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## **NextGen Michigan Celebrates #YouthVote-Led Victories in Unprecedented Election Year**

*Young Michiganders turned out in record numbers to help secure a Biden-Harris  
presidency*

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

TOTAL SPEND: **\$5,450,494.50**

TOTAL STAFF ON THE GROUND: **66**

TOTAL VOLUNTEERS: **1,143**

TOTAL CAMPUSES WITH PROGRAM: **14**

TOTAL YOUNG VOTERS REGISTERED: **13,340**

TOTAL PLEDGE TO VOTES COLLECTED: **33,482**

TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **775,182**

TOTAL CALLS MADE: **811,610**

TOTAL TEXTS SENT: **2,595,281**

TOTAL PIECES OF DIRECT MAIL SENT: **570,623**

**DETROIT, MI** — After an unprecedented election year, NextGen Michigan played a decisive role in achieving a record-breaking turnout among voters aged 18-35. 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.

“Electing Joe Biden, and sending Sen. Peters and Rep. Tlaib back to Washington is a progressive hat trick for Michigan’s young voters,” **said Jay Williamson, NextGen Michigan State Director.** “Republicans tried to cheat this away from us up until the very last moment by attempting to suppress votes in Flint through misinformation, and even interfering in the ballot counting process. Yet, we prevailed in the end, and we owe a huge thanks to the hundreds of thousands of young Michiganders who showed up at the ballot box this year, many for the first time. Michigan’s youth has proven that there’s power in numbers and underscored the meaning of the phrase, ‘When we fight, we win.’”

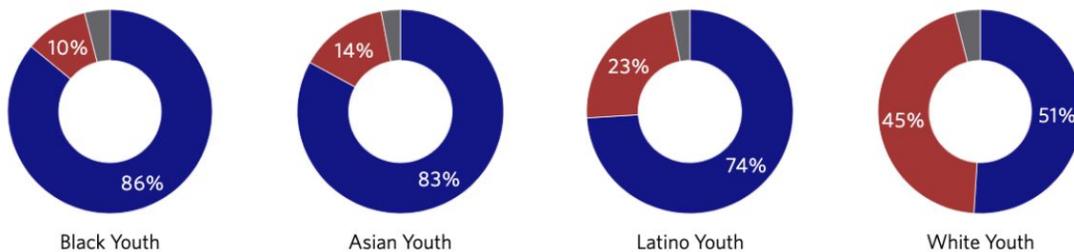
Turnout this year reached record-high levels as young voters went to the polls in droves to deliver Michigan’s 16 electoral votes to Joe Biden. Based on data from [CIRCLE](#), young voters aged 18-29 in Michigan supported Biden by a +27 margin while accounting for 13% of overall turnout in the state. Compared to 18-29 aged voters’ support for Clinton in 2016, the margin of support for Biden increased by +4 points.

Michigan’s largest city, Detroit, is the Blackest city in America and played a huge role in securing a victory for Biden. Across the country, young people of color have been more likely to support Biden over Trump. For context, 86% of young Black voters supported Biden at a national level. Meanwhile, Detroit’s Black population is [78.6%](#); turnout in Detroit was [49.56%](#), with 233,908 voters for Biden and 12,654 for Trump. Biden leads in Michigan by roughly 148,000 votes, and his victory can be attributed to the turnout in Detroit.

### Young People of Color Supported Joe Biden by Overwhelming Margins

The percentage of young voters (ages 18-29) of each race/ethnicity who supported each candidate in the 2020 presidential election.

■ Biden ■ Trump ■ Other



Updated on November 4, 3:00 p.m. ET

[CIRCLE](#) Tufts University Tisch College · CIRCLE

Source: CIRCLE analysis of AP VoteCast data from The Associated Press  
[Get the data](#)

In recognition of the importance of turning out Black voters, NextGen spent almost \$1 million on digital ads from June through Election Day targeting young voters in Detroit and across the state. Along with sending out voter guides, NextGen Michigan produced a web series, ‘[Bridging the Gap](#)’, to connect the issues young, Black Detroiters care about to the ballot. Bridging the Gap had an ad budget of \$25K for YouTube and Facebook, along with an organic reach of just over 10K people and 2,800 views on Facebook.

“I have never been more proud to be from Detroit,” **said Lateshia Parker, NextGen Michigan Press Secretary.** “Being the Blackest city in the country and the largest city in Michigan, we knew Black Detroiters would make or break this election. I’m so proud of the work we’ve done to reach those voters by connecting the issues that matter most to them to the ballot and educating them on voting being the most powerful form of protest and the best way to win back our power.”

With a dual goal of revitalizing grassroots democracy and electing progressive candidates up and down the ballot, NextGen Michigan ran an innovative organizing program that reached young voters where they are: on campus, in their communities, and online. In March, COVID-19 forced us to shift to a digital-first approach for the safety of our team and Michigan voters. Some of our digital efforts included:

- A Green Week of Action highlighting Earth Day
- A Pride month concert with Flint-native LGBTQIA artist Tunde Olaniran
- Called more than 100,000 Detroiters to get out the vote for Rashida Tlaib
- Sent text messages to 300,000 Michiganders on National Vote by Mail Day
- Sent 100,000 text messages on National Voter Registration Day

A crucial piece of NextGen Michigan's victory involved educating young people on the importance of electing Joe Biden to the presidency, re-electing Gary Peters to the Senate, and re-electing Rashida Tlaib to Congress. Progressive powerhouse Tlaib secured re-election with 77.9% of votes; for the past two years, NextGen Michigan organizers and volunteers worked hard to mobilize young people to help send her back to Washington. We endorsed Rep. Tlaib for re-election earlier this year and held a day of action, which resulted in our field staff calling more than 100,000 young voters in her district ahead of the August primary. These efforts, along with a 'We Support Rashida' townhall, with guest speakers Dr. Abdul El-Sayed, Justin Onwenu, Art Reyes III, and Meredith Gillies, helped propel Representative Tlaib to victory.

### **About NextGen Michigan**

After a nail-bitingly close defeat by Donald Trump in 2016, all eyes are on Michigan to remove Trump from the White House in 2020. NextGen Michigan is committed to delivering Michigan's 16 electoral votes to a Democratic president, sending Senator Gary Peters back to the Senate, and defending Democratic House gains from the midterms. Michigan offers competitive down-ballot races with the opportunity for Democrats to take control of the State House by gaining four seats. NextGen Michigan built an aggressive \$3.5 million midterm program that knocked on over 125,000 doors, sent over 474,000 text messages to young voters, and organized on 61 campuses to deliver a historic youth voter turnout of 31% -- up 10 points from the last midterm election.