



## THE CHALLENGE

The threats against our democracy continue to escalate, in large part because our right-leaning Supreme Court continues to remove many of the voting guardrails critical to ensuring equitable access to the ballot box. We experienced the overt effort to overturn the 2020 presidential election, culminating in the January 6 attack on the Capitol Building. Since then, of the 291 election deniers who ran for office in 2022, an astounding 191 went on to win.

Now, with the Voting Rights Act effectively gutted, the anti-democracy movement is successfully passing state laws designed to restrict our fundamental right to vote, and give partisan legislators the power to control elections. Because of these draconian measures—what we call “generational gerrymandering”—the voting rights of young people are at greater risk than ever.

## OUR SOLUTION

Civic Influencers is a nonpartisan nonprofit that operates hyper-locally in targeted districts and states to support a civic movement that amplifies the voting power of young voters (ages 18-29) year-round. Each year, over 4 million 17-year-olds in the U.S. turn 18 and become eligible to vote. Our mission is to get them to the polls. We believe that saving our democracy is neither a sprint nor a marathon. Rather, it is an intergenerational relay—one where each generation must ensure this sacred right is passed on as seamlessly as possible.

We approach our work on two levels:

1. Hiring and training young people on targeted campuses to inspire their peers to vote.
2. Working with campus administrations to help make it easier for students to vote.

# WHAT DIFFERENTIATES US

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## OUR LONG-TERM WIN

Most get-out-the-vote (GOTV) organizations focus on single elections. We focus on building multi-level and long-term strategies. We're creating a truly *grassroots*, pro-democracy movement among voting-eligible young people—along with a *treetops* pro-democracy movement within campus administrations to promote voting and democracy more broadly. We make a difference in elections, while never losing sight of strengthening our democracy long-term—by re-energizing it with a never-ending influx of young voters. We are also using legal remedies to help protect young people; In January we sued to block Ohio's restrictive new Voter ID law, which Governor DeWine signed on the anniversary of the January 6 insurrection—and with the clear aim of preventing young people from voting.

## OUR SHORT-TERM WIN

We are laser-focused on “tipping point” campuses—those located in districts and states where the margin of victory is very tight, and where getting students to vote can affect the outcome of a race. In 2022, our mobilized youth voter engagement movement made the difference in stopping a “red tsunami” in races for the U.S. Senators representing Nevada and Pennsylvania; the governors of Arizona and Wisconsin; and several House races—including MI-07, NC-01, PA-12, PA-17, and VA-07. So far in 2023, our Civic Influencers have already had an impact: On April 4, young voters helped Milwaukee Circuit Judge Janet Protasiewicz win the lone open seat on Wisconsin's Supreme Court by an astounding 11 points; and on February 21, Jennifer McClellan won the special election for VA-4 by almost 50 points to become the first Black congresswoman ever elected from Virginia.

## OUR 2023 AND 2024 TRIFECTA STRATEGY

Our youth voter engagement movement will focus on making a difference in electing pro-democracy candidates to the U.S. House, Senate, and Presidency. We will also focus on the races for Governor, Senate and Assembly/House in select states. We're calling it our “trifecta” strategy. For the U.S. House, we are focused on 34 races decided by less than 1% in 2022, including CA-13 (which John Duarte won by 565); CO-03 (which Lauren Boebert won by 546 votes in 2022); and NM-02 (where Gabriel Vasquez won by 1,310).

## OUR FOCUSED TARGETS

Our data clearly identifies the young people who are most likely to be pro-democracy voters, as well as those who face fixable voting barriers. While most youth GOTV organizations focus broadly on college campuses, we intentionally engage traditionally marginalized young people at “tipping point” campuses: Historically Black Colleges and Universities, Hispanic Serving Institutions, Tribal colleges and universities, community colleges, as well as trade, technical and vocational schools. **The estimated cost of engaging a single, hard-to-reach young voter: a mere \$1.67. Donations don't just make a difference; they help protect our democracy.**

## OUR INNOVATIVE METHODS

For our *grassroots* movement, we hire young people on carefully targeted campuses and train them to educate and inspire their peers. These peer-to-peer engagements are much more effective than the top-down communications of the typical GOTV organization. For our *treetops* movement, we created a living 13-point scorecard for campus administrators and will help them identify and implement actions they can take to make voting easier for their students: establishing a polling place on campus; providing transportation to the polls; creating voter-compliant student IDs; giving students time off to vote on early-voting and election days; and digitally organizing them using texting and new media (including TikTok and Snapchat).

## OUR VALUES

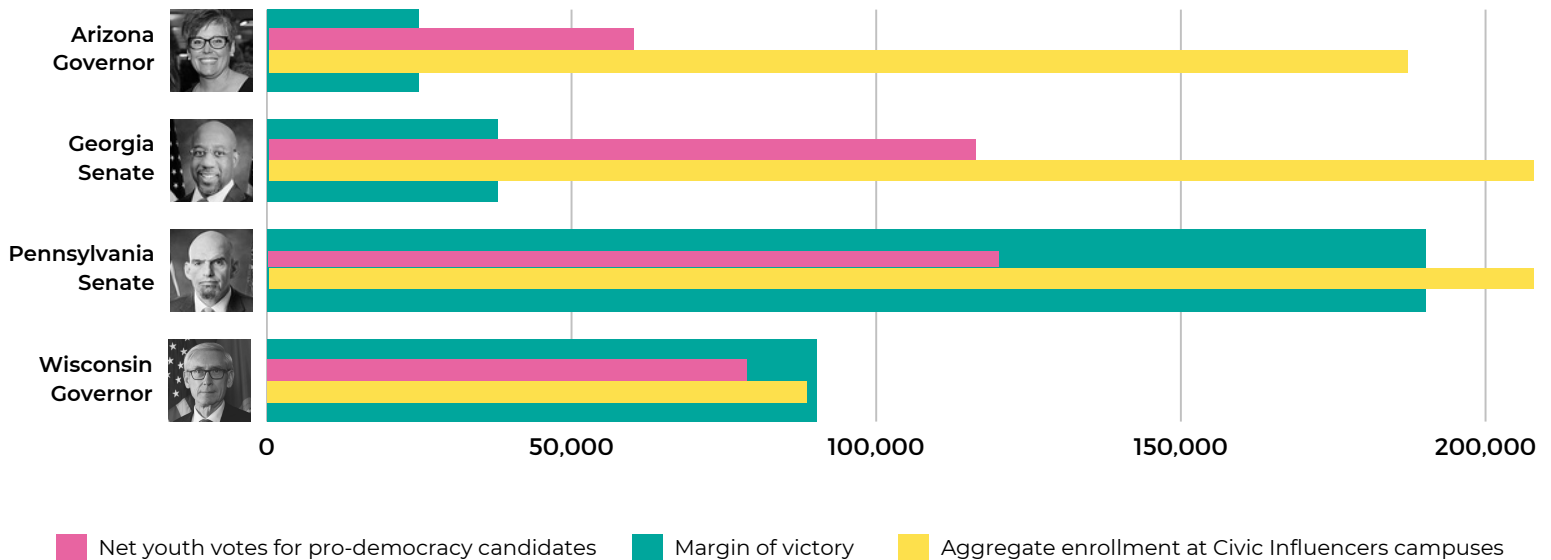
Young people are passionate about issues like equality, reproductive rights, climate change, racial justice, student debt, and healthcare. By providing training and resources, Civic Influencers is helping young people connect those issues to voting. During the 2022 midterm elections, our approach helped turn out thousands of young voters, who in turn helped elect pro-democracy candidates across the country. We know this values-driven approach, coupled with our Trifecta Strategy, will help us achieve even greater results in 2023 and 2024.

# OUR PROOF OF CONCEPT

Our twofold focus to build a year-round winning movement—hiring and training young people at tipping point campuses, and helping campus administrations with solutions to increase voter registration and engagement—paid off significantly in the recent 2023 elections as well as the 2022 midterms. Youth voting in the Special Congressional Election in VA-04 and the Wisconsin Supreme Court election gave pro-democracy candidates massive wins by almost 50 and 11 points, respectively! In 2022, our mobilization of young pro-democracy voters on campuses in Arizona, Georgia, Kansas, Nevada, Pennsylvania, and Wisconsin for the U.S. Senate races—as well as U.S. House races in MI-07, NC-01, PA-12, PA-17, and VA-07—also helped ensure pro-democracy wins in those tight margin races.

## YOUNG VOTERS WERE CRUCIAL TO CLOSE RACES ACROSS THE COUNTRY

The estimated number of net votes from young people (ages 18-29) for the pro-democracy candidates in each race and the vote difference/margin of victory as of November 15, 2022. Source: Tufts University Tisch College CIRCLE



The aggregate enrollment of Civic Influencers' Arizona campuses was 187,144. Katie Hobbs' margin of victory was 24,772; the net youth votes were 60,323. In Georgia, our campuses had an aggregate enrollment of 215,692. The margin of victory for Raphael Warnock was 37,675, while net youth votes totaled 115,510. In Nevada, Catherine Cortez Masto won by 6,582 and her net youth vote was 24,856. In Pennsylvania, our campuses had an aggregate enrollment of 247,966. John Fetterman's margin of victory was 190,125, including 119,521 net youth votes.

Our Pennsylvania vote history is emblematic. In 2014, voters under 30 were 6.6% of the total turnout. In 2018, they increased to 9.8%. In 2022, they accounted for 11.1%! Their turnout made a difference for pro-democracy candidates.

In 2022, young voters achieved their highest turnout ever in four states: Michigan (36.5%—the highest in the country), Nevada (24.5%), Pennsylvania (31.7%), and New York (20.7%). Our tipping point campus targeting in the first three states undoubtedly played a role in helping young people choose pro-democracy candidates in statewide and district elections. We know that improving average turnout across the state or country is not enough and is not a sufficient predictor of success; *empowering young voters to increase turnout in targeted swing districts and states is how young people win.*



## HELP PROTECT OUR DEMOCRACY

We need your financial support to scale our proven young voter movement, sustain the wins of high young voter turnout, and prevent any chance of atrophy of the young voter movement infrastructure.



To learn how you can join our league of Civic Influencers who protect our democracy by empowering young voters across America, please contact [stakeholders@civicinfluencers.org](mailto:stakeholders@civicinfluencers.org).

