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NextGen America Hits Goal of Registering 250,000 Young Voters and Sending 1.5 Million Texts Three Weeks from Election Day

Building on its field and digital organizing strategy to sustain mounting progressive energy ahead of midterms

SAN FRANCISCO, CA — Today, NextGen America announced that it has registered **251,635 young voters** and sent **1.5 million texts** ahead of the 2018 midterm election. To mobilize young people, NextGen is employing a twofold organizing strategy that aims to engage young people where they are: in their communities, on their campuses, and online. With door-knocking, campus canvasses, direct mail, texts, and targeted digital ads, NextGen registered **42,807 young voters** in the past two weeks alone — and will use text messages to ensure that the young voters registered with NextGen turn out on November 6.

"From climate change to reproductive rights to gun safety, everything is on the line in this election. With so much at stake, young Americans are engaged and energized like never before, and with three weeks to go, NextGen America is doing all we can to harness that energy into electoral power," said **NextGen America Executive Director Heather Hargreaves**. "From now until November 6, we're going to keep knocking doors, making calls, and sending texts to remind young people that as the largest eligible voting bloc, they alone have the power to decide who controls Congress."

In the lead-up to state voter registration deadlines, NextGen intensified its efforts to register young voters on campuses and in communities. Organizers and volunteers hosted a variety of creative events to mobilize young voters — including the "Knocktoberfest" weekend of action in New Hampshire and a Youth Vote Festival in Pennsylvania — and

clipboarded at community celebrations like the Tempe Tour de Fat bike parade in Arizona and Grand Central Pride Fest in St. Petersburg, Florida. Through Black Lives Rising, NextGen's recently launched program to empower and organize Black youth, organizers hosted a voter registration trivia night at Wayne State University in partnership with Black Millennial media outlet Blavity.

Polling [released Sunday](#) by the Washington Post and ABC showed that 67% of voters between the ages of 18 and 39 said that they were "absolutely certain to vote" this year, a 25 point surge over 2014 levels. Progressive enthusiasm was particularly high: 81% of voters who prefer Democratic candidates said they were certain to vote, up 21 points from 2014.

Text messages are crucial to NextGen's get-out-the-vote [strategy](#). Through the [Blue Wave Volunteer program](#), NextGen's digital organizing platform, volunteers can sign up to send texts to voters in their spare time, expanding progressive organizing infrastructure across all 50 states. Ahead of the Florida primary, organizers and volunteers sent [300,000 texts](#) educating young voters on Gillum's background and progressive platform and urging them to show up for him on Election Day.

At \$33 million, NextGen America is running the largest youth organizing effort in American history. NextGen has been on the ground since 2017 — registering, engaging and mobilizing young people across 11 states to make their voices heard this November. As the largest eligible voting bloc, young people are the key to flipping Congress and statehouses on Election Day.

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