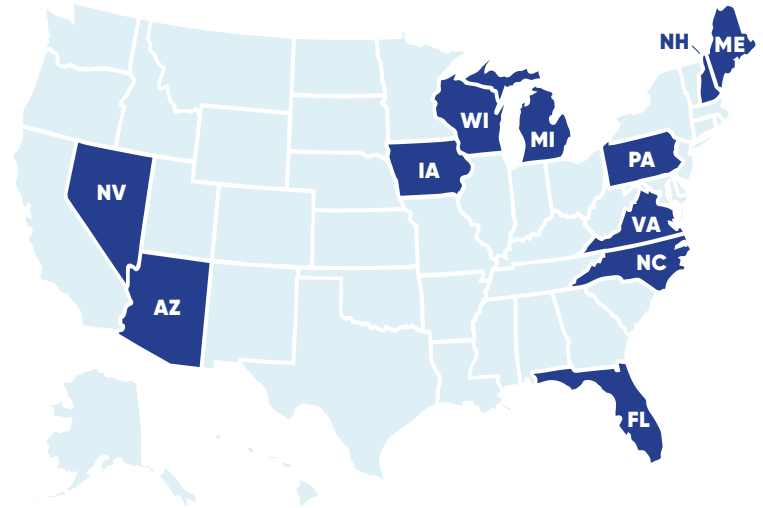




**NextGen America is running the largest youth vote program in history to help elect Joe Biden and Democrats up and down the ticket in 11 key battleground states. While COVID-19 presents challenges, NextGen America has adapted campaign efforts to function in a digital-only campaign environment, with the opportunity to pivot back to face-to-face organizing if it can be done safely.**

NextGen targets low propensity or “high-opportunity” voters: young people who are more than likely to be progressive, but need extra motivation to go out and cast a ballot in November. As you can see below, **NextGen aims to reach 4.5 million young people in 11 key states**, more than 10x Trump’s margin of victory in 2016.



Trump’s 2016 Margin of Victory in 11 Key States **338,498**

NextGen’s Goal for Commit to Vote **380,978**

Voters NextGen Aims to Reach **4,515,685**

	Trump/Clinton Margin	Voters NextGen Aims to Reach	NextGen’s Goal for Voter Registration	NextGen’s Goal for Commit to Vote
Arizona	91,324	386,911	12,654	30,047
Florida	112,911	1,156,340	28,138	66,374
Iowa	147,314	174,326	8,789	27,655
Maine	-22,142	62,845	2,804	18,059
Michigan	10,704	550,701	15,711	42,523
Nevada	-27,202	200,615	4,907	16,438
New Hampshire	-2,736	45,187	–	22,356
North Carolina	173,315	671,416	14,811	41,205
Pennsylvania	44,292	659,097	25,996	41,239
Virginia	-212,030	459,728	15,174	23,612
Wisconsin	22,748	148,519	7,044	51,472
<b>TOTALS</b>	<b>338,498</b>	<b>4,515,685</b>	<b>136,028</b>	<b>380,978</b>



**As NextGen adapts to the realities of COVID-19**, organizational priorities have remained the same, while changes have been made in how tactics are executed.

## FIELD AND DIGITAL ORGANIZING

In March, the NextGen digital organizing team pivoted to an all-digital strategy and is poised to execute it through Election Day if need be. This team of hundreds of organizers and volunteers is continuing to stay in touch with young voters through their cell phones. By Election Day, NGA expects to have made at least 1,500,000 phone calls and sent at least 9,000,000 text messages to young voters, ensuring they are registered to vote, know how to cast a ballot safely, and understand the differences between the candidates on their ballots.

Beyond calls and texts, NextGen’s organizing team is heavily focused on hosting effective online events that help in gathering commitments to vote and new voter registrations. Already, NextGen has hosted the first ever political rally on viral gaming sensation “Animal Crossing,” organized LGBTQ-policy themed virtual drag shows, and offered several town halls focused on issues around climate change and immigration justice. **Each of these events helps grow a volunteer base, sign up new young voters to commit to vote, and provide access to more cell phone numbers to call and text.**

NGA’s organizing efforts will get young people registered to vote at their current address and then pivot to ensuring they can vote-by-mail. In AZ, FL, ME, PA, VA, and WI, organizers will ensure young people sign up online to vote-by-mail online. In IA, MI, NC, NH, and NV, organizers will focus on motivating young people to fill out paper ballot request forms and mail them in appropriately. **The goal is to ensure that every young person in the 11 battleground states requests a mail-in ballot by September**, and NGA is prepared to mail request forms to any voter that won’t receive one from their state government. To measure success on this goal, NGA plans to generate 500,000 vote-by-mail requests.

**100s OF ORGANIZERS AND VOLUNTEERS**

**1.5 MILLION CALLS  
9 MILLION TEXTS**

**500,000  
VOTE-BY-MAIL  
REQUESTS**

	AZ	FL	IA	ME	MI	NV	NH	NC	PA	VA	WI
Can Vote by Mail Without an Excuse	●	●	●	●	●	●	●	●	●	●	●
Can Request Vote by Mail Online	●	●	×	●	×	×	×	×	●	●	●
No Notary or Witness Required	●	●	●	●	●	●	●	1 NOTARY OR 2 WITNESSES	●	1 WITNESS	1 WITNESS
Prepaid Postage	●	×	●	×	×	●	×	×	×	×	●

These laws are subject to change in response to COVID-19, but these are the rules as of June 2020.



## DIGITAL COMMUNICATIONS AND PAID MEDIA

NextGen’s organizing program is supplemented by a **best-in-class digital advertising campaign that will reach an audience of 4.5 million sporadic-voting young people every day from June through November.** With a particular focus on communicating with young Black and Latinx audiences in AZ, WI, MI, PA, NC, and FL, digital ad programs will focus on contrasting Joe Biden and Donald Trump, and as Election Day approaches, messaging about key Senate races as well. These digital ad programs will reach young people on more traditional platforms like Facebook, YouTube, Instagram, Hulu and Pandora, but also on podcasts and through “sponsored content” partnerships with outlets like Teen Vogue, Complex Magazine, and Mitú.

On top of an extensive digital advertising program, NextGen America is pushing the boundaries of digital communications through Instagram and the YouTube Influencers program. As of the end of June, NextGen has recruited more than 753 Instagram influencers in those key states. **These influencers collectively have over 13.48 million followers who will see their content about NextGen’s calls to action,** how to register to vote and vote by mail, and the contrast between Joe Biden and Donald Trump. By November, NGA aims to recruit 3,000 influencers to speak to their audiences.

## EARNED MEDIA AND CONTROLLING THE NARRATIVE

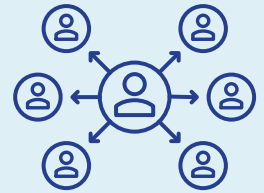
Young people consume a majority of their information online and from trusted news sources, and NextGen has invested in a press and earned media strategy that will reach young people, including **9 state-based press secretaries** who focus on getting information into the state media outlets with the largest social media reach in-state. In key states, the NGA teams add the voice of young people to the political conversation through mass Letter to the Editor campaigns and getting young voices represented on Op-Ed pages.

NextGen’s work also aims to influence the media narrative about the role of young people in the election. In June, **NGA will complete an extensive messaging research program that tests the most effective ways to talk to young people about the stakes of the election.** In July, NextGen will begin a monthly young voter tracker poll to provide snapshots in time of where young people in battleground states stand on the race. NGA’s team will continue to educate reporters, pundits, and political elites about the size of the opportunity with young voters as well.

**No one knows how the COVID-19 crisis will impact this election, but NGA must adapt, be nimble and be effective in order to win.** Compared to their older Millennial and GenXer counterparts, NextGen’s target 18-35 yo demographic spends a disproportionate amount of time in front of their phones, computers and game systems. So NGA teams will continue to do what they do best: **meet them where they are.** In spite of these uncertain times, NextGen America will certainly keep working to turn out the youth vote that will be crucial in victories for Democrats from the White House to the state houses.



**ADS REACHING  
4.5 MILLION DAILY**



**RECRUITING 3,000  
INFLUENCERS**



**MASS LETTER TO THE  
EDITOR CAMPAIGNS**



**MONTHLY YOUNG  
VOTER TRACKER POLL**



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