



To: NextGen California Allies and Supporters
From: Sara Ehsani-Nia, NextGen California State Youth Director
Date: November 1, 2018
Re: NextGen California's Efforts in the 2018 Midterm Elections

"The path to a Democrat-controlled Congress most likely runs through California. Liberal philanthropist Tom Steyer believes that path hinges on the state's nearly 10 million millennials." —
["Liberal plan to win back Congress hinges on California's millennials,"](#) *Sacramento Bee*, March 7, 2018

NEXTGEN CALIFORNIA 2018: BY THE NUMBERS

TOTAL SPEND: **\$3.8 million**
TOTAL STAFF ON THE GROUND: **68**
TOTAL VOLUNTEERS: **990**
TOTAL CAMPUSES WITH PROGRAM: **20**
TOTAL YOUNG VOTERS REGISTERED: **28,766**
TOTAL PLEDGE TO VOTE CARDS COLLECTED: **31,465**
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **490,065**
TOTAL DOORS KNOCKED: **83,125**
TOTAL TEXTS SENT: **689,091**
TOTAL PIECES OF DIRECT MAIL SENT: **1,673,680**
TARGETED RACES: **CA-10, CA-21, CA-25, CA-39, CA-45, CA-48, CA-49, YES on Prop 1, YES on Prop 2, NO on Prop 6**

On Tuesday, November 6, Californians will head to the polls to vote in the most important midterm election in recent history — and NextGen California played a central role in organizing and turning out progressives and young voters on campus, in their communities, and online. We know that Californians — especially young people and people of color — are overwhelmingly progressive, but haven't turned out in past midterm elections. NextGen America has organized young people since 2013, and we know that when they turn out, Democrats win.

In 2016, Californians voted for Hillary Clinton by a historic margin — even historically conservative [Orange County voted](#) for the Democratic Presidential candidate, a first since Franklin Delano Roosevelt ran for President. Over the past two years, California has solidified its position as the birthplace of "The Resistance," and now, [thanks to young people and people of color](#), even historically conservative bastions like Orange County have the opportunity to elect progressives and repudiate Trump.

The stakes in California are remarkably high: Democrats need 23 seats to take back the House of Representatives and they are competing in at least seven districts in traditionally-red parts of California. For months, Californians have been organizing to stand up to the Trump Administration and its Republican allies like Jeff Denham and Steve Knight, and to elect new leaders who will fight for [gun safety](#), [just immigration policies](#), and [clean air and water](#). The road to taking back the House runs through California, and young people will be the driving force that powers progressives to victory.



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 [\\$3.8 million investment](#), NextGen California is working to register, engage, and organize young voters across the state to flip CA-10, CA-21, CA-25, CA-39, CA-45, CA-48, and CA-49. With 68 staff and fellows on the ground, NextGen is working to organize young voters on 20 campuses and in their communities and has registered over 28,000 young Californians to vote this year.

Ahead of the June primary, NextGen spent \$350,000 on direct mail, digital ads, and grassroots organizing to turn out 200,000 young voters across the seven targeted districts. The results were clear: youth voter turnout [more than doubled statewide](#), and even tripled in competitive districts like CA-39, compared to the 2014 primary. At one precinct near CSU Fullerton, more than 10 times as many votes were cast in this year’s primary than in 2014, and voter turnout doubled at a precinct near UC San Diego.

Over the course of the year, our organizers surveyed young Californians on the issues they cared about most. In a state that feels the impact of the Trump Administration’s immigration policy every day -- and [has experienced](#) the family separation crisis first hand — immigration rose to the top as one of the key issues driving respondents to the polls. Of all new voters registered by NextGen California who reported their race, 65% self-identified as Hispanic. Young voters in California, [led by young Latinx people](#), are rejecting the words and actions of Republicans like Jeff Denham and Steve Knight who have refused to fight for the kind of immigration reform that their constituents want.

DIGITAL & MAIL

To reach young voters on and off campus, NextGen sent 1,637,680 pieces of direct mail and spent \$1,073,167 on cutting-edge digital ads to target 490,065 young Californians. Running on social media platforms including Facebook, Instagram, and Snapchat these ads, like “[This is Wrong](#)” and “[Trumpscore](#),” stressed the stakes of this election and highlighted California Republicans’ decisions to repeatedly stand with the Trump Administration and refuse to take meaningful action to end the family separation crisis.

As voters began to tune into the races in August and September, NextGen California released a series of voter guide digital ads designed to educate young voters on key races for Congress in California and compare the platforms of [Jeff Denham and Josh Harder](#), [Steve Knight and Katie Hill](#), and [Mimi Walters and Katie Porter](#) on issues like health care, cost of college, and cost of education.

In the final five days, NextGen California’s get out the vote efforts includes knocking on 40,000 doors, sending 24,000 texts messages, and encouraging young Californians to vote early. Over 2,000 volunteer shifts will be completed during the final five days, as NextGen California works to ensure young progressives make their voices heard on Election Day.



“Alex Galeana, a Dreamer who is also an organizing director for NextGen America in the 10th district, said even though people like him can’t vote they’re dedicated to making sure their friends, family and others in their community do so. It’s not hard to show them why Republicans aren’t on his side, he said.”

— [“Jeff Denham failed to change the law for Dreamers. Will his effort change Hispanic votes?”](#)

McClatchy DC, October 24, 2018

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 California, Our Lives, Our Vote partnered with the League of Women Voters and Inspire U.S. to register and pre-register 8,042 high school students to vote in person, online, and through mail ahead of the November election.

UNITING CALIFORNIA

Last October, NextGen America, the California Labor Federation, and grassroots organizations [launched a joint effort](#) to engage California voters across seven key Congressional districts and build progressive organizing infrastructure in traditionally conservative parts of the state. Since then, organizers have recruited over 1,700 volunteers, knocked on over 580,000 doors, made over 190,000 calls and had over 350,000 conversations with voters about the issues that they care about most — like health care, taxes, education, and clean air and water — helping turn out progressives voters to ensure Democrats made it through the primary in all seven districts. In the primary, voters in key districts like CA-25 and CA-49 contacted by Uniting California turned out at rates around 10% higher than the district-wide average — and ahead of November, the partnership [doubled down](#) on its effort to turn out California voters.

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 California, GiveGreen raised \$1,282,832 for Jessica Morse, Josh Harder, TJ Cox, Andrew Janz, Katie Hill, Gil Cisneros, Katie Porter, Harley Rouda, Mike Levin and Ammar Campa-Najjar, among others.

“NextGen’s efforts to boost participation are built on direct contact: peers reaching out in the quad or making appeals in classrooms. Steyer has organizers on more than 400 campuses nationwide; 20 are in California, where they’ve registered more than 27,000 voters. He bills it as the largest youth mobilization effort ever, and no group on either side of the aisle appears to be matching his efforts.”

— [“Will billionaire Tom Steyer's big bet on young voters pay off in midterm election?”](#) *Los Angeles*

Times, October 22, 2018