



**FOR IMMEDIATE RELEASE**

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## **NextGen Florida Celebrates Youth Vote Impact in Unprecedented Election Year**

### **NEXTGEN FLORIDA 2020: BY THE NUMBERS**

TOTAL SPEND: **\$8.1 million**

TOTAL STAFF ON THE GROUND: **74**

TOTAL VOLUNTEERS: **2,665**

TOTAL CAMPUSES WITH PROGRAM: **36**

TOTAL YOUNG VOTERS REGISTERED: **25,801**

TOTAL PLEDGES TO VOTE COLLECTED: **83,298**

TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **1,660,957**

TOTAL CALLS MADE: **1,952,699**

TOTAL TEXTS SENT: **5,267,019**

TOTAL PIECES OF DIRECT MAIL SENT: **2,136,411**

TARGETED RACES: **Presidential**

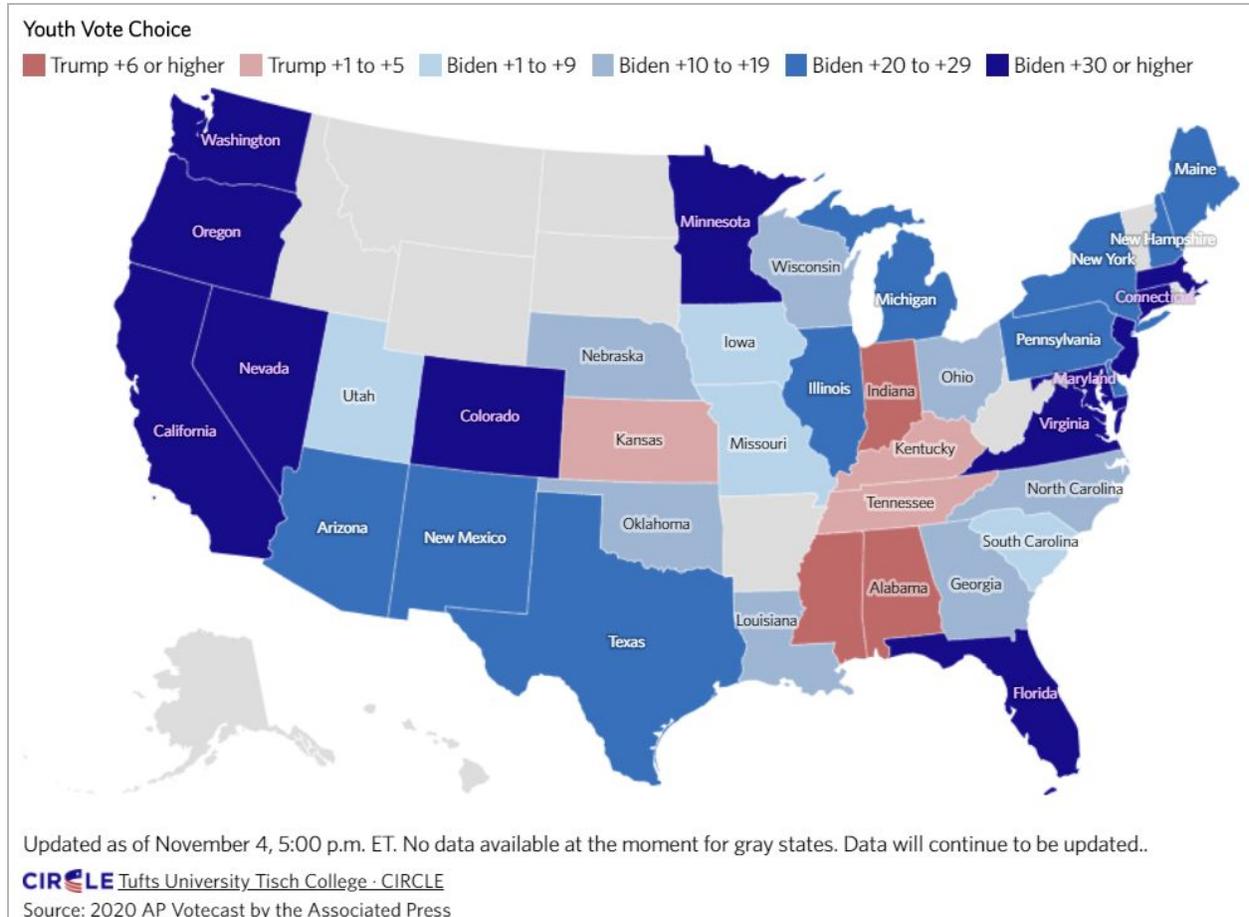
**WEST PALM BEACH** — While it may take months for final numbers, early data show that NextGen Florida played a decisive role in activating the youth vote and more young Americans voted in this election than ever before. Breaking in enormous margins for Joe Biden and Kamala Harris, the youth vote built up a sizable bank of votes for the President-elect and Democrats down the ballot. 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 information they needed to vote safely amid the pandemic.

“We faced exceptional challenges this year,” said **Justin Atkins**, the **State Director for NextGen Florida**. “But we adapted, persisted, and fired up young voters in Florida. By engaging young Floridians about the issues that matter most to us, we achieved one of the highest margins of support in the country for Joe Biden among young voters. The incredible rates of turnout and progressive support proves the need for continued investment in youth engagement in Florida.”

Data from the [Center for Information and Research on Civic Engagement](#) shows that young voters 18-29 made up 14% of the electorate in Florida this year, breaking for Joe Biden at

30-point margins throughout the state and providing a stinging rebuke to Donald Trump's presidency and Republican leadership in Florida.

### Youth Vote Margins Across the United States



***Young Florida voters broke for Biden 64% - 34% according to early data.***

In 2018, NextGen Florida demonstrated what happens when you engage young voters, boosting overall turnout among those aged 18-35 by 14 points in a midterm election and achieving 62% turnout among the voters NextGen talked to.

Another key challenge for NextGen this year was adjusting to the realities of the coronavirus pandemic, and introducing Millennials and Gen-Z'ers to mail-in voting, a traditionally underused voting method for younger voters. NextGen organizers called and texted young voters throughout the state and became go-to resources for information on early voting, from where to fill out a vote-by-mail request or voter registration form to how to vote early in person and cure their ballots. Thanks to NextGen Florida's efforts, 1.52 million Floridians aged 18-35 cast their ballot during the early voting period, representing over 90% of the total 2016 youth vote in the Sunshine State.

Several youth-dense precincts show the magnitude of NextGen’s work this year, with massive turnout numbers at key campuses fueled by high enthusiasm. The University of Central Florida precinct exceeded 100% turnout as voters were able to update their address on Election Day; the Florida State University precinct saw an 11-point increase in turnout over 2016, with 81% of voters there casting a ballot; in Hillsborough, the University of Tampa precinct also saw a 10-point increase over 2016 turnout, another strong example of young voter enthusiasm across the Sunshine State.

NextGen Florida ran an innovative organizing program that reached young voters where they are: on campus, in their communities, and online. NextGen Florida deployed 74 organizers and fellows on college campuses and youth-dense communities around the Sunshine State and invested more than \$8.1 million in turning out young voters to defeat Donald Trump. Organizers brought together a diverse coalition of young voters by encouraging vote-by-mail and early voting, hosting high-profile digital events like a conversation with Emmy Award-winning actress Laverne Cox, and ensuring that we reached out to first-time and low propensity voters who could make the difference in Florida. NextGen’s efforts in the Sunshine State also included a \$2.6 million digital advertising campaign that spoke directly to the concerns and priorities of young Latino and young Black Floridians, two drivers of the youth vote in Florida.

“Young Floridians face disproportionate challenges in the voting process and in their daily lives,” said **Abel Iraola**, the **NextGen Florida Press Secretary**. “We put the focus on the change we wanted to see and the issues we needed to fight for, and as a result saw a youth electorate that turned out in high numbers with a deep desire to see Trump rejected and Joe Biden elected to the White House. This shows what we can achieve when we include young voters in the conversation.”

### **About NextGen Florida**

NextGen Florida is an inclusive coalition of young voters and activists committed to winning elections for progressive candidates in the Sunshine State.

NextGen Florida has been hard at work developing a strong base of young progressive voters, rallying off of a successful \$9.7 million campaign in 2018 that boosted youth voter turnout by 14 points from the previous midterm election. In 2018, NextGen Florida knocked on over 139,000 doors, sent nearly 1 million texts to young Floridians, and registered an additional 52,220 voters, including on 45 college campuses across the Sunshine State.

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