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NextGen New Hampshire Celebrates #YouthVote Impact in Unprecedented Election Year

NextGen New Hampshire 2020: By the Numbers

TOTAL SPEND: **\$3,398,069**

TOTAL STAFF ON THE GROUND: **26**

TOTAL VOLUNTEERS: **773**

TOTAL CAMPUSES WITH PROGRAM: **22**

TOTAL PLEDGES TO VOTE COLLECTED: **20,664**

TOTAL TEXTS SENT: **424,546**

TOTAL CALLS MADE: **238,566**

TOTAL PIECES OF DIRECT MAIL SENT: **7,187**

Manchester, NH — While the final analysis may take months, early data in New Hampshire shows that NextGen New Hampshire played a decisive role in achieving record-breaking turnout among young voters this year and delivering victories for Joe Biden and Jeanne Shaheen. Combining an innovative relational organizing program with a first-rate digital operation that adapted to the requirements of an unprecedented public health crisis, NextGen mobilized young voters and ensured they had the resources and education they needed to vote safely amid the pandemic.

“Young voters recognized that this election represented a crossroads for our nation. After four years of pushing back against Trump’s chronic failure to lead on the issues that matter to us, we proudly mobilized in record-breaking numbers to remove him from office,” said **Emma Tyler, State Director of NextGen New Hampshire**. “It takes energy and commitment to mobilize young voters, and NextGen innovated to organize young voters in new ways and deliver young voters to fuel Democratic success.”

NextGen’s early investment in New Hampshire this year paid off. Early data from the [Center for Information and Research on Civic Learning and Engagement](#) show that young voters aged 18-29 in the Granite State supported Joe Biden and Kamala Harris at nearly 30-point margins, and represented at least 18% of the electorate. Young people additionally increased their margins of support for Biden nearly 20 points over Hillary Clinton four years ago.

As New Hampshire adjusted to voting amid a pandemic, NextGen New Hampshire ran an innovative organizing program that reached young voters in the new natural gathering places of

the post-pandemic world: online, on their phones, on social media, and even on online gaming platforms. NextGen New Hampshire deployed 26 paid staff dedicated to college campuses and youth-dense communities around the Granite State and invested over \$3.3 million in turning out young voters to elect Joe Biden and Kamala Harris, while providing a clean re-election sweep for the state's federal delegation: Sen. Jeanne Shaheen, Rep. Chris Pappas, and Rep. Annie Kuster.

NextGen played a particularly instrumental role in voter education around absentee voting, when absentee ballot guidelines changed. As record-breaking numbers of New Hampshire voters cast absentee ballots, NextGen made over 660,000 calls and texts to encourage young voters to cast absentee ballots and answer questions about the changes in voting and voter registration.

"Young voters stood behind leaders that fought for progressive values and rejected candidates like Matt Mowers and Corky Messner who ran on bigotry and lies," said **Dan Bristol**, the **NextGen New Hampshire Press Secretary**. "Across the board young voters showed up for Democrats, and the work that NextGen did played a key role in energizing and mobilizing this demographic. There is more work to do but state Republicans do not have a mandate from young people, and we will fight to hold them accountable to represent all Granite Staters."

NextGen New Hampshire is the largest organization in the state that focuses solely on getting voters aged 18-35 to the ballot box to elect progressive candidates up and down the ballot. Through innovative organizing tactics and a highly focused digital program, NextGen New Hampshire was uniquely suited to help millennial and Gen Z Granite Staters seize power to make their voices heard. NextGen New Hampshire committed to mobilizing young people to vote in 2020 to win progressive victories up and down the ballot. For more about NextGen America's 2020 program please visit, www.nextgenamerica.org/2020

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