

# NextGen Virginia Celebrates #YouthVote Impact in Unprecedented Election Year

## NEXTGEN Virginia's 2019 and 2020 Effort: BY THE NUMBERS

TOTAL SPEND: **\$3,410,890**

TOTAL STAFF ON THE GROUND: **52**

TOTAL VOLUNTEERS: **1,205**

TOTAL CAMPUSES WITH PROGRAM: **11**

TOTAL YOUNG VOTERS REGISTERED: **12,382**

TOTAL PLEDGE TO VOTES COLLECTED: **31,806**

TOTAL TEXTS SENT: **2,432,980**

TOTAL CALLS MADE: **311,840**

TOTAL PIECES OF DIRECT MAIL SENT: **186,929**

TARGETED RACES: President, U.S. Senate

**Richmond, VA** — While the final vote analysis may take months, early data show that NextGen Virginia played a decisive role in achieving record-breaking turnout among young voters this year, propelling Joe Biden to an early victory in the state and decisively re-electing Sen. Mark Warner to a third term in the U.S. Senate. Following a trend-setting 2019 cycle where NextGen laid the groundwork for a successful 2020 operation, and young people were instrumental in flipping both Virginia legislative chambers, NextGen combined an innovative relational organizing program with a first-rate digital operation that mobilized young voters and ensured they had the resources and education they needed to vote safely amid an unprecedented public health crisis.

“Joe Biden and Mark Warner listened to young voters, they led on the issues we care about and in return young voters mobilized in historic numbers to elect them,” said **Temi Amoye, State Director of NextGen Virginia**. “Young people are engaged, informed, and energized and when candidates listen to us and act on the issues we care most about, we will mobilize to cast the deciding votes to elect them.”

Early data from the [Center for Information and Research on Civic Learning and Engagement](#) (CIRCLE) show that NextGen's efforts in Virginia proved decisive for Democratic victories in the Commonwealth: voters aged 18-29 broke for Biden at a 32-point margin, expanding their margin of support for the Democratic candidate by 14 points over 2016 levels. Young voters built up decisive net gains for the Biden Harris ticket throughout the state in a stinging repudiation of Donald Trump and his administration's disastrous four years. Critically, in a year where it became instantly harder to vote across the spectrum, young people accounted for a 20% share of total turnout according to early data from CIRCLE.

NextGen Virginia ran an innovative organizing program that reached young voters where they are: on campus, in their communities, and online. Throughout the 2019 and 2020 cycles, NextGen Virginia deployed 52 paid staff to build extensive networks of support on college campuses and in youth-dense communities around Virginia, while over \$3.4 million in turning out young voters in the 2019 state elections, the 2020 primary, and Tuesday's presidential election.

Throughout that time, volunteers reached out to over 850,000 young Virginians during 5,745 volunteer shifts making 2,744,820 calls and texts to mobilize young voters through this year. In addition to traditional organizing tactics, NextGen recruited 133 social media influencers with a reach of over 640,000 people to encourage them to vote. NextGen partnered with community leaders to host events across the state including a voter registration celebration with Del. Jennifer Carrol Foy, a Hispanic heritage month celebration with Virginia Tech student groups and Latinx leaders across the state, and a Juneteenth panel with Dels. Hala Ayala and Sam Rasoul.

“Organizing young voters is all about learning to adapt to where young people are, and how they are engaging with politics,” said **Dan Bristol**, the **NextGen Virginia Press Secretary**. “NextGen Virginia revolutionized the way we connect with young voters in our fully digital program, and we still managed to focus the passion and anger of young voters to deliver huge electoral wins for Joe Biden and Mark Warner.”

### **About NextGen Virginia**

Since 2008, Virginia has sent 13 electoral votes to the Democratic nominee for president. In 2020, NextGen Virginia worked to ensure Virginia stays blue, by re-electing Senator Mark Warner and defending Democrats in VA-02 and VA-07. In 2018, NextGen Virginia was proud to flip three Congressional seats in Virginia from red to blue by knocking on over 99,000 doors, registering 24,788 voters, and sending over 826,000 texts to turn out young voters at a historic rate (41%) 21 points higher than the last midterm.

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