



To: NextGen Nevada Allies and Supporters
From: Tyson Megown, NextGen Nevada State Youth Director
Date: November 1, 2018
Re: NextGen Nevada's Efforts in the 2018 Midterm Elections

"NextGen, a left-leaning group, is working to register young voters of all political ideologies for the midterm election. The organization reported on Oct. 9 that it has registered 10,810 voters ages 18 to 35. The group's state youth director, Tyson Megown, said students at rural and urban colleges alike are enthusiastic about getting registered and volunteering." — [Las Vegas Sun](#), 10/15/18

NEXTGEN NEVADA 2018: BY THE NUMBERS

TOTAL SPEND: \$2.4 million
TOTAL STAFF ON THE GROUND: 40
TOTAL VOLUNTEERS: 940
TOTAL CAMPUSES WITH PROGRAM: 10
TOTAL YOUNG VOTERS REGISTERED: 11,269
TOTAL PLEDGE TO VOTE CARDS COLLECTED: 19,082
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: 303,424
TOTAL DOORS KNOCKED: 73,292
TOTAL TEXTS SENT: 156,935
TOTAL PIECES OF DIRECT MAIL SENT: 490,265
TARGETED RACES: NV-SEN, NV-GOV, NV-03, NV-04, YES on Question 5, YES on Question 6

On Tuesday, November 6, Nevadans will head to the polls to vote in the most important midterm election in recent history — and NextGen Nevada 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.

The stakes in Nevada are remarkably high: the path to a Democratic majority in both the Senate and the House runs right through Nevada. While Nevada is known as the quintessential battleground state — it is the only state that voted for Hillary Clinton in 2016 with a Republican incumbent Senator— 2018 can prove once and for all that Nevada is progressive. In 2016, NextGen Nevada played a big role in electing Senator Cortez Masto, the first Latina Senator, and this year, young people will again lead the way to elect Jacky Rosen and keep Nevada moving forward.

This year, our future is on the ballot. Whether its having access to affordable health care, making sure we have clean air and water, or protecting our communities from gun violence, young people will show up to vote for the progressive values that Jacky Rosen, Steve Sisolak, Susie Lee, and Steven Horsford embody and vote out politicians like Dean Heller and Adam Laxalt, who are rubber stamps for the Trump Administration.

NEXTGEN RISING



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 \$2.4 million investment, [NextGen Nevada is working to register, engage, and organize young voters](#) across the state to defend Congressional Districts 3 and 4, defeat Senator Heller, and elect Steve Sisolak to the Governor’s seat. With 40 staff and fellows on the ground, NextGen is working to organize young voters on 10 campuses and in their communities and has registered over 11,000 young Nevadans to vote this year.

In the final push of the primary election in June, we knocked 9,000 doors and saw an 80 percent increase in turnout among voters age 18-29 from 2014. During the summer months, NextGen organizers worked to build youth political power with progressive organizations across the state by attending events like the [Families Belong Together rallies](#) and [March For Our Lives](#) in addition to talking to young people in the community about the issues they care about.

In August, NextGen Nevada ramped up its organizing program as students returned to college campuses across the state. We [welcomed college students back to campus](#) by reminding them of the power of their vote, and in just one week, we registered over 1,000 new voters with events like our [Lip Sync Battle at UNLV](#) and handing out free chicken fingers at our “Don’t be Chicken, Vote” event.

DIGITAL & MAIL

To reach young voters on and off campus, NextGen sent 490,265 pieces of direct mail and spent \$733,627 on cutting-edge digital ads to target 303,424 young Nevadans. Running on social media platforms including Instagram, Snapchat, and YouTube, these ads, like “[This Is Wrong](#)” and “[Chopping Block](#),” stressed the stakes of this election and the dangerous agenda of Republicans like [Dean Heller](#) and Adam Laxalt.

As voters began to tune into the races in August and September, NextGen Nevada released a series of voter guide digital ads designed to educate young voters on key races for Senate in Nevada and compare the platforms of [Dean Heller and Jacky Rosen](#) on issues like affordable health care, funding Planned Parenthood, protecting immigrant families, and standing up to Trump.

In the final five days, NextGen Nevada’s get out the vote efforts includes knocking on over 30,000 doors, sending about 50,000 texts messages, and [encouraging young Nevadans to vote early](#). In Nevada, the races will come down to a few thousand votes, and the youth vote will be a deciding factor in ensuring that progressives rise to the top.

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 Nevada, Our Lives, Our Vote partnered with PLAN Action to register 1,892 high school students to vote in person, online, and through mail ahead of the November election.

NEVADANS FOR A CLEAN ENERGY FUTURE

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 Nevadans for a Clean Energy Future campaign, we're sending a clear message to the White House and the world that Americans are ready for real action towards a sustainable future.

Question 6 would transition Nevada to receiving 50% of its energy from renewables by 2030. The Nevadans for a Clean Energy Future campaign is supported by nearly 30 local organizations and collected more than double the required signatures (over 230,000) to qualify for ballot. If passed, Question 6 would make Nevada one of the nation's leaders in renewable energy expansion, and would put the state on a path towards a cleaner and healthier future.

FOR OUR FUTURE

To fight for the rights of working families, NextGen America partnered with national labor unions to create For Our Future (FOF), the largest independent field operation for the progressive movement in the 2016 election. This year, For Our Future Nevada organizers will have knocked on 530,639 doors by Election Day to turnout voters for candidates who support working Nevadans. For Our Future's canvass efforts include a project called the "Feedback Loop," in which canvassers can compile the top issues of concern from voters who they talk to. In Nevada, the Feedback Loop found that top issues amongst sporadic voters include insufficient education funding and a general disapproval of the Trump presidency.

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 Nevada, GiveGreen raised \$683,755.45 for Jacky Rosen, Steve Sisolak, Susie Lee, Steven Horsford, Aaron Ford and Nelson Araujo, among others.

“This age, you either have students who are heavily engaged, watching politics on the news apps on their phone and then you have kids who may not know who the president is right now,’ he says. But NextGen America, which helped organize today, says this year may be different.” [Channel 3 Las Vegas](#), 9/25/18