



To: NextGen North Carolina Allies and Supporters
From: Josette Ferguson
Date: November 8th, 2018
Re: **UPDATE** - NextGen North Carolina's Efforts in the 2018 Midterm Elections

"According to NextGen America, turnout at a precinct on the UNC-Greensboro campus more than doubled from 2014 to this year. The group's college-focused data also shows large increases in turnout at schools with large minority populations like Fayetteville State University, UNC-Pembroke and North Carolina A&T." - [Voter turnout soars in NC. Insiders say it's due to women and young people](#), November 7, 2018

NEXTGEN NORTH CAROLINA 2018: BY THE NUMBERS

TOTAL SPEND: \$1 million
TOTAL STAFF ON THE GROUND: 38
TOTAL DOORS KNOCKED: 32,056
TOTAL TEXTS SENT: 226,421
TOTAL VOLUNTEERS: 307
TOTAL REGISTERED VOTERS: 6,183
TOTAL COMMIT TO VOTE CARDS COLLECTED: 6,516
TOTAL CAMPUSES WITH PROGRAM: 14
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: 91,323
TOTAL PIECES OF DIRECT MAIL SENT: 84,666

With the votes counted, it is clear that young people played an unprecedented role in helping win a crucial Supreme Court seat by electing the Honorable Anita Earls and broke the Republican super majority in the state legislature.

[As the Charlotte Observer wrote](#), "Anecdotally, poll watchers say young voters, minorities and women — all key Democratic groups — showed up in numbers unusual for a midterm election."

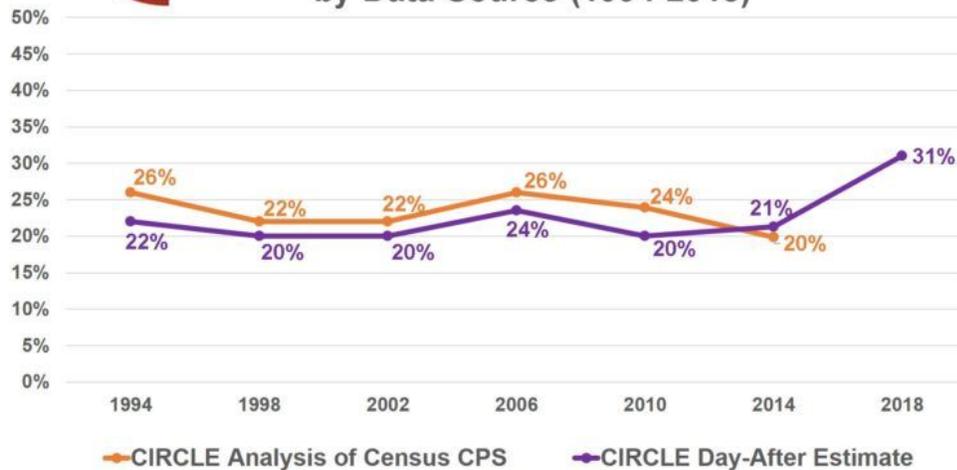
While the North Carolina GOP wants to silence the voice of young voters by creating obstacles to democratic participation, Tuesday's unprecedented increases in youth turnout proved that young North Carolinians are ready to fight for a progressive future based on dignity and justice for all people. NextGen North Carolina played a pivotal role in the 2018 midterm elections, and while our hardest and most important work is still ahead of us, the strides we made on Tuesday are the first steps towards building a state that values the voices of all equally.

Turnout By Young North Carolinians Breaks Records

Based on exit poll analysis completed by [CIRCLE](#), 31% of young Americans (age 18-29) turned out to vote in the 2018 midterm elections, the highest level of participation among youth in 25 years. Over the course of Election Day, NextGen tracked turnout in 4 Youth Vote Indicator Precincts, where more than 50% of registered voters are between 18 and 35 years old. Young voters at UNC-Greensboro, located in Congressional District 13, went to the polls in numbers nearly twice as high as 2014. In Pembroke, NC, home to UNC-Pembroke (which primarily serves Native Americans who are members of the Lumbee Nation), turnout jumped past 2014 vote totals and increased by at least 10 points.



Historical Midterm Youth Turnout Estimate, by Data Source (1994-2018)



The results of national [exit polls](#) illustrate that young people are overwhelmingly progressive, and they show up for candidates who inspire them and share their values. Nationally, young voters broke for Democratic House candidates 2 to 1.

Steps Toward Expanding the Black Vote

Black Lives Rising is NextGen’s grassroots organizing program that aims to engage, register, and turn out young black voters in the midterms, with a focus on Greensboro, Charlotte, Fayetteville and Salisbury. The program bridges NextGen’s organizing work between HBCUs and communities to build Black youth political power and flip Congressional seats and state houses. On Election Day, Black Lives Rising hosted a “March For Our Ancestors” at North Carolina A&T State University to lead students to the polls.

Fighting For Our Planet

Through GiveGreen, a partnership between NextGen America, the League of Conservation Voters Victory Fund, and the National Resources Defense Action Fund, \$384,589.27 was raised for progressive climate champions up and down the ballot in North Carolina. GiveGreen was crucial in electing Anita Earles to the Supreme Court, who will fight for clean air and water, push North Carolina to transition to renewable energy, and stand up against Trump’s reckless agenda.

“About one-third of the student body showed up to vote on the first day of early voting. At Bennett College, a small, all-women’s historically black institution in Greensboro, North Carolina, organizers registered about one-third of the student body and have been leading 50-person marches to the polls. — [Tom Steyer Is Using Adorable Pigs To Get Young People To Vote @ Huffinngton Post](#), November 3, 2018