



To: NextGen Arizona Allies and Supporters
From: Arizona State Youth Director Jalakoi Solomon
Date: November 1, 2018
Re: NextGen Arizona's Efforts in the 2018 Midterm Elections

"And beyond November, and beyond NextGen, the group has now trained dozens of young people on community organizing and helped grow a "progressive army" in Arizona" — [The Arizona Republic](#), October 24, 2018

NEXTGEN ARIZONA 2018: BY THE NUMBERS

TOTAL SPEND: \$3.4 MILLION
TOTAL STAFF ON THE GROUND: 65
TOTAL VOLUNTEERS: 2,440
TOTAL CAMPUSES WITH PROGRAM: 23
TOTAL YOUNG VOTERS REGISTERED: 21,707
TOTAL PLEDGE TO VOTE CARDS COLLECTED: 15,718
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: 637,759
TOTAL DOORS KNOCKED: 68,168
TOTAL TEXTS SENT: 250,011
TOTAL PIECES OF DIRECT MAIL SENT: 1,234,603
TARGETED RACES: AZ-Sen, AZ-Gov, AZ Attorney General, AZ Secretary of State, AZ-01, AZ-02, AZ-09, YES on Prop 127, NO on Prop 305

On Tuesday, November 6, Arizonans will head to the polls to vote in the most important midterm election in recent history — and NextGen Arizona played a central role in organizing and turning out young voters on campus, in their communities, and online. Young people are the largest eligible voting bloc in the country, and they are overwhelmingly progressive. NextGen America has organized young people since 2013, and we know that when they turn out, Democrats win.

NextGen America was one of the only national organizations investing heavily in building progressive infrastructure in Arizona this year, a state where NextGen hadn't done work in previous cycles. With its large population of young and minority voters, Arizona has the numbers to flip from a traditionally-red state to a blue one — but it requires resources dedicated to organizing.

The stakes in Arizona could not be more clear: Arizona Republicans like Martha McSally and Doug Ducey have shown time and time again that they will not stand up against the hateful agenda of Donald Trump, instead, they've celebrated his fear-mongering, xenophobic and anti-working class policies by [rallying](#) with him. Meanwhile, the Arizona Democratic ticket represents a starkly different path for Arizona: David Garcia could become the first Latino governor of Arizona in over 40 years, and Kyrsten Sinema could make history as Arizona's first female Senator.

Since March, NextGen has helped forge a new path forward in Arizona by engaging and motivating voters from traditionally underrepresented communities. For so long, young Arizonans have felt shut out of the political system, and NextGen America is working to bring them in and reinforce that their voice could make a difference.



This year, young voters have the chance to create a new Arizona and show the rest of America who truly makes up the Grand Canyon State.

NEXTGEN RISING

“Thomas’ research on campuses with unusually high voting rates found one way to encourage turnout was through creating a buzz and making elections celebratory and fun, and NextGen’s work is consistent with that finding.” — [The Arizona Republic](#), October 24, 2018

In 2018, NextGen America is running the largest youth organizing program in American history, investing \$33 million across 11 states to elect progressive candidates up and down the ballot. The youth organizing program — NextGen Rising — launched in August 2017 to register and turnout young voters (between the ages of 18 and 35) for progressive candidates in Virginia’s state elections. NextGen helped turnout young voters [in record numbers](#) in Virginia, propelling a Democratic wave and setting the stage for an even larger effort in 2018.

With a \$3.4 million investment, NextGen Arizona is working to register, engage, and organize young voters across the state to elect Democrats in Congressional Districts 1, 2, and 9, and to the U.S. Senate and Governor’s seat. With 65 staff and fellows on the ground, NextGen is working to organize young voters on 23 campuses and in their communities and has registered over 21,000 young Arizonans to vote this year.

Due to NextGen Arizona’s efforts on the ground, along with partner organizations like One Arizona, Planned Parenthood, and Mi Familia Vota, a recent TargetSmart study found a [7.6 percent surge](#) in youth voter registration, which will help power progressive victories this November. NextGen helped Coconino County set a new record of total registered voters in a midterm year (83,239) by adding 1,784 young voters around Northern Arizona University to the rolls.

DIGITAL & MAIL

To reach young voters on and off campus, NextGen sent 1,234,603 pieces of direct mail and spent \$1,304,906 on cutting-edge digital ads to target 637,759 young Arizonans. Running on social media platforms including Twitter, Instagram and Facebook, these ads, like “[Power in Numbers](#)” and “[Last Chance](#),” stressed the stakes of this election and the power young voters have to make a difference.

As voters began to tune into the races in August and September, NextGen Arizona released a series of voter guide digital ads designed to educate young voters on key races for Senate and Governor in Arizona and compare the platforms of [Doug Ducey and David Garcia](#) and [Kyrsten Sinema and Martha McSally](#) on issues like healthcare, funding for education, and sexual health and reproductive rights.

In the final five days, NextGen Arizona’s get out the vote efforts includes knocking on the doors of 35,800 young voters, including 120 targeted dorms and apartments, sending 120,000 text messages, and encouraging young Arizonans to vote early.

OUR LIVES, OUR VOTE

Following the tragedy in Parkland, Florida in February, NextGen partnered with Giffords, Everytown for Gun Safety, and ACRONYM to launch the [Our Lives, Our Vote](#) program. The \$1.75 million program set out to



empower high school students to make their voices heard this November, and vote out politicians beholden to the NRA. In Arizona, Our Lives, Our Vote partnered with March for Our Lives-Arizona to register and pre-register 4,188 high school students to vote in person, online, and through mail ahead of the November election.

CLEAN ENERGY FOR A HEALTHY ARIZONA

With a vacuum of leadership on climate action in Washington D.C., NextGen is committed to empowering states to take steps towards a sustainable and prosperous future, with or without the White House. NextGen realizes that we can't sit around and patiently wait for action on climate: we have to take the case for climate action directly to the people. With the Clean Energy for a Healthy Arizona campaign, we're sending a clear message to the White House and the world that Arizonans are ready for real action towards a sustainable future.

Proposition 127 would require electric utilities in Arizona commit to 50 percent renewable energy by 2030. The Clean Energy for a Healthy Arizona campaign is supported by over 50 diverse, local organizations, including Arizona Building and Construction Trade Council, Arizona Public Health Association, Chispa AZ, Elders Climate Action, Mi Familia Vota, the Arizona Asthma Coalition, AFL-CIO Arizona, and Natural Resources Defense Council, and collected over 480,000 signatures to qualify for the ballot.

APS, Arizona's largest utility monopoly, has a stranglehold over the state's politics, having spent millions of dollars on political campaigns and lobbying efforts -- and that investment has paid off, as Arizona's elected utility regulators have allowed the company to raise rates and delay renewable energy. Arizona's Attorney General, who was elected with \$425,000 in support from APS, even inserted pro-APS language into the Prop 127 ballot language, leading even Arizona's top election official -- a Republican -- to call the language "eyebrow raising" and legally risky. Recognizing that this level of political corruption is a barrier to progress, NextGen and the Clean Energy Healthy Arizona campaign have expanded their focus to hold accountable Arizona's attorney general and other elected officials in APS's pocket, sending a clear message to Arizona's elected officials that there are consequences to standing in the way of renewable energy.

GIVEGREEN

GiveGreen, a fundraising partnership between NextGen America the League of Conservation Voters (LCV) Victory Fund, and NRDC Action Fund PAC, raised over \$20 million for progressive candidates across the country. In Arizona, GiveGreen raised \$528,829.11 for Kyrsten Sinema, David Garcia, Tom O'Halleran, Greg Stanton, January Contreras and Katie Hobbs, among others.

"Across Arizona, NextGen organizers have fanned out to college campuses to register college students to vote and to recruit volunteers, all in the hopes of electing progressive candidates in November." - [Phoenix New Times](#), August 21, 2018