



To: NextGen New Hampshire Allies and Supporters

From: Brian Rogers, New Hampshire State Director

Date: April 10, 2019

Re: New Voter File Analysis Shows Impact of NextGen New Hampshire on 2018 Midterms

While New Hampshire has one of the oldest populations in the country, young Granite Staters have been a decisive voice [in several past NH elections](#). Last year was no different, as voters under 40 years old grew their share of the electorate from 10% in 2014 to 14% in 2018, ultimately helping dictate the outcome of crucial elections up and down the ballot.

This increase in the youth vote largely favored Democrats, helping flip both chambers of the state legislature and the Executive Council while keeping the First Congressional District blue. In the race for Governor, 18-29 year olds supported Democrat Molly Kelly by a [19 point margin](#), nine points higher than their support for then-Governor Hassan in 2014. As young voters grow their share of the electorate and margin of support for Democrats, Governor Sununu and the NH Republican Party are facing a true youth vote problem in 2020.

In 2018, NextGen New Hampshire ran a massive face-to-face field organizing program statewide, a digital advertising program aimed at motivating more than 150,000 unlikely-to-vote Granite Staters, and an experiment-informed Get Out The Vote mail program. With New Hampshire's voter file updated, it's clear that NextGen New Hampshire's comprehensive mobilization program helped play a pivotal role in electing progressives across the state. New Hampshire 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

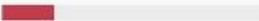
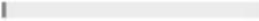
NextGen New Hampshire's massive field program, which collected over 18,000 pledges to vote, knocked over 41,000 doors, and sent over 220,000 texts, paid huge dividends. **66% of young Granite Staters** organized¹ by NextGen turned out to vote, **29 points higher** than their age cohort writ large and an achievement with huge ramifications for 2020 and future campaigns in the state.

NextGen New Hampshire employed a number of strategies to increase student turnout on 18 college campuses across the state, including an extensive 'Rides to the Polls' program. In total, NextGen provided over 2,900 students across the state with a ride to the polls, allowing them to register and vote on the same day. In one Keene State College precinct, [41% of the vote total came from same-day registrants](#).

On the college campuses where NextGen pledged students to vote, turnout increased significantly. Of the nearly 5,000 UNH students NextGen pledged to vote, 73% showed up at the polls on Election Day. At Dartmouth College and Keene State, where NextGen collected over 2,000 pledges to vote, students turned out at a rate of 78% and 66%, respectively.

In NH-01, young voters helped tip the scales in favor of Chris Pappas (D) over Eddie Edwards (R), increasing their vote share from 7% in 2014 to 11% in 2018. 70% of the young people organized by NextGen New Hampshire in NH-01 cast a ballot, 31 points higher than the district's overall youth (18-35) turnout rate. At the University of New Hampshire precinct in Durham, voters increased their turnout by 43% over 2014 and supported Pappas by a 58 point margin.

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

Durham			
1 of 1 Precincts Reporting - 100%		Updated: Nov. 06, 2018 23:30 ET	
Party	Name	Votes	Vote %
Dem	Pappas, Chris 	5,153	78.41 % 
GOP	Edwards, Eddie	1,308	19.90 % 
Lib	Belforti, Dan	111	1.69 % 

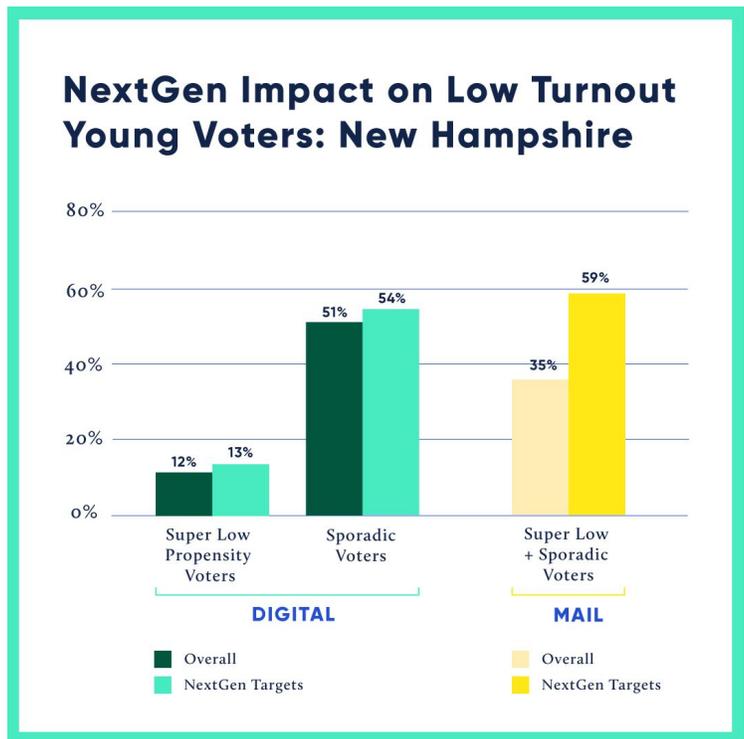
DIGITAL + MAIL: An effective youth program talks to young people where they are and often

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 New Hampshire ran a 12-week digital ad program aimed at turning out young people who either have never voted before or are sporadic voters at best. Young Granite Staters targeted by our digital program turned out up to **3 points higher** than the young voters we didn't target. Similarly, we sent get-out-the-vote mail to over 27,000 young New Hampshire voters, and they turned out **24 points higher** than those we did not send mail to.

Analysis shows that if NextGen New Hampshire talked to a young person through a multitude of different mediums (in person, via text, online, in the mail), they were more likely to vote. **42%** of the young people NextGen NH talked to by only one method cast a ballot, while **70%** of the young people NextGen talked to through three different channels (field, mail, digital) voted. It's clear -- to mobilize this crucial demographic in 2020, Democrats need to start engaging young people now and talk to them often.



What's Next?

It's clear from the election results in 2018 that young voters are key to keeping New Hampshire blue in 2020. Successful Democratic candidates will need to galvanize young people to win statewide, and NextGen is already on the ground putting in the work to help them.

The youth vote showed up in full force in November, despite Republicans' attempts to limit student voting rights. 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. In 2018, Republicans in the state legislature and Governor Sununu passed SB 3 and HB 1264, two voter suppression bills that would disproportionately affect students. The new Democratic state House recently passed HB 105 and HB 106 to effectively repeal those bills, and they will head to the Senate next



week. This week, NextGen launched a social media and petitioning [campaign](#) to urge Governor Sununu to not veto HB 105 and 106 and to protect student voting rights.

In 2019, in addition to organizing on college campuses and in communities, NextGen New Hampshire will continue its fight for young Granite Staters. NextGen has advocated on behalf of 23 bills in the [NH Youth Agenda](#) that will move through the statehouse this legislative session, all of which center on critical issues like voting rights, climate change, and affordable higher education.

NextGen is organizing young voters across New Hampshire to lobby state legislators, host actions on their campuses, and use petitions to stand against Governor Sununu's anti-voting rights, anti-student, and anti-environment bills. 2019 might be an off-cycle year, but NextGen New Hampshire continues to be hard at work expanding our democracy and ensuring young people can make their voices heard.