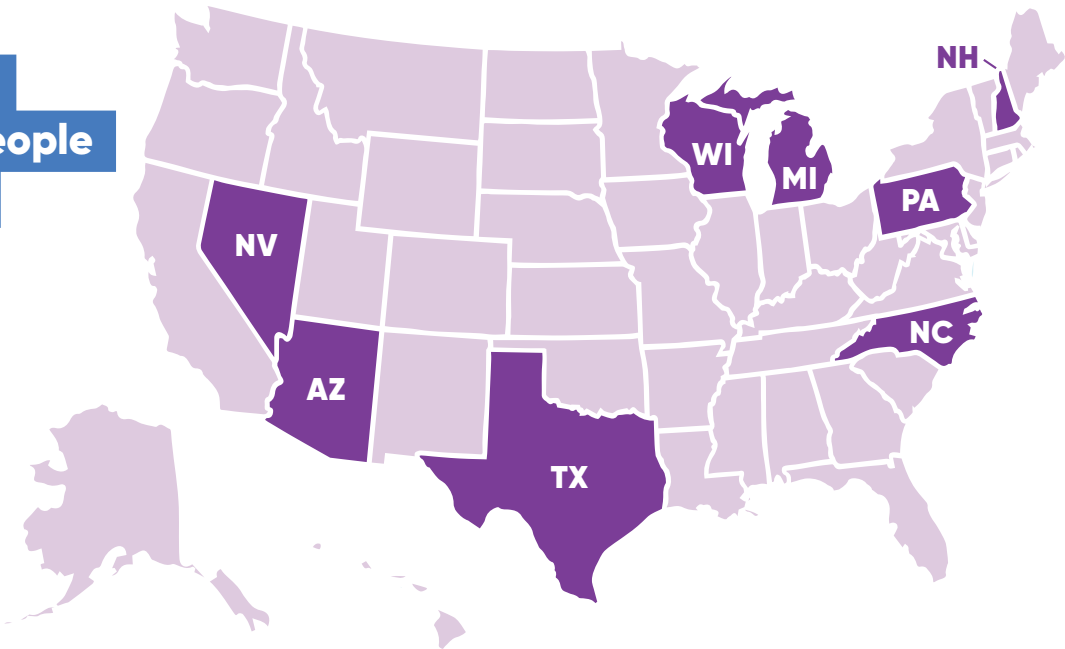
Trusted Voice

Make NextGen the leading and trusted voice for young voters across the country, holding our elected officials accountable to delivering on their promises.



Our Targeted Voters

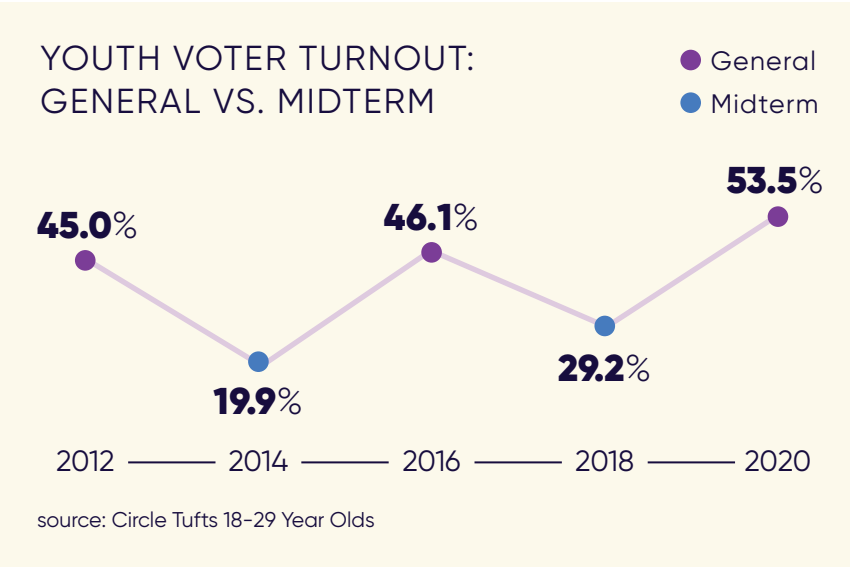
In 2022, NextGen will target 17.3 million young people in eight key states.



	AZ	MI	NC	NH	NV	PA	WI	TX
Governor’s Race	✓	✓	○	✓	✓	✓	✓	✓
US Senate Race	✓	○	✓	✓	✓	✓	✓	○
US House Races	✓	✓	✓	✓	✓	✓	✓	✓

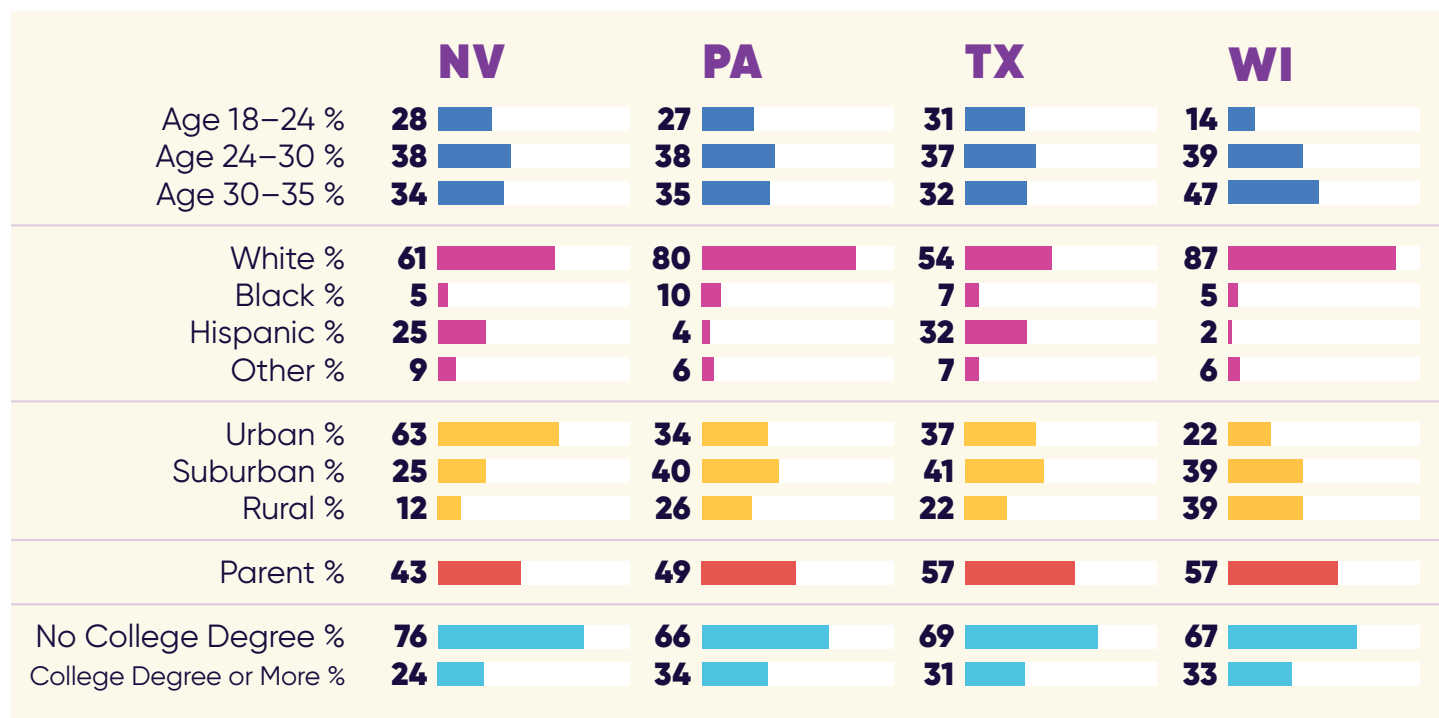
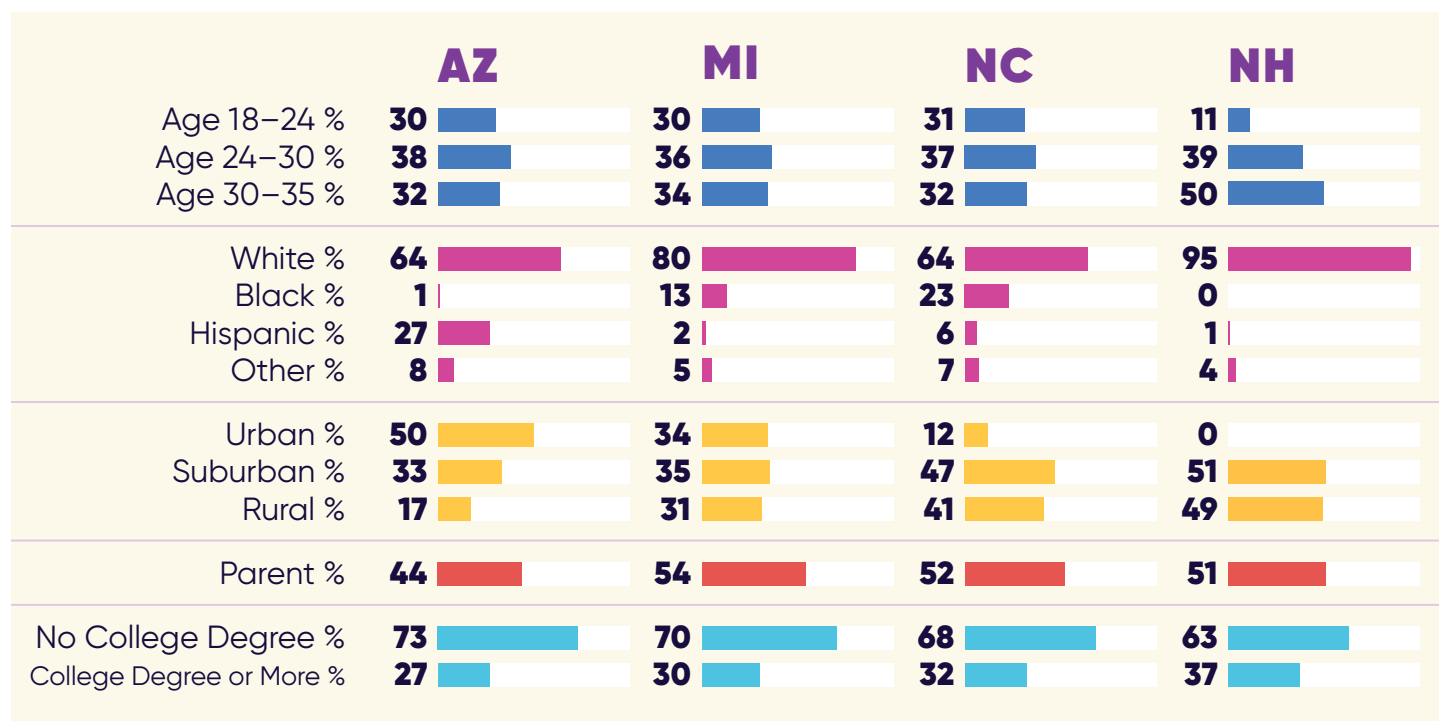
LIKELIHOOD TO VOTE

Since 2014, turnout among young voters in presidential elections has increased more than any other age group. However, historical data shows that **turnout in midterm elections among voters ages 18-29 drops disproportionately** when compared with other age groups, and young voters tend to make up a lower share of the electorate in non-presidential election years. **This makes NextGen’s voter outreach and education even more critical in 2022.**



These young people – a mix of registered and unregistered to vote – are less-than-likely to cast a ballot without direct contact.

Here is a deeper look into the 17.3 million:



State Snapshots



\$1,926,200 budget

GROUNDWORK

6

targeted regions

13

campuses with active presence

15

staff on the ground

UNIVERSE SIZE

1,640,000
young people

GOALS

21,919

voter registrations

46,206

pledges to vote



\$2,335,300 budget

GROUNDWORK

9

targeted regions

20

campuses with active presence

18

staff on the ground

UNIVERSE SIZE

2,560,000
young people

GOALS

13,330

voter registrations

45,733

pledges to vote



\$1,816,050 budget

GROUNDWORK

9

targeted regions

16

campuses with active presence

14

staff on the ground

UNIVERSE SIZE

2,600,000
young people

GOALS

24,629

voter registrations

74,387

pledges to vote



\$1,037,500 budget

GROUNDWORK

6

targeted regions

14

campuses with active presence

8

staff on the ground

UNIVERSE SIZE

292,000
young people

GOALS

NH does not allow for third-party voter registration

14,800

pledges to vote



\$778,550 budget

GROUNDWORK

3

targeted regions

6

campuses with active presence

6

staff on the ground

UNIVERSE SIZE

794,000
young people

GOALS

4,800

voter registrations

24,353

pledges to vote



\$3,892,050 budget

GROUNDWORK

15

targeted regions

30

campuses with active presence

30

staff on the ground

UNIVERSE SIZE

2,860,000
young people

GOALS

41,889

voter registrations

84,114

pledges to vote



\$5,188,850 budget

GROUNDWORK

18

targeted regions

53

campuses with active presence

40

staff on the ground

UNIVERSE SIZE

5,700,000
young people

GOALS

102,394

voter registrations

135,411

pledges to vote



\$2,076,000 budget

GROUNDWORK

9

targeted regions

15

campuses with active presence

16

staff on the ground

UNIVERSE SIZE

831,000
young people

GOALS

2,000*

voter registrations

28,620

pledges to vote

*Voter registration will be mail based; unable to track data for in person registration.

Success in 2022

To achieve NextGen's big picture goals and deliver on our bold and ambitious plans, we will work to mobilize millions of young voters and achieve the following outcomes:

OUR TOP GOALS

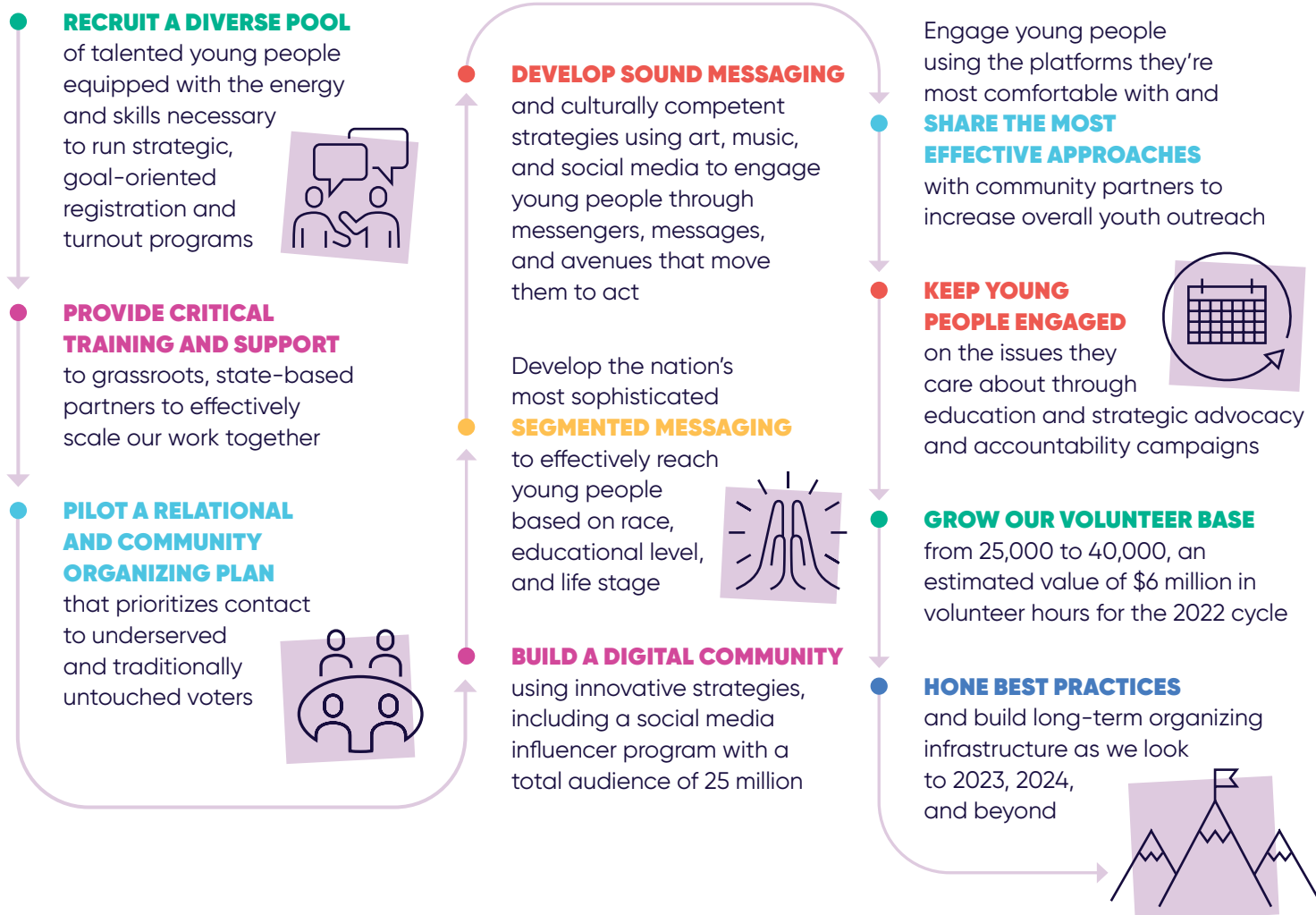


200,000
young voters registered
in person, online, and through
innovative mail programs



450,000
pledges to vote
collected

OUR PLAN



TALKING ABOUT THE ISSUES

NextGen's success is due to our ability to meet young people where they're at and connect with them on the issues they care about. **Here are the topics young people consistently say are their top issues** through our polling and research.



CLIMATE CHANGE

Young people will be **hit hardest by the impacts of climate change**, which is why they understand the urgency and imperative of transitioning to 100% clean energy to avoid climate catastrophe. NextGen provides the education needed to make climate a top priority on the national agenda.



DEMOCRACY

Too many people in power actively resist democracy rather than embrace the diversity of our country and the needs of working people. **We raise awareness of voter suppression** and the ongoing efforts to dilute the power of young Americans, people of color, and the working class.



ECONOMIC JUSTICE

Young Americans are strapped with student debt, stagnant wages, and uncertainty over how to pay for childcare and own a home. **NextGen is mobilizing young people to build an economy that works for all of us.**



RACIAL JUSTICE

Americans under 35 are the most diverse age cohort in American history, and they have **confronted systemic racism and oppression** with a commitment unseen since the civil rights movement. We're committed to providing them with the civic engagement tools that turn their demands into policy change.

Field Highlight: Meet Este



Este dreamed of going to college, but was forced to drop out of high school to support her family. She took any job she could find, including becoming a street promoter and theater performer. At 24, still making close to minimum wage, Este knew this was not the life she envisioned.

She completed her GED and was accepted to Arizona State University, where she took courses online with used computers, lived off campus, and took out student loans to afford the tuition. She eventually graduated *summa cum laude*, and went on to earn a master's in engineering. Today, she is a manager at a tech company with dreams of starting her own woman-led firm.

Even though Este is one step closer to the career of her dreams, she, like many others, is still living paycheck to paycheck, affected by the pandemic and the high cost of living and, most of all, more than \$100,000 in student loan debt. Este's loans have forced her to put aside dreams of starting a family and owning a home. While she is grateful for her education and remains hopeful about her future, she still has anxiety over her monthly loan payments.

Este is a committed NextGen volunteer because she knows it takes all of us working together to persuade our leaders to address the systemic economic inequality affecting young people, women, and minorities.

Last August, Este was NextGen's guest at a White House-sponsored summit on the student debt crisis, where she shared her story with key administration policy makers.

Our Timeline

WINTER

JANUARY / FEBRUARY

- **Hire and grow our eight state teams, and build the internal infrastructure to support them**



- Pilot our relational organizing program
- Initiate research efforts to determine outlook, issue sets, messaging, and media strategy for young voters
- **Launch 2022 civic engagement efforts on issues young people care about to keep young people activated**



SPRING

MARCH / APRIL / MAY

- Mobilize young voters around the Texas, Pennsylvania, and North Carolina primary elections
- Send first round of voter registration mail, following up via phone calls and text messages from our national volunteer team to ensure completion
- **Establish registered student organizations on each of our campuses**



- Pilot high school pre-registration program
- Launch our social media influencer program

SUMMER

JUNE / JULY / AUGUST

- Focus on community organizing and registration programs off campus in our priority states



- Mobilize young voters around the Nevada, Arizona, Michigan, and Wisconsin primary elections



FALL

SEPTEMBER / OCTOBER / NOVEMBER

- Organize around campus Welcome Weeks and back-to-school voter registration events

- Celebrate National Voter Registration Day with intensive registration outreach efforts across our eight states



- Direct mail, calls, and texts to our targeted voters

- Get Out The Vote



2022 Budget and Expansion Opportunities

NextGen's program is a historic investment in the power of the youth vote.

FIELD	\$6,378,100
COMMS, DIGITAL, ADS, AND INFLUENCERS	\$2,572,500
RESEARCH	\$195,500
DIST ORGANIZING, MAIL, AND OTHER PROGRAMS	\$6,790,050
SUPPORT/MANAGEMENT	\$3,134,350
TOTAL	\$19,070,500

NextGen has the opportunity to build on our core investment to grow our program. Additional investment opportunities include the following:

GROW OUR STATE TEAMS

Having organizers on the ground to recruit and train volunteers allows us to find the hard-to-reach young people who aren't on the voter files yet. Investments to add additional organizers will allow us to cover more campuses and the surrounding communities so we can reach both college and non-college youth.

LAUNCH CONSTITUENCY-SPECIFIC PROGRAMMING

Create deeper engagement by launching micro-campaigns with their own branding, communications efforts, and organizers to focus on specific groups of voters, including young Black, Latino, AAPI, Native American, and LGBTQ voters.

BROADEN OUR DIGITAL OUTREACH

Young people are increasingly difficult to reach in person, and our best-in-class digital programs can grow to reach more young people earlier in the year. This includes new sponsored content opportunities, increasing the reach and frequency of our digital advertising, and growing our HQ digital teams.

SEND MORE MAIL TO YOUNG VOTERS

We know that voter registration and social pressure mail programs work well. We'd like to grow these programs to include vote-by-mail application forms as well as mail our voter guides to as many young people as possible in our targeted states.

Field Highlight: Meet Elizabeth



Elizabeth Churaman is a student at the University of Houston and one of the first to join NextGen's Texas organizing program. She's committed to addressing income inequality and the ongoing pay gap between men and women. Elizabeth is also fighting for a society and culture where everyone — no matter what they look like or where they come from — can be seen for who they really are. That's exactly what NextGen is fighting for: a democracy that represents us, reflects us, and respects us.

"Households today are more likely to be headed by women than men — but they don't pay us like that."

Field Highlight: Meet Rebecca



Rebecca Edwards is a NextGen organizer in Texas, where she works to mobilize young people at Texas Southern University. The 27-year-old is a veteran of beauty pageants and the reigning Miss Ultimate Beauty of America. Rebecca is driven to community organizing and young-voter mobilization by her determination to make our country a more equitable place.

"Being a Black woman in the South, it's tough. You realize how many factors bar you from living your best potential. If I could solve that today, I feel like the whole country would be in a better place."



For questions or ideas, please contact
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This program is run by NextGen Climate Action, a section 501(c)(4) organization, and partially funded by NextGen Education Fund, a section 501(c)(3) organization. All programming described is non-partisan voter registration and get-out-the-vote activity permissible under section 501(c)(3) of the Internal Revenue Code.

To get involved, visit our website
nextgenamerica.org.

