



**To:** NextGen Michigan Allies and Supporters  
**From:** Eliza Webb, State Youth Director  
**Date:** November 8th, 2018  
**Re:** **UPDATE** - NextGen Michigan's Efforts in the 2018 Midterm Elections

*"In 2014, less than 250 people voted on the campus of Michigan State University. Tuesday that same precinct saw nearly 1,000 voters. NextGen volunteers spent the past year visiting colleges across the state, encouraging students to register to vote on issues that are important to them." — "[Young Voters Turn Out in Record Numbers](#)," WILX, Lansing, November 6, 2018*

## **NEXTGEN MICHIGAN 2018: BY THE NUMBERS**

**TOTAL SPEND: \$3.5 million**  
**TOTAL STAFF ON THE GROUND: 67**  
**TOTAL DOORS KNOCKED: 125,254**  
**TOTAL TEXTS SENT: 474,457**  
**TOTAL VOLUNTEERS: 1,650**  
**TOTAL REGISTERED VOTERS: 39,353**  
**TOTAL COMMIT TO VOTE CARDS COLLECTED: 23,676**  
**TOTAL CAMPUSES WITH PROGRAM: 61**  
**TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: 941,142**  
**TOTAL PIECES OF DIRECT MAIL SENT: 1,072,618**

Young voters made history in Michigan Tuesday by turning out in larger numbers for a midterm election than any time in recent history. When young people vote, they vote for progressive leaders and policies that align with their values like Gretchen Whitmer, Elissa Slotkin, Haley Stevens, Jocelyn Benson and Dana Nessel, and ballot measures like ending gerrymandering and amending our constitution to guarantee access to voting. These victories are a clear rejection of Donald Trump and the GOP agenda in Michigan and proof that peer-to-peer organizing has a powerful impact on winning elections.

Yesterday, young people changed the face of politics in Michigan by electing a majority female statewide slate, led by Gretchen Whitmer. According to David Eggert at the [Associated Press](#), "Whitmer's victory in the race for governor was propelled by voters under age 45, with whom she had a sizable advantage over Schuette. Older voters also appeared to favor Whitmer, but by a smaller margin."

NextGen Michigan played a pivotal role in the 2018 midterm elections, and while there is still a great deal of important and challenging work ahead of us, the strides we made on Tuesday are the first steps towards building a state and country that values equality, justice, and opportunity for all.

## **Turnout By Young Michiganders Breaks Records**

According to VoteCast from the Associated Press, overall turnout in the state was over [54 percent of registered voters](#), the highest for a midterm election in 56 years. Based on exit polls, young voter (18-29) turnout reached record levels this year: [CIRCLE](#) estimates that roughly 31% of young people voted on Tuesday, a higher percentage than any midterm in recent history.

On Election Day, NextGen tracked turnout in three [Youth Vote Indicator Precincts](#), areas where more than 50 percent of registered voters are between 18 and 35 years old. In East Lansing’s Precinct 15, which sits squarely on Michigan State University’s campus in MI-08 and consists entirely of registered voters ages 18-35, voter turnout quadrupled compared to 2014 (from 242 voters in 2014 to 987 on Tuesday). Student turnout at MSU was a key factor in Elissa Slotkin’s decisive victory over Republican incumbent Mike Bishop.

NextGen also tracked Ward 3, Precinct 1 on the University of Michigan campus in Ann Arbor, where turnout tripled from 324 voters in 2014 to 724 yesterday, and Ward 5, Precinct 152 at Wayne State University, where turnout doubled from 152 voters to 335. The pattern was clear — young voters were fired up and made their voices heard in record numbers on Tuesday.

### Young People Showed Up for Progressives

Exit polls in Michigan also show that young people are overwhelmingly progressive, and they show up for candidates who inspire them and share their values. [CNN’s exit polling](#) shows that 63 percent of 18-29 year olds supported Gretchen Whitmer, and 66 percent of the same group also preferred Debbie Stabenow.

Age	Whitmer	Schuette	No Answer	Age	Stabenow	James	No Answer
18-29 <b>18%</b>	63%	34%	3%	18-29 <b>17%</b>	66%	31%	3%
30-44 <b>19%</b>	54%	42%	4%	30-44 <b>19%</b>	50%	46%	4%
45-64 <b>39%</b>	50%	48%	2%	45-64 <b>39%</b>	48%	50%	2%
65 and older <b>25%</b>	53%	45%	2%	65 and older <b>25%</b>	54%	44%	2%
1961 Respondents				1957 Respondents			

**SOURCE:** CNN EXIT POLLS

### Steps Toward Common-Sense Gun Reform

Young people across the country stood up for common-sense gun reform on Tuesday. In Michigan, the Our Lives, Our Vote program empowered high school students to make their voices heard this November, and vote out politicians beholden to the NRA, like Bill Schuette and Mike Bishop. In Michigan, Our Lives, Our Vote partnered with Good Jobs Now and the Emgage Foundation to register 8,973 high school students to vote in person, online, and through mail ahead of the registration deadlines.

### Victories For Working Families

For Our Future (FOF), a partnership between NextGen America and national labor unions, was the largest independent field operation for the progressive movement in the 2018 cycle. This year, For Our Future



Michigan organizers knocked on 1,195,694 doors by Election Day to turnout voters for candidates who support working Michiganders, like Gretchen Whitmer and Debbie Stabenow, and helped to end the supermajority in the Michigan Senate.

### Fighting For Our Planet

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 Michigan, GiveGreen raised \$549,325.49 for Debbie Stabenow, Gretchen Whitmer, Elissa Slotkin, Haley Stevens, Dana Nessel and Jocelyn Benson, among others.

### Clean Energy, Healthy Michigan

NextGen America worked with partners on the ground to initiate Clean Energy, Healthy Michigan, which worked to put clean energy on the ballot. In May, after collecting 350,000 signatures from Michigan voters, Clean Energy, Healthy Michigan reached an agreement with the largest utilities in the state DTE Energy and Consumers Energy for Michigan to commit to a 50% clean energy standard by 2030. Michigan is making significant progress in reducing emissions and growing the economy at the same time.

*“NextGen America, a California-based organization that has invested \$3.5 million in Michigan, has registered 39,662 young voters in Michigan — 257,857 altogether across 11 states....Mark Grebner, of Practical Political Consulting, expects the absentee ballots number to be even higher than where it stands now. ‘We’re going to see a few thousand more on top of that 58,000 and that’s just the absentee count.... As we move from 3 million to 4 million voters, that extra million is going to consist of a lot of young people, because you can’t add a lot of older people,’ many of whom are already registered to vote Grebner added.” — [“Young voters registered in droves, next step is getting to polls”](#) The Detroit Free Press, November 5, 2018*