



To: NextGen Wisconsin Allies and Supporters
From: George Olufosoye
Date: November 8th, 2018
Re: **UPDATE** - NextGen Wisconsin's Efforts in the 2018 Midterm Elections

"In La Crosse, NextGen targeted a ward that includes UW-La Crosse students. Results show Evers earned nearly double the number of Burke's support — 1,147 compared with her 616 votes — and Walker, who won the ward in 2014, received about 120 fewer votes than he did in 2014."

— "[Dane, Milwaukee counties fueled Democratic wins; college students also helped.](#)"

Wisconsin State Journal, November 7, 2018

NEXTGEN WISCONSIN 2018: BY THE NUMBERS

TOTAL SPEND: **\$2,882,035**

TOTAL STAFF ON THE GROUND: **66**

TOTAL DOORS KNOCKED: **178,477**

TOTAL TEXTS SENT: **528,781**

TOTAL VOLUNTEERS: **1,756**

TOTAL COMMIT TO VOTE CARDS COLLECTED: **50,869**

TOTAL CAMPUSES WITH PROGRAM: **32**

TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **584,369**

TOTAL PIECES OF DIRECT MAIL SENT: **528,259**

With the votes counted, it is clear that young people were the decisive factor in Tony Evers' victory. Fueled by NextGen Wisconsin's organizing efforts, young people showed up in record-breaking numbers to take back their state from Scott Walker who has been [undermining their education](#) since they were in [grade school](#).

This election was proof that young people have and will continue to take power into their own hands and change their state's political landscape. For the last year, students in Wisconsin have been [flexing their political power](#), and on Tuesday, they took that energy to the ballot box to finally vote out Walker.

[As the Wisconsin State Journal wrote](#), "The key to Tuesday's stunning Democratic upset of Wisconsin's eight-year-old Republican lock on state government came from a blue tsunami in Wisconsin's largest counties and possibly a smaller wave on college campuses around the state."

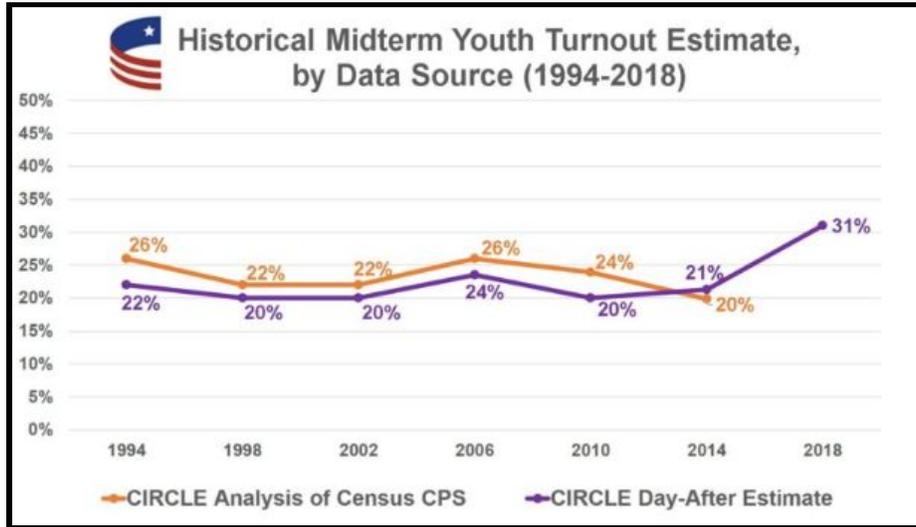
NextGen Wisconsin played a pivotal role in the 2018 midterm elections, and while there is still a great deal of important and challenging work ahead of us, the strides we made this week are the first steps towards building a state that values equality, justice, and opportunity for all.

Turnout By Young Voters Breaks Records

This year young voters across the country turned out at [higher rates](#) than in any midterm election in a quarter-century, and Wisconsin was no exception.

According to unofficial results provided by county clerks, youth-dense wards around the state saw massive increases in turnout. In La Crosse Ward 8, which is anchored by UW-La Crosse student housing, turnout jumped 52% over 2014. At Carthage College in Kenosha, it increased 126% from the last

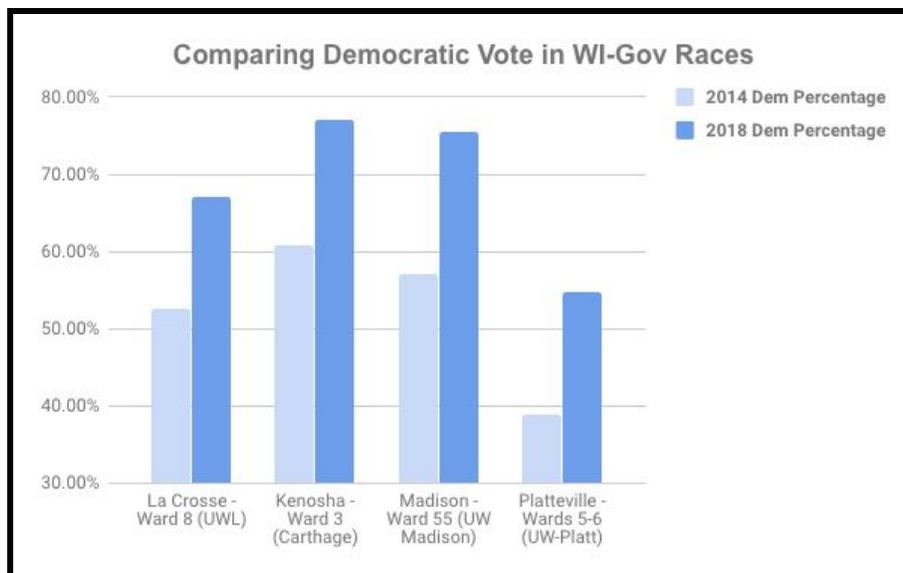
midterm election. And in Madison — the youth vote (and state) capital of Wisconsin — [92.3%](#) of registered voters turned out.



Young People Showed Up for Tony Evers

Based on [exit polls](#), young voters (18-29) cast ballots for Tony Evers by a 23% margin (60-37). In 2014, those voters only went for the Democratic gubernatorial candidate by a [four point](#) margin. This partisan shift in the youth vote was decisive in Tony Evers' victory.

The unofficial results from county clerks' offices demonstrate that young people are overwhelmingly progressive, not just in Madison, but in every corner of Wisconsin, and they show up for candidates who inspire them and share their values.



Steps Toward Common-Sense Gun Reform

Young people across the country stood up for common-sense gun reform on Tuesday. In Wisconsin, 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, such as Scott Walker and Brad Schimel. In Wisconsin, Our Lives, Our Vote partnered with National School Walkout and 50 Miles More to register 3,713 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 Wisconsin organizers knocked on 884,324 doors by Election Day to turnout voters for candidates who support working Wisconsinites, like Tony Evers and Tammy Baldwin.

Fighting For Our Planet

Through GiveGreen, a partnership between NextGen America, the League of Conservation Voters Fund, and the National Resources Defense Council, \$815,560.25 was raised for progressive climate champions up and down the ballot in Wisconsin. GiveGreen was crucial in electing Tammy Baldwin, Tony Evers, Mandela Barnes, and Josh Kaul who will fight for clean air and water, push Wisconsin to transition to renewable energy, and stand up against Trump's reckless agenda.

*“Like many of the young voters on campus, [Nada] Elmikashfi, a fellow with [NextGen America](#), a liberal political advocacy group, is determined to reverse the state’s decade-long lurch to the right. Beneath a cornflower blue sky Elmikashfi and two friends in fancy dress are handing out leaflets explaining why this midterm vote is so important. And why is it so vital to her? ‘I’m a black Muslim woman and an immigrant,’ she says. ‘I am trying to reclaim my voice.’ — “[Can young people take back Wisconsin from Scott Walker’s hard-right grip?](#),” *The Guardian*, October 30, 2018*