

NextGen America: Georgia Senate Runoff Program Recap

NextGen America

[NextGen America](#) is a multiracial coalition of young people, organized to take power by winning elections for progressive candidates. NextGen is uniquely suited to help millennials and Gen Z'ers seize power as an experienced yet nimble political organization that leads with authenticity and grit. Since 2013, NextGen America has registered over 1.4 million voters and contacted millions of young people with messages encouraging them to vote.

Georgia Runoff Overview By The Numbers

Young voters proved decisive to Democratic victory in Georgia's Senate runoffs. [Exit polls show](#) young voters breaking for Democrats Jon Ossoff and Rev. Raphael Warnock by a +34 point margin, significantly building upon a +11 point Democratic margin from November's general election. Young Black voters favored the Democratic candidates by [80+ point margins](#).

NextGen incorporated a variety of tactics to make sure that every young Georgian could cast their ballot safely and effectively in the runoff elections. From November 4th through January 5th, NextGen staff and volunteers accomplished:

- **TOTAL PHONE CALLS MADE: 1,004,016**
- **TOTAL TEXTS SENT: 1,177,856**
- **TOTAL PIECES OF DIRECT MAIL SENT: 175,879**
- **TOTAL VOLUNTEERS: 2,193**
- **TOTAL INFLUENCERS PROGRAM REACH: 200,000**

These layered tactics focused on young voters who typically drop off in runoff elections and who could make the difference in these races. NextGen's Georgia effort built on the organization's historic general election campaign, when 22,000+ volunteers targeted more than nine million young voters nationwide and drove record-breaking turnout for Joe Biden.

Program Highlights

Mailing Ballot Guides: Young voters are much more likely to turn out and support Democrats when they know where candidates stand on the issues that matter to them. NGA ballot guides also provide all the information voters need to know on how to request an absentee ballot, vote early, or find their polling place. In the Georgia runoff, we mailed ballot guides to 175,879 young progressive voters of color comparing Democrats Jon Ossoff and Reverend Raphael Warnock to Republicans David Perdue and Kelly Loeffler. These ballot guides showed the contrast between the candidates on

issues like healthcare, gun safety, the Dream Act, LGBTQ rights, and marijuana legalization as well as providing important voting information and dates.

SENATOR

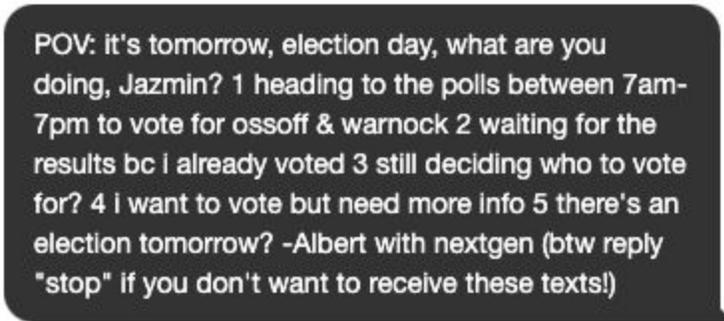
WHAT DO THEY DO?

A U.S. Senator represents your state in Washington, D.C. for a six-year term, writing laws, deciding how tax dollars are spent, and holding the president accountable (or not).

FOR THE REGULAR SENATE RACE THE CANDIDATES ARE JON OSSOFF AND DAVID PERDUE

| THE ISSUES | | | Protects the right to safe and legal abortion | ✓ | ✗ |
|-----------------------------------------------------------------------------------------|---|---|--------------------------------------------------------------------------|---|---|
| Supports the Affordable Care Act | ✓ | ✗ | Protects and supports LGBTQIA+ rights | ✓ | ✗ |
| Fights for a clean and renewable energy economy | ✓ | ✗ | Supports legalizing marijuana | ✓ | ✗ |
| Supported waiting until after Inauguration to pick a Ruth Bader Ginsburg replacement | ✓ | ✗ | Supports restricting police use of force and increasing public oversight | ✓ | ✗ |
| Fights for a stronger response from the administration in response to COVID-19 | ✓ | ✗ | Supports President-Elect Biden and Vice President-Elect Harris | ✓ | ✗ |
| Fights to protect our communities by passing gun safety laws | ✓ | ✗ | | | |
| Fights for a path to citizenship for immigrants, including DACA recipients and Dreamers | ✓ | ✗ | | | |

Distributed Organizing Text/Calls: NextGen’s distributed organizing infrastructure drove over one million calls and texts to young Georgians. Our conversations with young Georgians focused on how to participate in the runoff election, including how to request an absentee ballot, how to vote early, and GOTVing them for January 5th. We partnered with Crooked Media to launch a tremendous weekend of action and drafted creative scripts to reach out to young Georgians. Below is a sample of one of our scripts, this was the initial text-message sent to voters the day before the election:



Social Media Influencer Program: NextGen’s social media influencer program already reached an audience of over 80 million young people across the country in 2020. Our GA program recruited 140 TikTok and Instagram influencers based in Georgia to communicate with their combined audience of 200,000 young Georgians about how to vote in the runoff election and the differences between the candidates.



