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NextGen Wisconsin #YouthVote Leads Biden to Victory in Unprecedented Election Year

Young Wisconsin voters earn Joe Biden a hard-fought win

NEXTGEN WISCONSIN 2020: BY THE NUMBERS
TOTAL SPEND: **$5,661,641.22**
TOTAL STAFF ON THE GROUND: **39**
TOTAL VOLUNTEERS: **1,015**
TOTAL CAMPUSES WITH PROGRAM: **18**
TOTAL PLEDGE TO VOTES COLLECTED: **49,571**
TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **536,961**
TOTAL TEXTS SENT: **1,479,362**
TOTAL CALLS MADE: **992,189**
TOTAL PIECES OF DIRECT MAIL SENT: **305,307**

MADISON, WI — With all the votes tallied, the results show that NextGen Wisconsin played a decisive role in achieving a record-breaking turnout among voters aged 18-35 this year. 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 saved our nation. The state's youngest generation turned out like their lives depended on it, and they showed they were a force to be reckoned with," said **Christina Carvalho, State Director of NextGen Wisconsin.** "Wisconsin's youth turnout is the result of a generational movement led by youth vote organizations, like NextGen, that understood the untapped power of this massive, often ignored voter bloc. Young people have spent the last four years protesting and feeling disappointed in our leadership. This wave of new voters is just the beginning of youth involvement in politics."

This year, Wisconsin's young voters had the potential for the largest impact on their election compared to any state nationwide. Voters stepped up, and turnout reached record-high levels as young voters went to the polls in droves to elect Joe Biden. Madison, one of the youngest cities in the nation, touted both record high absentee votes and overall voter turnout. According to CIRCLE, Wisconsinites aged 18-29 flocked to Biden by a **19 point margin**: Young people cast more than 268,000 votes for Biden compared to roughly 180,000 for Trump. This approximately 90,000-vote margin represents four times the margin of Biden's lead in Wisconsin. Importantly, in a year when COVID-19 instantly made voting harder across the country, young people accounted for a **14% share of total turnout in Wisconsin**. In comparison to 2016, President-elect Biden outperformed Hilary Clinton in the Badger State by 16 points.

NextGen invested $5,661,641.22 into the Badger State and secured over 49,571 pledges to vote, a figure over twice the margin of Biden's lead. The state's largest youth group mobilized over a thousand volunteers who helped guide young voters through the absentee ballot process. This led to the number of absentee ballots cast by voters aged 18-29 more than doubling from 2016. Through an early and sustained focus on absentee voting education, NextGen helped 63,000 voters aged 18-29 complete an absentee ballot who did not/could not vote in 2016.

"The last four years is not just a story of the worst president in American history, but of a generation finding its voice," said **Kade Walker, NextGen Wisconsin Press Secretary.** "The results of this election should scare the GOP. They have not only lost an entire generation of voters, but now they must face a rapidly developing generation of highly-motivated and increasingly organized young voters who will hold their elected officials accountable."

About NextGen Wisconsin
Wisconsin has voted Democratic in seven of the last 10 presidential elections yet narrowly went red in 2016, helping to elect Trump to the White House. This cycle, NextGen Wisconsin is committed to flipping the Badger State blue to remove Trump from office. NextGen Wisconsin's strong 2018 program helped power Tony Evers to the governorship by knocking over 178,000 doors, sending over 528,000 texts, and organizing across 32 college campuses.

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