

2024

YOUTH ENGAGEMENT PLAN

nextgen
education fund

nextgen
america



➤ NextGen: Solely Dedicated to Young Voters

We know that young people are the future of this country. Time and again, history has shown this. Nearly every time our country has made a great leap forward, it was fueled by the imagination and courage of young people. Because of their determination and commitment, both policies and minds have been and continue to be changed. But a prosperous and equitable future for them is dependent on our ability to consistently engage them in our democracy.

NextGen was founded in 2013 on this exact premise and the idea that only the courage and imagination of young people could solve our country's most pressing issues, from climate change to racial and economic equality. By building infrastructure rooted in the education and empowerment of young people ages 18-35, NextGen helps ensure their consistent civic engagement and leadership. **NextGen is one of only a few national organizations dedicated exclusively to educating and engaging young people to vote in order to strengthen our democracy.**

Our holistic strategy includes on-the-ground field operations, one of the country's largest national distributed organizing programs (calls and texts), creative online organizing, social media outreach, and paid-media efforts. This layered approach has helped us effectively connect with young people on key issues and mobilize millions of young voters to the polls. Over the last decade, NextGen has tested and developed the best tactics and strategies to reach young voters, at a level of sophistication and scale that is unmatched. And the data supports this.

According to our analysis of the TargetSmart voter file, young voters (18-35) make up one in four registered voters in the U.S (25.5%). And in the past three election cycles, they have made history: 2018 was the highest youth voter turnout in a midterm election; 2020 was likely the highest youth voter turnout since the voting age was lowered to 18, and; in 2022 when the news and political pundits dismissed young voters, they turned out in millions leading to the second highest youth voter turnout in a midterm in the last three decades. **Three cycles in a row is not a fluke – it is a pattern. The youth vote was THE story in the last election cycles,** and we intend to keep up this momentum to ensure their continued participation in the years ahead.

At NextGen, we are investing in the power of young people by strengthening their collective voice. Doing so will instill confidence in young people that through their participation, our government can and will work for them. Only then, can we build a truly representative government rooted in foundational tenets of democracy, including racial and economic justice.

Meet Kirti

Kirti is a 19-year-old student at Villanova University in Pennsylvania. Our field organizer on campus initially approached her on campus and learned that while Kirti was excited to discuss her passion for reproductive rights as a young woman of color, she was not a voter. Our organizer immediately helped Kirti understand the importance of making her voice heard in November.

NextGen's engagement with Kirti had a snowball effect:

Our organizer got Kirti so excited about voting that she wanted to help out at that moment to get others engaged.

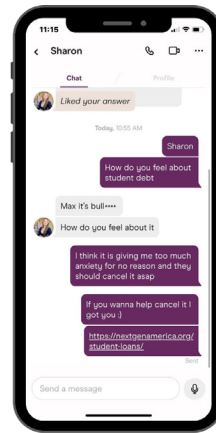
A group of three other students walked by, hesitant about voting. They said they weren't interested and didn't see a need. Armed with new information from our field organizer, Kirti immediately jumped in along with our organizer to talk to them about the issues most important to them. This conversation and our organizer's strategic use of peer-to-peer connections convinced the students that they also needed to make their voices heard on the issues most important to them. All four left our table excited about being able to vote for the first time. What initially started as an engagement of one student quickly became an opportunity for NextGen to channel the passions of four young students into action and empower them to make their voices heard.



The NextGen Difference: Tested and Holistic Programming that Works

NextGen is a laboratory of innovation, experimenting with the most cutting-edge technology, social media, distributed organizing, and innovative field strategies that speak to a younger generation. For more than a decade, NextGen's comprehensive and multi-layered approach of on-the-ground field operations, one of the country's largest national distributed organizing programs (calls and texts), creative online organizing, social media outreach, and paid-media efforts has helped us to effectively connect with young people on key issues and mobilize millions of young voters to the polls.

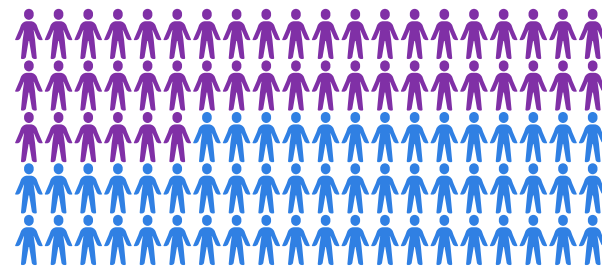
NextGen has **pioneered strategies to reach young people everywhere and anywhere they are**, including through **first-of-its-kind social media influencer programming, dating app engagement, and video game organizing.**



Everything we do is driven by data, and our measurement year after year has proven that year-round holistic contact is the only effective formula to drive up youth turnout. NextGen's programming is not transactional nor monolithic.

We know – and our data shows – that we must have consistent engagement with young voters over a long period of time and through a variety of means to ensure they turn out to vote when it matters and become habitual voters.

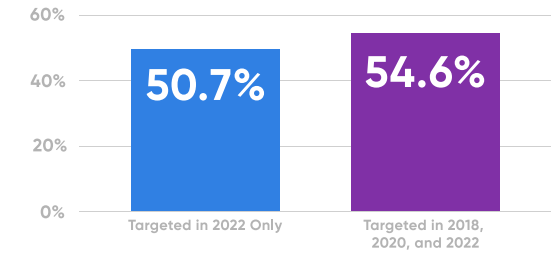
Of the 8.6 million young people who cast a ballot in our 8 states in 2020, over 4.0 million did not vote in 2022. This is why NextGen's work is critical. We are working to ensure these 4.0 million young people, who are in NextGen's targetable youth electorate, vote in 2024. Additionally, where available, we have also worked with high school students as young as 16 to pre-register them to vote and will continue to do this in 2024.



■ Voted in 2020 and 2022 ■ Voted in 2020 only

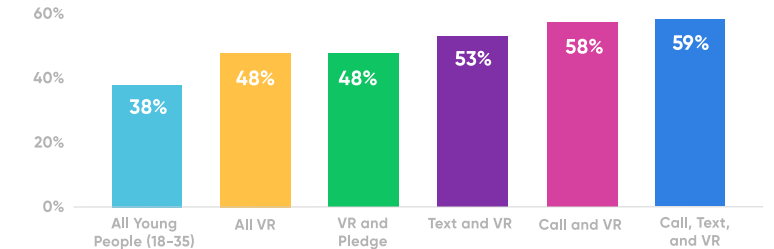
Young people NextGen engaged over multiple cycles turned out at higher rates, underscoring the importance of investing in young voters for the long term. NextGen's sole focus to engage and mobilize young people ages 18-35, coupled with our ten years of work, has given us unparalleled experience and knowledge that ensures the effectiveness of our program.

Long Term Engagement Matters
Turnout of NGA Contacts (18-35)



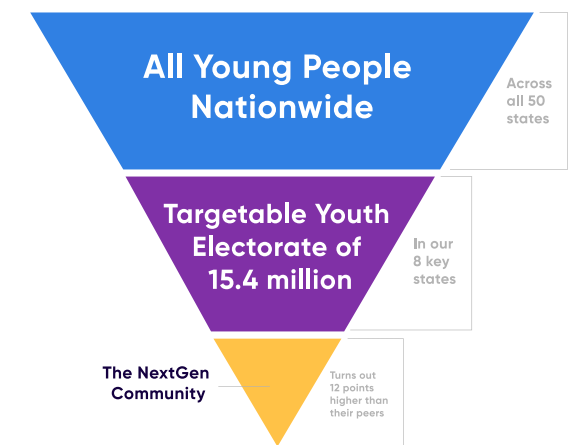
There is no one tactic to reach and turn out young voters. The data is clear: **Connecting with and mobilizing young voters requires us to layer different tactics via different modes of outreach** with unique messages and messengers. Data shows that we can drive up voter turnout with this multi-layered, holistic approach. As illustrated below, when we layer in additional modes of direct voter contact we increase voter turnout. This was evidenced in the key states that NextGen worked in during the 2022 Midterm Election.

Holistic Programming is Crucial
% Turnout by VR Mixed Contact Methods (18-35)



In 2024, NextGen's targetable youth electorate is 15.4 million young people across our eight key states. Additionally, NextGen will work to engage our **growing NextGen Community, a small but significantly reliable base of young voters who consistently engage with NextGen and who turn out 12 points higher than their peers.** We consider voters in the NextGen Community to be those in our universe who we have pledged or registered to vote, or who have volunteered or done three or more actions with us. We strive to grow this group of young voters who are becoming lifelong voters.

The NextGen Community: Growing Lifelong Voters



2024 Program and Goals

With 10 years of experience exclusively focused on mobilizing young voters ages 18-35 through a holistic program, NextGen is uniquely positioned to organize them at scale. We will empower them with the tools and knowledge to turn out in record numbers in 2024. **NextGen will build upon the momentum of the historic turnout of these voters over the last three election cycles for 2024.**

We are:



Registering and Turning Out

Empower 18-35-year-olds in eight key states by registering and pre-registering new voters, updating the registration of existing voters, educating them on the logistics of voting in their state, and turning out young voters.



Educating and Engaging

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



Influencing and Partnering

Lead and participate on key national and local issues-based coalitions (e.g. climate, abortion rights, economic) and democracy focused groups to amplify the collective power of young voters and ensure young people's issues are prioritized by elected officials.



Maintaining Our Trusted Voice

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

Working across our 8 key states, we will:



Target more than 15.4 million registered young people ages 18-35 to vote across eight key states: Arizona, Michigan, Nevada, New Hampshire, North Carolina, Pennsylvania, Texas, & Virginia



Employ a field team of 351 people to organize on 107 campuses, including at least 37 community colleges and 13 Historically Black Colleges or Universities and 39 Hispanic Serving Institutions (see addendum for additional information about campuses)



Register over 104,000 young people and collect 150,000 pledges to vote, a tactic that allows NextGen to then layer additional modes of contact to drive turnout amongst young voters



NextGen Tactics

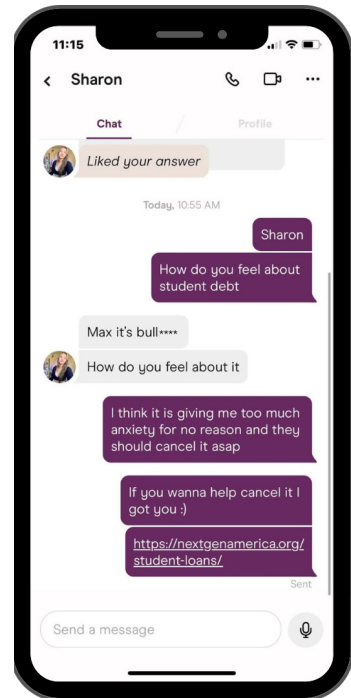
Campus Advertising

NextGen strives to be everywhere students are, including on their walks to class and on their campus transit systems. To raise awareness about all things voting, we place billboard and digital ads across campuses, in campus-owned news platforms and emails, and on campus transit systems that inform young people of key dates and the mechanics of voting.



Mail

“Snail mail” has shown to be an effective way to engage millions of young people to register and vote. We plan to send a series of personalized and prepopulated voter registration mail over the course of 2024. **Our goal is to send over 1 million pieces of mail to young voters in our eight states.**



Distributed Organizing

NextGen will leverage our **national network of 28,000 volunteers** to implement peer-to-peer voter contact through texts and calls. Our data proves that this layered element, on top of on-the-ground field programming, helps increase voter mobilization. Our distributed program is one of the largest, if not the largest, in the country and will reach those young people we may not touch through our campus organizing.



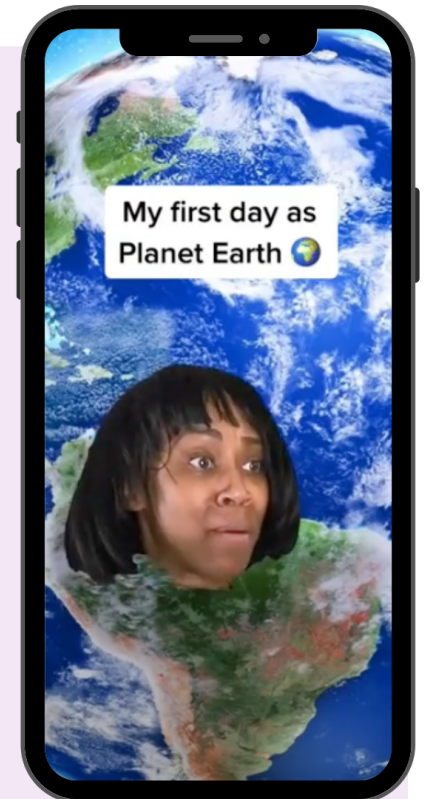
In-State Field Organizing

NextGen staff and volunteers are already organizing on campuses and in nearby communities, having thousands of face-to-face conversations with young people. These conversations focus on empowering them to educate their peers on the issues at stake, ensuring voter registrations are accurate and up to date, getting young people committed to vote in all primary and general elections in 2024, and asking them to join our volunteer efforts.

Digital Organizing

As a prominent figure in digital organizing, NextGen has developed a comprehensive strategy to effectively reach and engage with young people in various online spaces. **This approach extends to innovative initiatives such as a groundbreaking social media influencer program, active involvement in dating app communities, and the organization of events within the realm of video games.**

In a trailblazing move, NextGen pioneered a unique program that collaborates with influential college athletes who have the opportunity to benefit from the evolving name/image/likeness laws. This partnership serves as an additional means of engaging with young individuals. By joining forces with these influential figures, NextGen aims to harness their impact to drive engagement, raise awareness, and ultimately mobilize millions of young voters to actively participate in the upcoming election. NextGen's digital organizing goals are outlined below:



Social Media Influencer Program



900+ creators with a total reach of over **18M people** on TikTok, Instagram, and YouTube



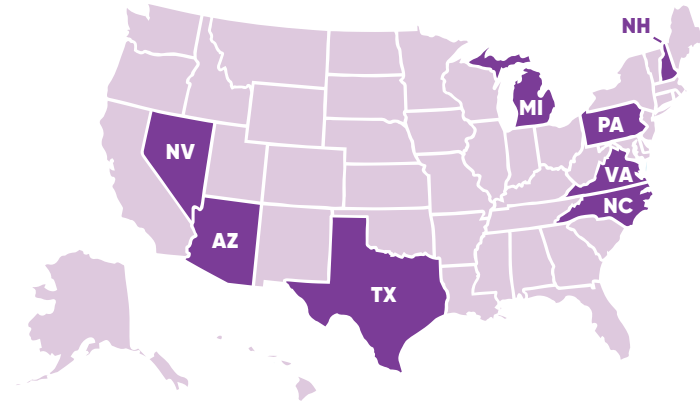
Email Mobilization Campaign

- Send over **10 million** strategic emails
- Tailor messages to inspire and mobilize young people to vote
- Target both primary and general elections for maximum impact

These goals reflect NextGen's commitment to leveraging digital platforms and communication channels to empower young individuals, amplify their voices, and encourage active participation in the democratic process.

Our Key States: 2023-2024 Early Field Investments

Leveraging our past experience in these states, NextGen aims to ramp up quickly on campuses we have already worked on over several cycles while simultaneously expanding programming on new campuses. **Initially, we will prioritize staffing our campus organizing program in two states: Arizona and Pennsylvania.** We will then add additional field staff in our other states. Below is a snapshot of programming in NextGen's states.



Pennsylvania

Pennsylvania is one of NextGen's longest-standing priority states. NextGen has worked here since 2016, helping to reach millions of young voters and exponentially increase youth voter turnout. **In 2022**, young Pennsylvanians who NextGen contacted **turned out 6 points higher** than those NextGen did not engage, and **Pennsylvania was one of only four states where youth voter turnout did not decrease.** This is why NextGen has **already launched a campus organizing program to mobilize young Pennsylvanians for the 2023 elections.** By organizing in 2023, NextGen will be positioned to expand youth voter engagement in 2024. We aim to return to many campuses we had previously organized on since 2016, and our 2024 goals include:

PA

Targetable Youth Electorate

2.17 Million People

Targetable Regions

Philadelphia, Delaware, Montgomery, Chester, Centre, Dauphin, Berks, Lancaster, Indiana, Butler, and Allegheny Counties

Goals

23

Campus Presence

34,265

Voter Registrations

42,320

Pledges to Vote

72 People

Field Team Size

Arizona

NextGen has worked in Arizona since 2018. In 2022, NextGen implemented a holistic program solely focused on educating and engaging young Arizonans. The **young Arizonans NextGen engaged with turned out 15 points higher** than those we did not engage with in the state. NextGen plans to build upon this momentum by returning to the campuses we have previously worked on over multiple cycles. For 2024, our goals include:

AZ

Targetable Youth Electorate

1.34 Million People

Targetable Regions

Maricopa, Pima, Pinal, Yavapai and Coconino Counties

Goals

19

Campus Presence

17,577

Voter Registrations

20,520

Pledges to Vote

51 People

Field Team Size

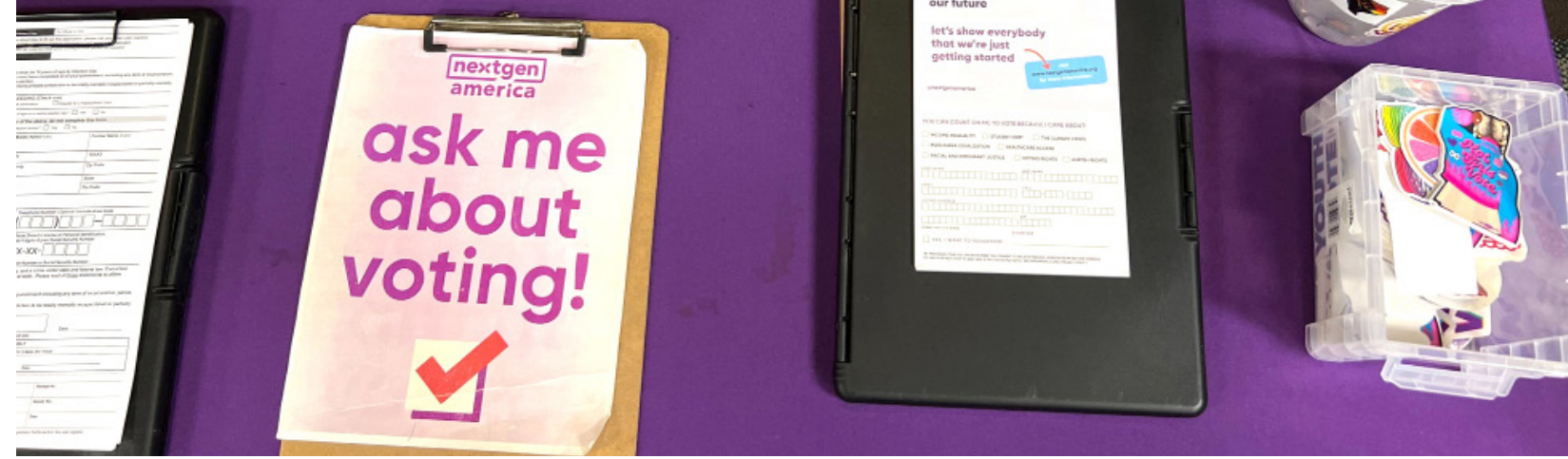
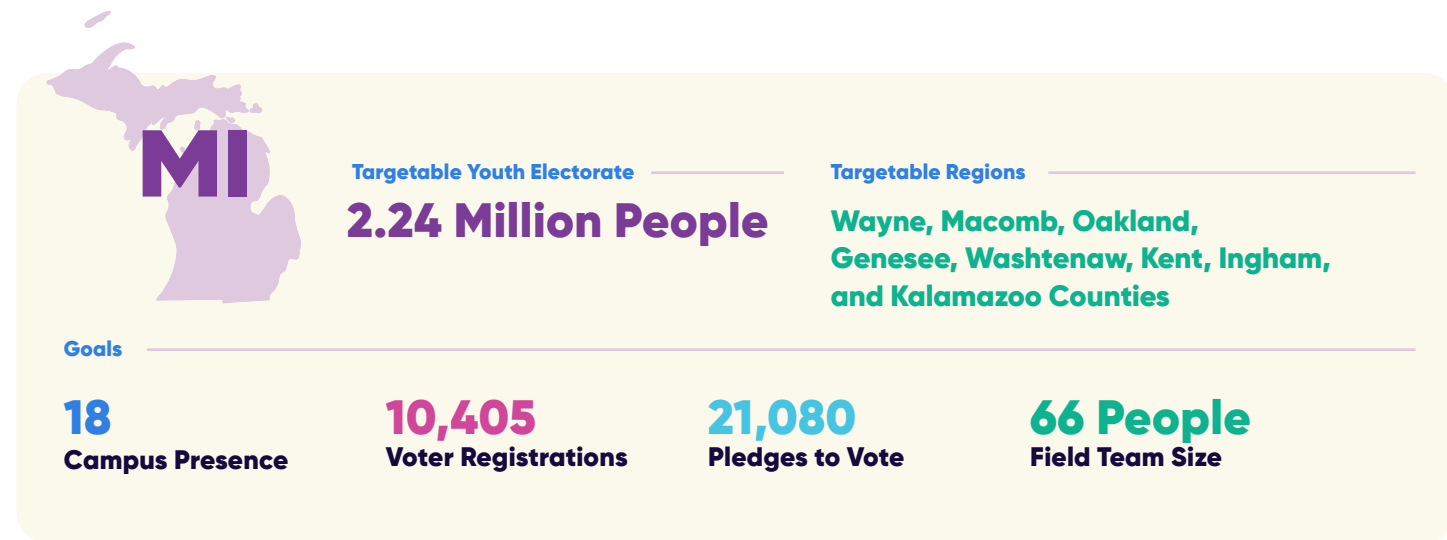


Our Key States: 2024 Election Year Investments

In addition to continuing our work in Pennsylvania and Arizona throughout 2024, we will begin work in Michigan, Nevada, and North Carolina in the early months of 2024.

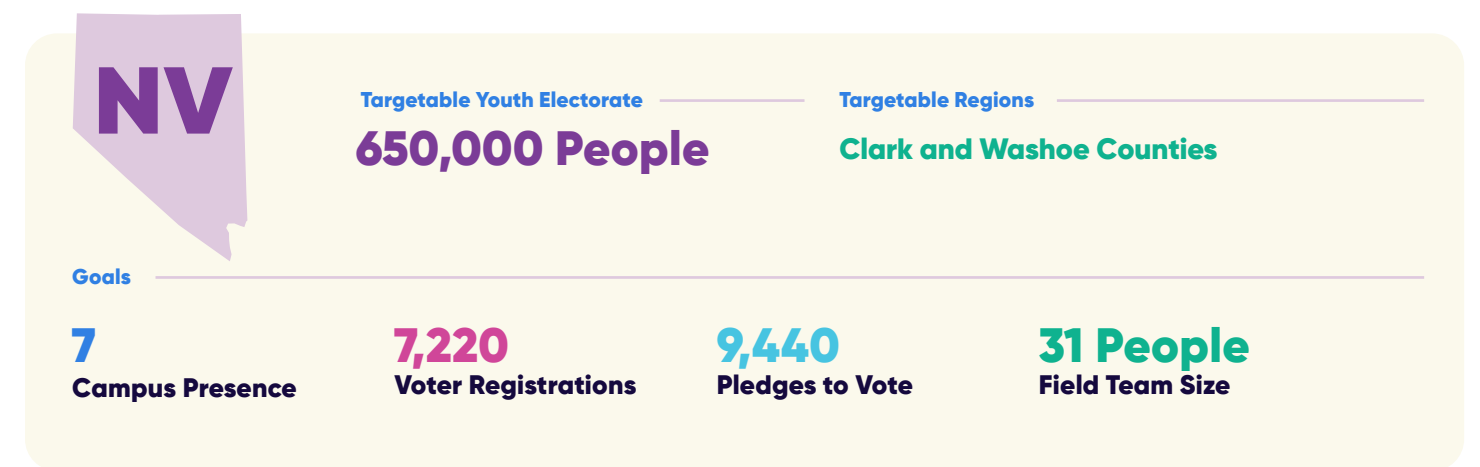
Michigan

NextGen has worked in Michigan since 2014. Young people in Michigan had above-average turnout in both 2018 (33%) and 2020 (54%). The young Michiganders who NextGen engaged in 2022 turned out 16 points higher in 2022 elections than those we did not engage in the state. We plan to build upon this momentum for 2024 with the following goals:



Nevada

NextGen has been working in Nevada since 2016. The young Nevadans who NextGen engaged in 2022 turned out 12 points higher than those we did not engage in the state. We plan to build upon this momentum for 2024 with the following goals:



North Carolina

NextGen has been working in North Carolina since 2016. The young North Carolinians who NextGen engaged in 2022 turned out 10 points higher than those we did not engage in the state. We plan to build upon this momentum for 2024 with the following goals:



Our Key States: Fall 2024 Investments

New Hampshire

NextGen has been working in New Hampshire since 2014. Because the state does not allow for early voting but does allow prospective voters to register and vote on election day, NextGen will leverage this opportunity during GOTV. We will be on campuses to drive up youth participation. NextGen's 2024 goals are:



Virginia

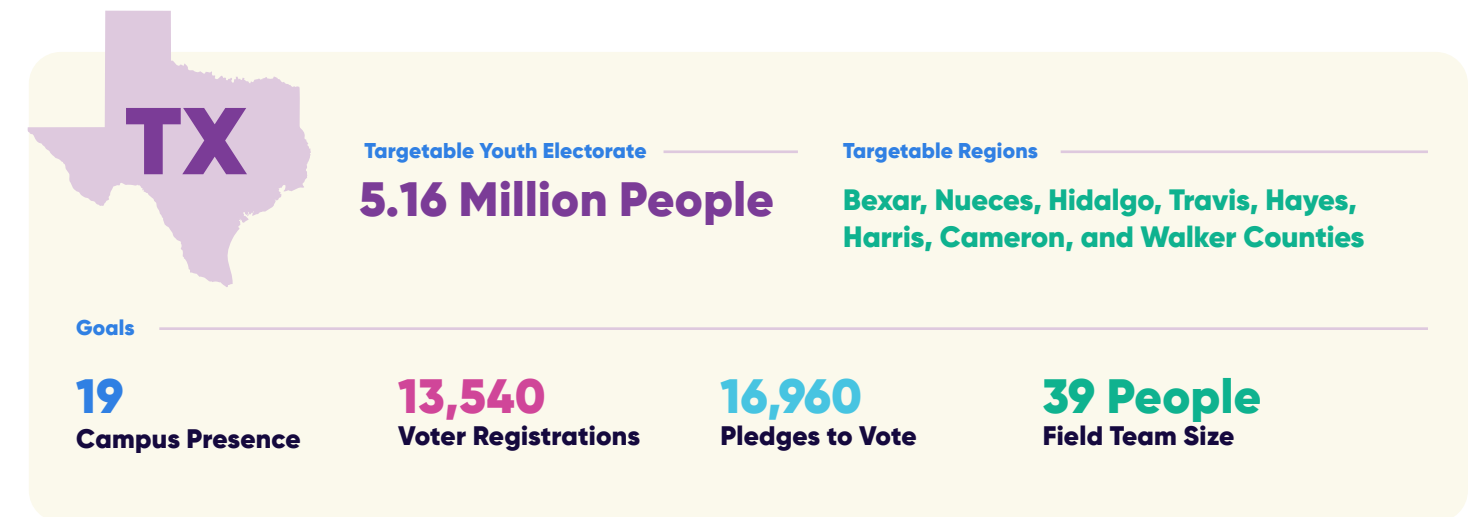
NextGen's presence in Virginia in previous cycles showcases the tangible and distinct impact NextGen's work brings to engaging young Virginians. From 2017 to 2020, NextGen engaged millions of young Virginians, helping to make it one of the highest youth turnout states in the country. In the years since, youth turnout diminished, underscoring the need for long-term investment in the Commonwealth to sustain youth participation. NextGen returned to Virginia in 2023, coordinating with in-state partners to help educate and engage young Virginians in the Commonwealth's important state legislative races. NextGen's work in 2023 positions NextGen to help increase youth participation in 2024 for important federal elections and more importantly, builds towards Virginia's important gubernatorial and state elections in 2025.



Grant-Specific Opportunities

Texas

As the second largest and fourth youngest state in the country, along with shifting demographics, young Texans are poised to make their voices heard in the state over the next several election cycles. In NextGen's first cycle in Texas, in 2021-2022, NextGen registered the second highest number of young people among all of the organizations registering young Texans in the state. Additionally, those Texans who NextGen contacted to vote in 2022, turned out at 22 points higher than those young Texans NextGen did not engage. While Texas is one of the most difficult and expensive states to build a successful program due to restrictive voting laws, NextGen proved that young Texans will participate if properly engaged. With grant funding, we will continue to build the youth infrastructure and work towards increasing youth voter engagement in the state in 2024 with the following goals:



NextGen's 2023-2024 Cycle Budget

NextGen's projected primary purpose spending for the 2024 cycle (FYs 2023 and 2024) is **\$39.4 million**, which is approximately **\$11.5 million in 2023** and **\$27.8 million in 2024**.

This budget includes the cost of implementing our robust on-the-ground field operation on campuses and in communities in key states. It also includes the costs of voter contact, in-person turnout and mobilization efforts, our distributed organizing program (one of the largest in the country), digital activity to reach voters online, and mail programs. We know that early and year-round investment is critical to turn out young voters and continue their historic turnout rate.

Field	\$15,353,777
Communications, Digital, Ads	\$5,826,888
Distributed Organizing, Mail, and Other Programs	\$10,803,349
Support and Management	\$7,432,006
Total	\$39,416,020

Meet Zamar



Zamar is a 19-year-old sophomore at the University of North Carolina, Charlotte. NextGen met Zamar on campus, where our field team was organizing. He told our field organizer that he is especially motivated to fight for climate justice because as a North Carolina native, he knows how crucial climate action is to keeping the beautiful coastlines and protecting residents from further damage from extreme hurricanes. Our organizer connected voting to standing up for our environment and underscored the importance of making his voice heard on climate action by casting a ballot.

Zamar also told us he believes it's important for young people to vote in order to put how we feel and what we believe into action. He knows that young people have the power to stop climate change before the effects become irreversible and wants to see change to protect his future kids and his kids' kids. He was newly motivated to vote and fight for climate justice.

NextGen's Leadership and Staff: Reflecting a Diverse Electorate

All activities, staffing, and resources encompassed within this budget seek to reflect and represent the diversity of the youth electorate. Our Leadership, Board of Directors, and Ambassador's Council represent the diversity and the promise of the youth of our country: the majority are people of color and women. Each member of NextGen's leadership team is an expert in their field of civic engagement, democracy, philanthropy, or climate justice and brings a unique perspective and diverse skill set to help us accomplish our goals. In addition, the majority of our field team and other staff are themselves part of the youth electorate and bring a diverse range of lived experiences and identities. NextGen is led by Cristina Tzintzún Ramirez. Cristina's career is dedicated to mobilizing and empowering young people of diverse backgrounds to engage in the democratic process.



Addendum: NextGen 2024 Campuses

State	School	School Type	Campus Enrollment Size
Arizona	Central Arizona College	Community College, HSI	4,388
Arizona	Coconino Community College	Community College	3,719
Arizona	Estrella Mountain Community College	Community College, HSI	7,893
Arizona	Gateway Community College Washington Campus	Community College, HSI	5,081
Arizona	Glendale Community College	Community College, HSI	13,892
Arizona	Mesa Community College	Community College, HSI	20,387
Arizona	Paradise Valley Community College	Community College, HSI	9,477
Arizona	Phoenix College	Community College, HSI	11,109
Arizona	Pima Community College	Community College, HSI	19,594
Arizona	Rio Salado College	Community College, HSI	18,304
Arizona	Scottsdale Community College	Community College, HSI	9,458
Arizona	South Mountain Community College	Community College, HSI	4,075
Arizona	Yavapai College Prescott Campus	Community College	7,314
Arizona	Arizona State University	HSI	57,588
Arizona	Arizona State University Downtown Campus	HSI	11,097
Arizona	Arizona State University Polytechnic Campus	HSI	5,825
Arizona	Arizona State University West Campus	HSI	4,968
Arizona	Northern Arizona University	HSI	29,031
Arizona	University of Arizona	HSI	44,831
Michigan	Grand Rapids Community College	Community College	13,270
Michigan	Henry Ford Community College	Community College	12,146
Michigan	Kalamazoo Valley Community College	Community College	11,398
Michigan	Lansing Community College	Community College	11,673

State	School	School Type	Campus Enrollment Size
Michigan	Macomb Community College	Community College	20,220
Michigan	Mott Community College	Community College	10,456
Michigan	Oakland Community College	Community College	14,511
Michigan	Washtenaw Community	Community College	12,264
Michigan	Wayne County Community College	Community College	14,957
Michigan	Eastern Michigan University	-	21,246
Michigan	Grand Valley State	-	22,406
Michigan	Michigan State University	-	49,695
Michigan	Oakland University	-	15,001
Michigan	U of M Ann Arbor	-	44,584
Michigan	U of M Dearborn	-	21,783
Michigan	University of Michigan at Flint	-	4,995
Michigan	Wayne State University	-	26,241
Michigan	Western Michigan University	-	24,398
Nevada	Truckee Meadows Community College	Community College, HSI	10,000
Nevada	College of Southern Nevada - Cheyenne	HSI	Enrollment included in College of Southern Nevada
Nevada	College of Southern Nevada Charleston Campus	HSI	Enrollment included in College of Southern Nevada
Nevada	College of Southern Nevada-Henderson	HSI	30,000
Nevada	Nevada State College	HSI	7,500
Nevada	University of Nevada-Las Vegas	HSI	25,407
Nevada	University of Nevada-Reno	-	20,722
New Hampshire	Southern New Hampshire University	-	3,913
New Hampshire	University of New Hampshire	-	14,784
North Carolina	Central Piedmont Education Center (CPCC)	Community College	50,553
North Carolina	North Carolina Agricultural and Technical State University (A&T)	HBCU	12,753
North Carolina	North Carolina Central University	HBCU	8,207
North Carolina	Duke University	-	6,717
North Carolina	J.C. Smith University	HBCU	1,166

State	School	School Type	Campus Enrollment Size
North Carolina	Johnson & Wales University	-	11,253
North Carolina	North Carolina State University	-	36,042
North Carolina	St Augustine's University	HBCU	1,261
North Carolina	Bennett College	HBCU	207
North Carolina	Shaw University	HBCU	998
North Carolina	UNC Chapel Hill	-	30,092
North Carolina	UNC Charlotte	-	30,164
North Carolina	UNC Greensboro	-	15, 995
North Carolina	Wake Forest University	-	8,789
North Carolina	Wake Tech Community College	Community College	21,872
North Carolina	Winston-Salem State University	HBCU	4,530
Pennsylvania	Community College of Allegheny County	Community College	43,152
Pennsylvania	Community College of Philadelphia	Community College	19,503
Pennsylvania	Delaware County Community College	Community College	11,314
Pennsylvania	Montgomery County Community College	Community College	12,742
Pennsylvania	Cheyney University of Pennsylvania	HBCU	642
Pennsylvania	Lincoln University	HBCU	1,767
Pennsylvania	Arcadia University	-	1,987
Pennsylvania	Bryn Mawr College	-	1,425
Pennsylvania	Carnegie Mellon University	-	13,961
Pennsylvania	Drexel University	-	25,595
Pennsylvania	Duquesne University	-	9,506
Pennsylvania	Harcum College	-	1,343
Pennsylvania	Haverford College	-	1,420
Pennsylvania	LaSalle University	-	2,746
Pennsylvania	Pennsylvania State University	-	47,560
Pennsylvania	Slippery Rock University	-	4,785
Pennsylvania	St Joseph University	-	6,779

State	School	School Type	Campus Enrollment Size
Pennsylvania	Swarthmore College	-	1,651
Pennsylvania	Temple University	-	39,581
Pennsylvania	University of Pennsylvania	-	24,806
Pennsylvania	University of Pittsburgh	-	34,934
Pennsylvania	Villanova University	-	6,700
Pennsylvania	Widener University	-	5,416
Texas	University of Texas, Austin	HSI	51,991
Texas	Austin Community College	Community College, HSI	26,378
Texas	Huston Tillotson University	HBCU, HSI	1,160
Texas	Texas State	HSI	37,864
Texas	University of Houston	HSI	47,090
Texas	Houston Community College	Community College, HSI	48,329
Texas	University of Houston - Downtown	HSI	15,077
Texas	Lone Star Community College	Community College, HSI	73,499
Texas	Prairie View A&M	HBCU	7,500
Texas	San Jacinto Community College	Community College, HSI	30,000
Texas	Texas Southern University	HBCU	8,622
Texas	University of Texas, RGV - Edinburg	HSI	23,562
Texas	South Texas College	Community College, HSI	19,343
Texas	University of Texas, RGV - Brownsville	HSI	8,612
Texas	Texas Southmost College	Community College, HSI	8,777
Texas	University of Texas, San Antonio	HSI	34,300
Texas	Alamo College	Community College	68,319
Texas	Texas A&M - Corpus Christi	HSI	8,483
Texas	Del Mar Community College	Community College, HSI	10,678
Virginia	Virginia Wesleyan University	-	1,241
Virginia	Norfolk State	HBCU	5,016
Virginia	Mary Washington University	-	3,660



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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.

