

FOR IMMEDIATE RELEASE

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NextGen Nevada Celebrates #YouthVote Impact in Unprecedented Election Year

NEXTGEN NEVADA 2020: BY THE NUMBERS

TOTAL SPEND: **\$2,947,223.43**

TOTAL STAFF ON THE GROUND: **24**

TOTAL VOLUNTEERS: **298**

TOTAL CAMPUSES WITH PROGRAM: **6**

TOTAL YOUNG VOTERS REGISTERED: **4,326**

TOTAL PLEDGE TO VOTES COLLECTED: **20,201**

TOTAL TEXTS SENT: **1,510,700**

TOTAL CALLS MADE: **602,248**

TOTAL PIECES OF DIRECT MAIL SENT: **173,526**

LAS VEGAS, NV — With all the votes tallied, the results show that NextGen Nevada played a decisive role in achieving a record-breaking turnout among young voters this year, propelling Joe Biden to victory in the Silver State. 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.

“After four long years of an administration that attacked our democracy, our decency, and pushed to turn back the clock on all the issues we care about, a groundswell of young Nevadans has mobilized, voted, defeated Donald Trump, and made it clear that they stand with President-Elect Joe Biden,” said **Mark Riffenburg, the State Director of NextGen Nevada**.

“This year we have seen unprecedented interest and engagement from young Nevadans in the political process. Driven by the President’s absence of leadership throughout the COVID-19 pandemic, sky-high unemployment, a climate in crisis, and crippling student loan debt, young voters turned out in record numbers to right the wrongs of the Trump administration.”

Importantly, in a year of unprecedented challenges, young people accounted for an [18% share of total turnout](#). Based on the latest data from the [Center for Information & Research on Civic Learning and Engagement \(CIRCLE\)](#), over 64% of Nevada voters aged 18-29 cast their ballot for Biden. The +32 margin for Biden represents a +13 gain from 2016.

Nevada



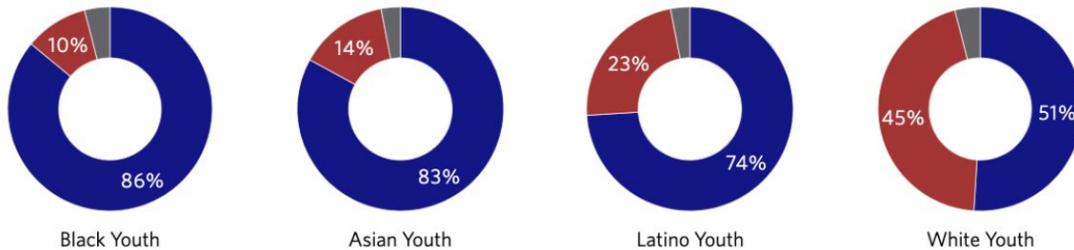
According to CIRCLE's Election 2020 Center as of 11/6 at 2 PM PST

Of the battleground states, Nevada touts an immensely diverse electorate. According to [Census data](#), 29.2% of Nevada's population is Latinx, and were critical in garnering support for Joe Biden both in Nevada and across the country. For context, [74% of young Latinx Americans](#) supported Biden nationwide. On Election Day, [250,000 Latinx voters](#) had already cast a vote. As results trickle in, that number is expected to rise. Regardless, Biden leads Nevada by a mere [25,699 votes](#), which were certainly influenced by record Latinx turnout. The takeaway is clear: NextGen Nevada's attention to turning out diverse communities was critical to ensuring Biden's victory in the Silver State.

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](#)

With a dual goal of revitalizing grassroots democracy and electing progressive candidates up and down the ballot, NextGen Nevada ran an innovative organizing program that reached young voters where they are: on campus, in their communities, and online. NextGen Nevada deployed 24 organizers and fellows on college campuses and youth-dense communities around the Silver State and invested a total of \$2,947,223.43 in turning out young voters to defeat Donald Trump.

NextGen Nevada, in response to the demands of a global pandemic, quickly pivoted to an all-digital campaign. Early in the year, NextGen organized an Earth Day rally on Animal Crossing, an event that earned national coverage. From *The Atlantic* to *CNN*, NextGen Nevada's successful outreach infiltrated the campaign strategies of the political elite; in the months following, the Biden-Harris and AOC campaigns eagerly adapted their voter mobilization work to Animal Crossing. In the months following, NextGen took over local donut shops to earn pledges to vote, provided masks to young Nevadans after Governor Sisolak's mask mandate, sent food trucks to the polls, ran a robust direct voter contact program, and printed QR codes on food delivery bags to prompt people to learn how to get involved.

“We understood early that youth vote turnout in Nevada, pandemic or not, would determine the outcome of the presidential election,” said **Briana Megid, the NextGen Deputy National Press Secretary**. “To meet the evolving demands of COVID-19, we had to get creative. As a result, young people came away understanding that opposition to the president isn’t enough: voting is the ultimate form of protest and change must start at the White House.”

About NextGen Nevada

Nevada hosts the first west coast presidential caucus, and the razor-thin margin of victory for Democrats in 2016 solidifies the Silver State as a battleground in 2020 and a top target for NextGen. In 2020, NextGen Nevada is committed to sending all six electoral votes to the Democratic nominee for president, defending Democratic House gains from the midterms, and blocking Republicans from breaking the Democratic trifecta in crucial State Senate races. In 2018, NextGen Nevada helped elect Senator Jacky Rosen, Governor Steve Sisolak, and Representatives Susie Lee and Steven Horsford by knocking on 78,000 doors, sending 469,000 texts, and adding over 11,000 new voters to the rolls.

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