



To: NextGen Florida Allies and Supporters
From: Carly Cass, NextGen Florida State Youth Director
Date: November 1, 2018
Re: NextGen Florida's Efforts in the 2018 Midterm Elections

"As the Nov. 6 midterm election gets closer, organizations across the country are reporting record-high numbers for new voter registrations and primary election turnout. NextGen America has been leading the way in registering young people to vote, with its Florida chapter registering over 50,000 young people in this election cycle..." - [Sun Sentinel, October 9, 2018](#)

NEXTGEN FLORIDA 2018: BY THE NUMBERS

TOTAL SPEND: \$9.7 million
TOTAL STAFF ON THE GROUND: 130
TOTAL VOLUNTEERS: 2,033
TOTAL CAMPUSES WITH PROGRAM: 45
TOTAL YOUNG VOTERS REGISTERED: 52,220
TOTAL PLEDGE TO VOTE CARDS COLLECTED: 40,908
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: 2,494,668
TOTAL DOORS KNOCKED: 139,147
TOTAL TEXTS SENT: 978,288
TOTAL PIECES OF DIRECT MAIL SENT: 3,817,007
TARGETED RACES: FL-Gov, FL-Sen, FL-7, FL-15, FL-16, FL-18, FL-25, FL-26, and FL-27, YES on Amendment 4

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

In the lead-up to the election, all eyes are on Florida. In 2016, Florida played a key role in the election of Donald Trump. But in 2018, Florida has shown us that the future of the Democratic Party is inclusive, young, and unapologetically progressive. NextGen America and Tom Steyer endorsed Andrew Gillum in the primary because of his authenticity, willingness to tell the truth, and unwavering commitment to progressive values. Gillum inspires Floridians who have felt shut out and left behind, and NextGen is working to ensure that those underrepresented communities, like young people and people of color, make their voices heard on Tuesday. Florida's race for Governor has become the most pivotal face-off in the country and could be a roadmap for how Democrats can win in the era of Trump.

Beyond the Governor's race, the stakes in Florida are remarkably high. As Governor, Rick Scott has pandered to the NRA and denied health insurance to thousands of Floridians, and as a Senator, there's no doubt that he will continue to sell out Floridians to the highest corporate bidder. Now more than ever, it's critical that young Floridians turn out to elect leaders like Bill Nelson who has and will continue to fight for our progressive values.



It's no secret that Florida has a remarkable history of close elections — in 2014, Governor Rick Scott won by only 64,145 votes, and in 2000, Former President Bush's win by 537 votes in Florida propelled him to victory and changed the course of a nation. There are 3.4 million young people in Florida, and this year, they are more ready than ever before to cast their vote and fight for change.

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 turn out young voters (between the ages of 18 and 35) for progressive candidates in Virginia's state elections. NextGen helped turn out young voters [in record numbers](#) in Virginia, propelling a Democratic wave and setting the stage for an even larger effort in 2018.

With \$9.7 million invested, NextGen Florida is working to register, engage, and organize young voters across the state to elect Andrew Gillum to the Governor's seat, flip Congressional Districts 15, 16, 18, 25, 26, and 27, and defend Senator Nelson's and Rep. Stephanie Murphy's (FL-7) seats. With 130 staff and fellows on the ground, NextGen is working to organize young voters on 45 campuses and in their communities and has registered 52,220 young Floridians to vote this year.

In June, NextGen America broke with tradition and endorsed [Andrew Gillum in the Democratic primary](#), the organization's first endorsement since 2013. From the start, Gillum has stood out for his long-held belief in Medicare for All, his pledge to stand up to Trump, and his dedication to combating climate change. As a young, diverse, and progressive fighter for the rights of all Floridians, Gillum represents the future of the Democratic party.

To ensure that Andrew Gillum became the Democratic nominee for Governor, NextGen Florida knocked over 81,000 doors and sent over 300,000 text messages before the August primary. [NextGen boosted turnout in youth-dense areas across the state on August 28th](#) -- in student precincts surrounding Tallahassee universities, there were 5x more votes than in 2014, and at Florida Memorial University, turnout was up 150% over 2014 primary levels. Young people in Florida turned out in record numbers, showcasing their belief that Gillum will best represent their values and interests.

NextGen Florida worked diligently to mobilize and turn out young Black voters for the midterm elections. Through the Black Lives Rising program, NextGen Florida partnered with Color of Change PAC and Blavity to host events and rally young Black voters in [Tallahassee](#) and [Daytona Beach](#).

DIGITAL & MAIL

To reach young voters on and off campus, NextGen sent 3,817,007 pieces of direct mail and spent \$4,029,469 on cutting-edge digital ads to target 2,494,668 young Floridians. Running on social media platforms including Instagram, Facebook, Twitter, Reddit, Hulu, Twitch, Spotify, these ads, like "[Not Who We Are](#)" and "[Gillum for Governor](#)" stressed the stakes of this election, the need to stand up against Republicans Rick Scott and Ron DeSantis, and Florida's path forward by electing Andrew Gillum.



NextGen Florida also released a series of voter guide digital ads designed to educate young voters on key races for Governor and U.S. Senate in Florida and compare the platforms of [Andrew Gillum and Ron DeSantis](#) and [Bill Nelson and Rick Scott](#) on issues like affordable healthcare, criminal justice reform, and gun safety.

So far, NextGen has gotten out the vote by knocking on 139,147 doors, sending 978,288 text messages, and encouraging young Floridians to vote early. In the final five days, NextGen Florida plans to knock on 40,000 more doors and send over 40,000 more text messages. NextGen Florida will also connect with students through events on college campuses across the state. Due to NextGen's voter registration efforts, 52,220 young Floridians now have the power to vote. Now, it's time to reconnect with those voters to ensure they channel that voting power.

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 Florida, Our Lives, Our Vote partnered with HeadCount to register 13,863 high school students to vote in person, online, and through mail ahead of the November election.

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 Florida organizers will have knocked on 2,228,337 doors by Election Day to turn out voters for candidates who support working Floridians. 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 Florida, the Feedback Loop found that top issues amongst sporadic voters include gun violence prevention 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 Florida, GiveGreen raised \$3,563,652 for Bill Nelson, Andrew Gillum, Stephanie Murphy, Lauren Baer, Debbie Mucarsel-Powell, Donna Shalala, and Sean Shaw, among others.

"If Gillum's contest with Republican Ron DeSantis follows history and comes down to the wire, these 50,000 first-time voters on college campuses could be the determining factor." - [US News and World Report, October 10, 2018](#)