

FOR IMMEDIATE RELEASE

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NextGen Maine Activates Record #YouthVote Turnout in Unprecedented Election Year

Maine's largest youth vote program mobilized record numbers of young and low-propensity voters who overwhelmingly supported Joe Biden, Sara Gideon, and Jared Golden.

NEXTGEN MAINE 2020: BY THE NUMBERS

TOTAL SPEND: **\$3,710,593.53**

TOTAL STAFF ON THE GROUND: **25**

TOTAL VOLUNTEERS: **528**

TOTAL CAMPUSES WITH PROGRAM: **24**

TOTAL YOUNG VOTERS REGISTERED: **3,699**

TOTAL PLEDGE TO VOTES COLLECTED: **14,181**

TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **94,210**

TOTAL CALLS MADE: **363,549**

TOTAL TEXTS SENT: **563,274**

TOTAL PIECES OF DIRECT MAIL SENT: **59,913**

TARGETED RACES: **Trump vs. Biden, Collins vs. Gideon, Golden vs. Crafts**

Portland, ME — In a year where it became instantly harder to vote across the spectrum, NextGen Maine played a decisive role in achieving record-breaking turnout among voters, propelling Joe Biden to victory with three of Maine's electoral votes and protecting Jared Golden's seat in the Republican-leaning second congressional district. Combining an innovative relational organizing program, a first-rate digital operation, and the persistence to organize young voters through an unprecedented public health crisis that hollowed out many youth-dense communities – in particular college towns – NextGen mobilized young Mainers and ensured they had the resources and education they needed to vote safely amid the pandemic.

According to early data from the Center for Information and Research on Civic Learning and Engagement, turnout among voters aged 18-29 is projected to hit [56%](#), far surpassing the group's 48% turnout in 2016. One week before Election Day, young voters in Maine had already [cast more votes](#) than the margin of victory in the state's 2016 presidential election, and [61% of](#) their votes went to Joe Biden, delivering three electoral votes that put his campaign in spitting distance of victory by early Wednesday afternoon. This far surpasses Maine youth vote support for Clinton in 2016, when she won [48% of votes](#) from 18-29-year-olds.

"The excitement and determination we've seen from the youth vote this year is staggering. In spite of all the disruptions to their lives – the pandemic, social unrest, disinformation – young Mainers came through hell and high water to make their voices heard in the most important

election of their lives,” **said Julian Snow, State Director of NextGen Maine.** “At NextGen, we know better than anybody how hard young Mainers have to fight to be heard in government. We also know that once someone has voted in their first election, they’re usually a voter for life – the Maine youth vote isn’t going anywhere.”

At the onset of the pandemic, NextGen shifted to a digital-first voter mobilization program, connecting with young voters on social media and over the phone, hosting virtual events on politics and social justice, and running petitions advocating for universal basic income, student loan debt relief, and numerous other issues as part of NextGen Maine’s larger push to support voting accessibility for young Mainers in 2020 and beyond. Other steps the organization took to increase youth voter turnout in Maine included launching a [letter-writing campaign](#) that has sent over 1,000 letters to state legislators asking them to support online voter registration in Maine and organizing National Vote By Mail Day on July 28, when NextGen texted 49,580 young Maine voters (5% of the total Maine electorate) to ensure they had the information and resources to request their absentee ballots the following week.

“Today is a good day, when our generation soundly rejects Trump and Trumpism. We’re not only proud, but hopeful for the future and ready to keep fighting for progress, and the work isn’t even close to done,” **said Elizabeth Rosen, Communications Director of NextGen Maine.** “Young voters favored Sara Gideon by huge margins, not only because they believed she’d be a better senator but because they understand the importance of the Senate to enacting progressive policies we care about. Luckily, we’ve learned a lot in the past four years about advocacy and holding our leaders accountable. Susan Collins can expect to hear from us again very soon.”

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