

FOR IMMEDIATE RELEASE

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NextGen Pennsylvania Celebrates #YouthVote Impact in Unprecedented Election Year

Young people voted like their lives depended upon it.

NEXTGEN PA 2020: BY THE NUMBERS

TOTAL SPEND: **\$7.5 million**

TOTAL STAFF ON THE GROUND: **61**

TOTAL VOLUNTEERS: **2,098**

TOTAL CAMPUSES WITH PROGRAM: **42**

TOTAL YOUNG VOTERS REGISTERED: **23,595**

TOTAL PLEDGES TO VOTE COLLECTED: **68,341**

TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **947,217**

TOTAL TEXTS SENT: **5,409,284**

TOTAL CALLS MADE: **1,899,847**

TOTAL PIECES OF DIRECT MAIL SENT: **793,202**

PHILADELPHIA, PA — As the final count continues, early data shows that NextGen Pennsylvania played a decisive role in achieving [record-breaking turnout](#) among young voters this year, powering Joe Biden and Kamala Harris to victory in a stinging rebuke to Donald Trump in the most decisive state in the Presidential election. 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.

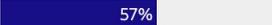
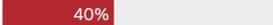
“Young voters are a force to be reckoned with. We’ve built our collective power, organized the hell out of our communities, and showed up when it mattered most to flip PA back to blue,” said Larissa Sweitzer, **State Director of NextGen PA**. “In this difficult and unpredictable year, young voters were steadfast in their mission: remove Trump and his allies first, reverse the damage they caused next. Gen Z and Millennials are the future of this country. Trust us: this is a coalition that won’t quit. And, bottom line, you just don’t mess with Philly.”

[Turnout this year](#) reached record-high levels as young voters went to the polls in droves to elect Joe Biden. Based on early data from the Center for Information and Research on Civic Learning and Engagement, young Pennsylvanians aged 18-29 backed Biden by an estimated [17-point margin](#), nearly doubling their estimated 2016 margin for Hillary Clinton in CNN exit polling from that year. Building on the strength of 2018 youth-driven wins in the House, the youth vote welcomed the voting reforms under Act 77 and embraced the option to vote by mail without an excuse, with [more than 300,000 young voters in the Commonwealth](#) casting their ballots before

Election Day. Importantly, in a year where the pandemic made it instantly harder to vote and the PA GOP was desperate to play politics with voting rights and accessibility, young people accounted for a [12%](#) share of total turnout.

NextGen Pennsylvania collected **68,341** pledges to vote in the 2019-2020 cycle. Pennsylvania saw a surge of first-time and infrequent voters who turned out to vote early by mail, with more than 369,000 voters under 35 who did not vote in the 2016 election opting to vote by mail. The spikes in youth early turnout were bolstered by NextGen’s massive voter outreach and education program that hammered home the processes to vote by mail from the very start. Targeting the youth precincts in State College, Pittsburgh, Philadelphia, Erie, and the Lehigh Valley, the efficacy of NextGen's digital-first, youth-led program changed the game for Pennsylvania to power up, turn red counties to blue, and blue counties bluer.

Harnessing the incredible motivation of Gen Z and Millennial voters, NextGen’s texting and calling programs saw 2,000 volunteers reach hundreds of thousands of Pennsylvania voters over the course of the 2020 cycle. Energy focused on electoral change drove young voters to propel Joe Biden and Kamala Harris to victory, flipping Obama-Trump counties like Erie and Northampton back to blue, and sending all four Democratic women in PA’s Congressional delegation back to the House.

State ▲	Youth Vote for Biden	Youth Vote for Trump	Youth Share of All Votes Cast
Pennsylvania	 57%	 40%	12%

Updated as of November 6, 4:00 p.m. ET. Data is being updated as it becomes available. Youth share data not available for all states.

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Source: Youth vote choice data is from the 2020 AP VoteCast by the Associated Press; youth share of all voters in a state is from the National Election Pool 2020 national exit poll conducted by Edison Research. Youth share data is not available for all states.

[Get the data](#)

In a state decided by a less than 1% margin in 2016, young Pennsylvanians knew the power behind their vote. In March, when students were displaced from campuses and the pandemic hindered in-person organizing, NextGen’s digital-first program laid the groundwork for a new age of organizing. By deploying 61 organizers and fellows and leveraging a \$7.5 million investment across the Commonwealth, NextGen activated young voters on social media, in texts, and on their phones.

After four years of sustained action and leading calls for justice, young voters, particularly young voters of color, demonstrated strong motivation to vote and historic early turnout. While the PA GOP purposefully stalled progress and scraped the bottom of the barrel to make voting harder, the most diverse and progressive generation knew its collective power and flexed its strength in this election.

“Building progressive power in Pennsylvania should be the defining feature of this election,” said Sarah Eagan, the **NextGen PA Press Secretary**. “The GOP lost this generation of voters forever when they chose to put the pursuit of power over the people, time and time again. We

witnessed historic voting from a generation of young people fed up with this administration's failures — there's no overstating how much this moment has activated Gen Z and Millennials.”

About NextGen Pennsylvania

Pennsylvania went blue for six straight presidential elections starting in 1992 but narrowly went Republican in 2016. NextGen Pennsylvania is committed to flipping this state back into the blue column and sending all 20 electoral votes to the Democratic presidential nominee. In addition to sending Trump packing, NextGen Pennsylvania will focus on defending the Democratic House gains from the midterms. NextGen Pennsylvania's successful 2018 program helped flip four congressional seats blue and flipped 17 State House of Representatives seats to the Democrats. Organizers and volunteers in Pennsylvania knocked on 98,000 doors, sent over a million texts to voters, and organized on 125 campuses to power progressives to victory and set up a surge of young progressive voters in 2020.

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