



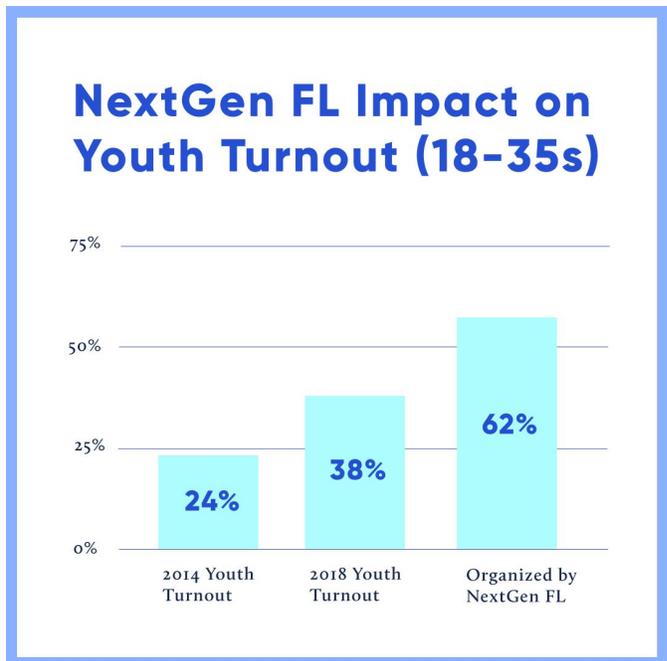
To: NextGen Florida Allies and Supporters
From: Justin Atkins, NextGen Florida State Youth Director
Date: April 9th, 2019
Re: New Voter File Data Shows Impact of NextGen Florida on 2018 Midterms

With competitive Senate, Governor, and House seats up for grabs, all eyes were on Florida last year. With fresh, progressive candidates like Andrew Gillum on the ballot and the Parkland students inspiring a nationwide movement, Floridians under-40 increased their vote share (relative to all voters) **from 18% in 2014 to 24% in 2018** and [supported](#) Democrats, such as Gillum and Senator Bill Nelson, by more than a **30-point margin**. Though statewide Democratic candidates came up just short, it's clear that [young Democrats were fired](#) up and showed up at the polls in record numbers.

	2014 Turnout	2018 Turnout	Percentage Increase
18-35	24%	38%	+14 points
All Ages	46%	58%	+ 12 points

While Floridians of all ages turned out to vote in unprecedented numbers in 2018, young people increased their turnout disproportionately to the general public. As the graph above shows, 38% of young Floridians (18-35) cast a ballot in November -- up **14 points** over the state's young voter turnout in 2014.

NextGen America's program was key to victory
 In 2018, NextGen ran its largest youth mobilization effort in the Sunshine State, including a massive face-to-face field organizing program, a digital advertising program aimed at motivating nearly 2.5 million unlikely-to-vote young people, and an experiment-informed Get Out The Vote mail program. With Florida's voter file updated, it is clear NextGen's comprehensive mobilization program helped play a decisive role in sending Democrats like Debbie Mucarsel-Powell and Donna Shalala to the 116th Congress. Florida is key to Democrats winning back the White House in two years, and the lessons learned from NextGen's program will be critical for victory in 2020.



FIELD: Talking to young people in person is the most effective tactic

Young Floridians, who are not traditionally targeted by political campaigns, are the ones Democrats need to win in 2020. They are willing to show up and vote, but only if we actively engage and mobilize them.



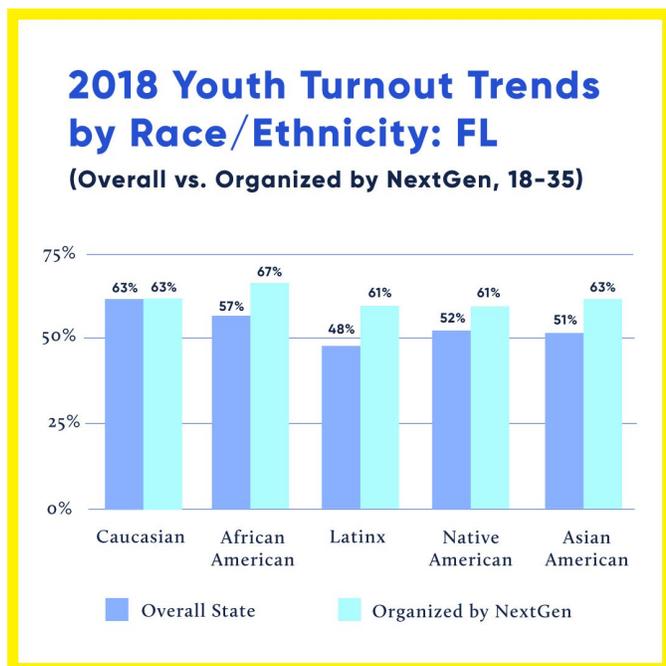
As the above graph shows, **62% of young Floridians** organized¹ by NextGen voted, 24 points higher than their age cohort writ large. As shown in the table below, our year-long voter registration efforts dramatically increased turnout, as did the canvassing and pledge-to-vote programs we ran in the fall.

Tactic	# of People	% Turnout
Registered to Vote by NextGen	52,220	63%
Pledged To Vote by NextGen	40,974	66%
Canvassed by NextGen	22,931	49%

In competitive US House districts, the youth vote helped push candidates across the finish line. Rep. Debbie Muscarel-Powell flipped FL-26 from red-to-blue by just 4,119 votes, while the 18-35 year olds grew from 15% of all voters in 2014 to 20% in 2018. This surge in young voter turnout included 1,831 new young people NextGen registered to vote at Florida International University.

District	Turnout (All Ages)		Youth Turnout (18-35)			
	2014 Overall	2018 Overall	2014 Overall	2018 Overall	Organized by NextGen	Increased Turnout of NextGen Targets
FL-26	39%	53%	21%	37%	58%	21 points
FL-27	40%	59%	21%	43%	64%	21 points

In 2016, [turnout](#) among young Black Floridians dropped significantly. This cycle, NextGen doubled down on its efforts to mobilize young people of color across the state. We emphasized organizing at community colleges that serve minority populations and HBCUs. **61% of the students NextGen registered to vote at FAMU and 80% of Bethune-Cookman registrants cast ballot**, some of the highest turnout rates in the country. Overall, young Black Floridians that NextGen’s field program contacted turned out 8 percentage points higher than the young Black voters that our program did not reach. The trend continues with other young Floridians of color, with a 15-point spread for young Latinx Floridians and 14-point spread for young Asian-Americans.



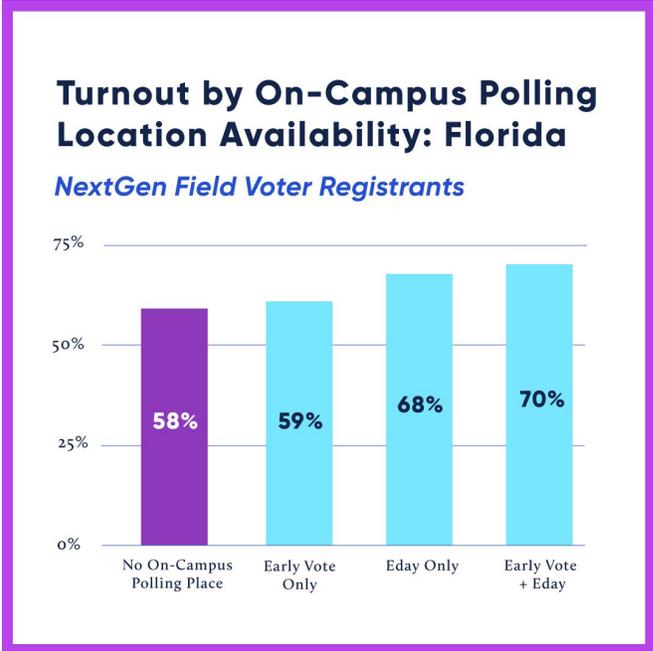
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¹ “Organized” includes young people who were registered, canvassed, or committed to vote by NextGen’s field and mail programs.

NEXTGEN ON CAMPUS: Making voting accessible to busy students

In July 2018, a federal judge ruled that Governor Rick Scott’s ban on on-campus early voting polling sites was unconstitutional. Following that ruling, NextGen joined a statewide coalition that advocated for and successfully established early vote sites on ten campuses, including the four big schools below.

As shown in the graph to the right, young people registered by NextGen voted at increasingly higher rates when their colleges or universities offered an early voting site, an Election Day polling location, or both. These polling places facilitated increased turnout by making voting easier and more accessible -- for example, 74% of the Florida State students NextGen registered to vote cast a ballot.

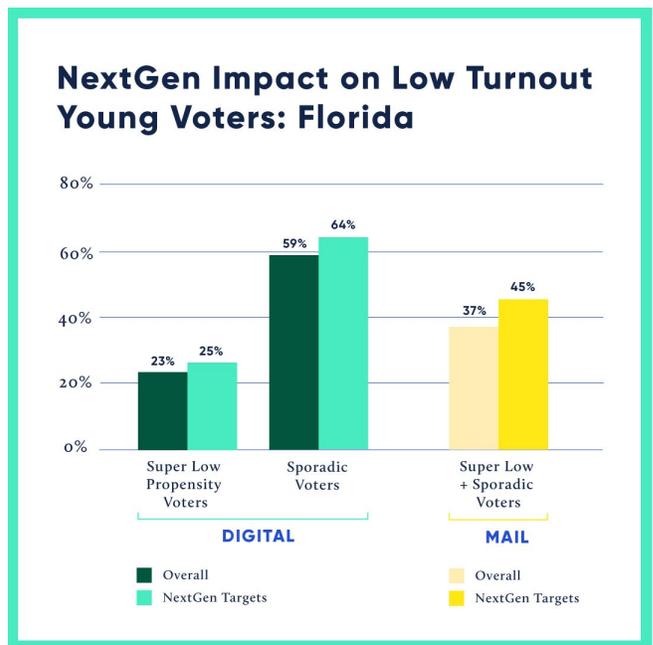


School	Turnout % by NextGen VR	Turnout % by NextGen PTV
University of Central Florida	69%	71%
Florida State University	74%	74%
University of Florida	69%	72%
University of South Florida	71%	72%

DIGITAL + MAIL: An effective youth program talks to young people where they are and often

To get young people to vote, campaigns and organizations must talk to them where they are. A smart young voter program is not limited to face-to-face conversations, it must also include a digital, mail and texting program to reach young voters who are more difficult to reach in person. NextGen ran a 12-week digital ad program aimed at progressive young voters aged 18-35 who either have never voted before or are sporadic voters at best.

Young Floridians targeted by our digital program turned out up to **5 points higher** than the young Floridians we didn’t target. Similarly, we sent get-out-the-vote mail to over 1.8 million Floridians, and those we targeted with





mail turned out **8 points higher** than those we did not send mail to.

What's Next?

In 2020, Florida will again be at the center of attention. A successful Democratic presidential candidate will need to galvanize young people and people of color to win Florida's coveted 29 electoral votes, and NextGen is already on the ground putting in the work to help them.

The Republican Party has lost young voters for a generation and knows it can only win if young people are discouraged from casting a ballot. We've seen the GOP run this playbook time and again — former Governor Rick Scott banned on-campus early voting locations back in 2014 to suppress the youth vote ahead of his re-election. Recently, a House committee [moved to deny voting eligibility](#) to returning citizens who have not paid back all court fees, a blatant attempt to undermine Amendment 4 and bar thousands of Floridians from voting. With a Republican legislature and Governor, NextGen is prepared to fight back against any attack on our voting rights. NextGen Florida will also fight to expand access to the ballot box for young Floridians by advocating for more on-campus polling sites and voter compliant student IDs ahead of 2020.

NextGen Florida organizers and volunteers are continuing to organize young people on college campuses and in communities. In the spring, NextGen will host Youth Vote town halls with Rep. Debbie Mucarsel Powell and Commissioner of Agriculture Nikki Fried so that the young people who helped power them to office can hold their leaders accountable to campaign promises on issues like climate action, gun safety, and college affordability.