



WE ARE GENVOTE

Movement DNA: A Practical Guide to Fighting for Our Generation's Future

GENVOTE.ORG

THE GENVOTE MOVEMENT DNA

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ABOUT THIS GUIDE

Welcome to Generation Vote (GenVote)! This document includes a snapshot of elements from GenVote's new "DNA" to spark an intersectional youth-led movement that fights for our right to vote and a just democracy for all.

To be clear, this is not a guide on how to register young voters. Or even how to run a Get Out the Vote (GOTV) campaign or create action plans on college campuses (FWIW - we have those training modules in our GenVote Movement Library, and plenty of our allies have amazing resources, so why reinvent the wheel?).

This guide goes a step further. It is for folks who want to tear down the systemic barriers that prevent young people from participating in the electoral process and fighting for a livable future. It is for folks who want to build a better democracy for our generation - a democracy that includes the most marginalized voices and advances youth voting rights. It is a guide to not only make the whole country realize the urgency of the youth voter suppression crisis, but to give our generation the tools to fight it. Because make no mistake: **Our generation is facing the democratic crisis of our lifetime.**

The GenVote Movement DNA came to life as the result of dozens of young people, students, and voting rights leaders who are worried about the future of our country. This resource is intended to provide a sweeping overview of a few core DNA elements. These elements create a framework that unites our movement and outlines our principles, strategy, structure, story, culture, and theory of change.

This guide will help you get involved in the fight for our right to vote and a just democracy for all. We will need your help to reclaim our democracy and spark a movement that will make electoral justice a major priority for our generation. Are you ready to rise to the moment?

OUR MISSION

To spark an intersectional youth-led movement that fights for our right to vote and a just democracy for all.

THE VISION

Just like a phoenix, we will spark a movement that rises from the ashes of our broken democracy in order to create a government that reflects our diverse communities and transform what is possible in our homes, schools, places of worship and workplaces. We believe that it's up to our generation to achieve a truly multiracial and just democracy for all people in this country. Imagine what could be possible for a second:

Every voter is automatically registered to vote • 16-year-olds have the right to vote for their futures • Young Black and Brown voters are not robbed of their vote because of mass incarceration • Every college campus and tribal reservation has a poll site • All high schools have robust civics classes, no matter the zip code • Washington D.C. is the 51st state • Immigrant voters can have a say in their cities and vote in municipal elections regardless of citizenship status • All schools and workplaces are closed on Election Day...

Can you feel it? The power of a just democracy? Because we can. We envision a world where fighting for electoral justice isn't an afterthought for young people. Instead, this vision will inspire thousands of our peers to take to the streets and demand a better future for our democracy.

This isn't a pipe dream—it's within our reach and we just need *your* help to spark an intersectional youth-led movement that fights for our right to vote and a democracy that we all deserve.

WHY OUR GENERATION NEEDS YOU

The past two elections proved that our generation is a force to be reckoned with. Half of our generation, ages 18-29, voted in the last major presidential election. We came out to make our voices heard in record numbers because our lives are at stake: WE are the generation that grew up watching climate disasters unfold in our backyards, practicing active shooter drills in our schools, and struggling to pay off our student debt.

In 2020, many of us voted for the first time because we knew that if we didn't act, our future would depend on an Administration that would push us closer to a burning world, promote violence against AAPI elders and continue to rip Black and Brown families apart. But since Trump's defeat in the [most secure election in history](#), politicians across the country are spreading the "Big Lie" of a stolen election in our homes, schools and neighborhoods, and are aggressively moving legislation to suppress the vote of young people and people of color.

These efforts are being funded by the very same mega-wealthy donors and corporations who are blocking progress on issues that our generation cares about.

On January 6th, 2021, the “Big Lie” got so bad that it literally led to a violent attack on the U.S. Capitol in Washington D.C.-- the first attack on the Capitol since the War of 1812. We watched in horror as insurrectionists waved Confederate flags and Neo-Nazi symbols, all in the hope of overturning the results of a fair election. The crazy thing is that January 6th is not in the past. It IS the moment. A moment in one of the [largest anti-democracy movements](#) in the world. As you're reading this, thousands of people have responded to Steve Bannon's [call](#) (a former Trump adviser and far-right nationalist) to mobilize on the local level and seize control of future elections.

This open warfare against our democracy is fueled by an effort to silence the most racially and ethnically diverse generation that our country has ever seen. And these politicians are waging this war because they are afraid of the power that YOU hold. As of January 2022, legislators in at least 27 states have [introduced](#) over 250 bills that would restrict access to the ballot for [young people](#) -especially young people of color- women, working class voters and LGBTQ+ folks.

From New Hampshire, to Texas and Wisconsin, we've seen young people forced to jump over countless hurdles just to exercise our rights. We can't find polling sites close to campus, and if there is a poll site on campus, we have to wait on six-hour lines. In some states, we can't use student ID cards or out-of-state drivers licenses as valid ID to vote (even worse, new state laws are creating outdated identity document requirements that are challenging to meet for many transgender and gender non-binary youth).

They have even gone so far as to target young Black and Brown voters, such as gerrymandering HBCUs like Prairie View A&M and North Carolina A&T University. As a New York-based organization, we know that efforts to suppress the youth vote occur even in [Blue states](#) - many of which have the [worst](#) voting systems in the country. Just last November, a massive influx of dark money funded an anti-democracy campaign to misinform New York voters and [defeat](#) democracy ballot proposals that would have expanded voting rights in our home state.

And the world is watching. For half the decade, experts around the world have warned that America's democracy is [“backsliding”](#) and emboldening far-right regimes in other countries. But we want to be clear: our country has yet to fully realize its promise of being a leading and just democracy for all, *because we've never had a democracy for all people in this country.*

Our generation can rise up like a phoenix and reimagine what is possible for our democracy, before it's too late.

THE CHOICE

The only thing that can overcome the attacks on our democracy is our generation rising to the moment and reimagining what a just democracy for all looks like in this country. Fortunately, we already know that holding insurrectionists accountable and protecting the right to vote is popular with the broader public, and that there are common-sense solutions on the national, state and local level. On the local level, GenVote helped bring the first voting reforms in over one-hundred years to the Empire State. On the federal level, we've joined thousands of people to march, rally, phone-bank and even hunger strike for the [Freedom to Vote: John R. Lewis Act](#)—the most consequential voting rights bill since the Civil Rights movement.

Unfortunately, on January 19, 2022, 52 Senators made their choice to uphold an arcane filibuster rule and failed to pass the Freedom to Vote: John R. Lewis Act. The January 6th insurrection and the failure of the U.S. Senate to protect our right to vote exposed how fragile our democracy is. And in a series of devastating blows to the Voting Rights Act, even the Supreme Court of the United States proved that it is [unwilling](#) to prevent our democracy from reaching a breaking point.

Our politicians and courts have failed us. But unlike them, we have no choice but to continue fighting. The forces behind anti-democracy laws that suppress the youth vote, gerrymandered maps and outright election sabotage will only be emboldened by the Senate's failure to act and the Supreme Court's unwillingness to safeguard voting rights at the federal level.

We are living in a historic moment, and we need to rise up to make electoral justice a major priority for our generation. If we want a Green New Deal, real immigration reform, affordable housing, and healthcare, we need to fight for our right to vote like our future depends on it.

The good news is, we already know that there are hundreds of young people ready to join the fight. Throughout 2021, we held a national youth voting rights listening tour and heard from voting advocates on the frontlines and young people who've had their votes suppressed. And they are sick of being the only people who talk about this issue in their schools and workplaces. They've been waiting for something like this to get their friends, teachers, and families excited enough about electoral justice just like we are--SO excited that they can channel that energy into the streets and halls of power. And here's how we'll do it:

THE GAME PLAN FOR THE NEXT 365 DAYS

Building a new intersectional youth-led movement

In 2022, we will spark our movement by starting GenVote Teams and Hubs in colleges, high schools, places of faith, rural counties and big cities. To build an inclusive youth-driven movement, GenVote will open our chapters to include not only college students, but high schoolers, post-graduates, and any allies aligned with our principles.

We will recruit young people of all ages to launch local, creative actions that will create an active, large base of advocates fighting for electoral justice in their communities. We'll lay the groundwork in an innovative "movement school" and provide regular online mass trainings, so anyone can get involved in counties, cities and campuses across the country. And as we travel around the country to invite people into the movement, we will equip GenVoters with the tools that they need to talk to anyone and everyone about our generation's democratic crisis and our plans to fight for a just democracy for all.

Why intersectional?

Our mission explicitly states our commitment to building an intersectional, youth-led movement, and we mean it in everything that we do. These suppressive voter laws are designed to disproportionately affect working class people, LGBTQ+ folks and Black, Latinx, Asian and Indigenous voters.

Too often we hear from young people who want to get involved but are turned away from local voting organizations because they are not in college, or they choose not to get involved because they feel tokenized in majority-white civic organizations. Our current focus on college-based organizing limits us from organizing a youth-led democracy movement that is cross-class, multi-racial and inclusive of high school students and young people not affiliated with higher education institutions. We need our movement to be led by those most impacted.

We also believe that there is a unique opportunity to train the next generation of democracy warriors with an intersectional electoral justice framework. Our mass training programs will provide GenVoters with a shared curriculum that grounds our movement in the historical lineage of previous voting rights movements and explore how class-based oppression intersects with barriers to voting and civic participation.

Reimagining the fight for electoral justice and voting rights

At our core, we will spread our vision for a just democracy in state capitals, county legislatures and election administration offices across the country. While the U.S. Senate may have abandoned our democracy, GenVoters will uphold the promise of the Freedom to Vote John R. Lewis Act by asking governors, secretaries of state, and election administrators to end voter suppression, stop election subversion, and protect our right to vote. But we won't stop there. In the lead-up to 2024, we will reimagine how young people come of age in our democracy and enact a unified agenda for youth voting rights that can expand the franchise for generations to come.

Holding insurrectionists accountable and protect future elections

This year, we will spotlight politicians who supported the January 6th insurrection and make it clear that it is morally unacceptable to distort or disregard the results of future elections. We will show up in their offices, fancy fundraisers and town halls. And if they don't commit to listening to the will of the people, we will expose their lies so that their voters—and the world—know who they really are: enemies of our democracy.

But we will really show our strength by preventing anti-democracy candidates from taking control of our elections. For years to come, we will work with our Hubs and Teams to endorse or nominate young, pro-voter candidates running for local election administration offices (we're talking *super* local like county clerks-registrar of voters-board of election commissioners-local). We will empower young people to actually own our democracy systems and launch lifelong careers in election administration.

GenVote Rising and the 2022 Elections

It's no secret that the Big Lie has emboldened insurrectionists and "Stop the Steal" candidates to spread misinformation and run for public offices that literally control how elections are run. As of March 2022, at least 22 candidates that deny the legitimacy of the 2020 election are running for Secretary of State in 18 states. This lie has even encouraged people to bring guns to poll sites and intimidate voters.

We won't be able to implement solutions that will make the ballot box more accessible if the people in charge of our elections are actively obstructing them. Nor can we get a record number of people to the polls in 2022 or 2024, if folks feel like their safety is threatened or that their votes won't be counted.

So, we can't emphasize this enough: the time is now to drop everything and help us protect our democracy in the lead-up to November 8, 2022. This year, we're calling this spark **GenVote Rising** and are calling on thousands of young people to rise to the moment and join GenVoters in the first youth-led national election protection mass training program. We will work with allies across the country to monitor social media channels for misinformation and provide field support to monitor poll sites for voter intimidation and suppression.

And to the young people who are willing to take time out of your schedules to fight for our democracy and kick out anti-democracy candidates, we are so glad that you are here. We are looking for at least 40 young BIPOC organizers to join **GenVote Ascenders**, a first-of-its-kind paid election program to mobilize young people around Secretary of State races in Arizona, Michigan, Nevada, California and Massachusetts (these elected Secretaries are the chief election officials that have the ultimate power over how elections are run for over 34 million registered voters).



THE GENVOTE 3-YEAR STRATEGY

We are not only sparking a movement for 2022. *We are taking responsibility to spark a national movement for an entire new generation to reimagine what it means to reclaim our democracy and make electoral justice a major priority for our friends, colleagues and families.* So, no question about it, we are in it for the long run. And in order to sustain this momentum, we have identified key goals and organizing tactics for the next few years:

	Phase 1 Now – June 2022	Phase 2 June – Nov. 2022	Phase 3 Dec. 2022-Dec. 2023	Phase 4 Jan. – Nov. 2024
<i>Goal</i>	<i>Sparking our movement + building our base</i>	<i>Changing the narrative + reclaiming our democracy</i>	<i>Building political power for electoral justice champions</i>	<i>Making electoral justice a major priority for our generation</i>
<i>Organizing</i>	<p>Participate in the 2022 Hunger Strike for Democracy</p> <p>GenVote Movement School (Train 375 young leaders, 5 in-person orientations, 5 virtual state-based workshops)</p> <p>Launch Insurrection Accountability and Protect Our Democracy campaigns w/ Hubs and Teams</p>	<p>2022 National Tour for Youth Voting Rights (Visit and hold events in 10 target states)</p> <p>GenVote Ascenders (Recruit and deploy 40 Ascenders in Secretary of State races)</p> <p>National Youth-led Election Protection Program (train 2,000 young people)</p>	<p>Evaluate results of 2022 election.</p> <p>Potential plans include:</p> <p>National Youth Voting Rights Convention</p> <p>Electing youth voting rights champions in local election admin offices</p> <p>Hold town halls about youth voting rights with elected officials and keep them accountable to a youth democracy agenda</p>	<p>Make electoral justice issues a major priority in the 2024 Democratic primary and General election</p> <p>Kick out insurrectionists and anti-democracy candidates in the U.S. Senate</p> <p>Win unified youth voting rights agendas across the country</p>

OUR THEORY OF CHANGE (TOC)

In 2022, GenVote is overhauling our organization and committing to a new theory of change (TOC) that centers people power and movement-organizing. Originally founded in 2017, GenVote worked to spread the GenVote Model of Engagement and educate, mobilize and connect college students in New York to progressive candidates running for local offices. But we soon realized that it was pointless to get young people involved in political campaigns if they couldn't access poll sites or register to vote.

As our team dove into the voting rights movement to completely overhaul New York's election system-which had some of the worst electoral laws in the country- we knew that we had to do everything we could to achieve sweeping change for young voters in our home state. As the lead youth organizers in the largest voting rights coalition in NY, Let NY Vote, we rallied, testified, disrupted, educated, lobbied and...WE WON. In 2019, New York took the first necessary steps to update New York's archaic laws by passing early voting, pre-registration of 16-and-17-year-olds and automatic voter registration.

The Let NY Vote movement was only victorious because it was initiated by everyday people who changed the climate of political debate and forced politicians in Albany to take stands on issues they would have rather avoided.

Pushing back against the Big Lie and stopping this democratic crisis will require aggressive action at all levels of governments in "Red" and "Blue" states. History shows that two ingredients are needed to make this sweeping change:

- **People Power:** a large, vocal, and active base of public support
- **Political Power:** a critical mass of supportive elected officials

We recognize that we are a part of a much bigger legacy of fighting for voting rights and follow in the footsteps of the voting rights warriors who've proven that this TOC works:

In **Seneca Falls, NY**, hundreds of women came together in a convention to reimagine a world in which they could vote;

In the South, **the civil rights movement** was driven by young Black voters, who exercised their people power in nonviolent protest like sit-ins and marches; and grew their leadership base in citizenship education schools and Freedom Rides. These tactics generated a large, vocal base of support in the American public, which ultimately pressured elected officials to exercise their political power and pass the Voting Rights Act of 1965 (which until recently has been reauthorized and amended 5 times under both Republican and Democratic presidents);

And building on the momentum of the civil rights movement, young people from the anti-Vietnam War protests organized in high schools and college campuses to demand that the **voting age be lowered to 18 from 21 years old.**

Like our ancestors, we will regenerate a movement that will mobilize thousands of young people to create a democracy that is finally inclusive and just for all Americans.

A tale of two democracies: Building people power in a divided America

Here's the crazy thing: Young people—and the majority of the American public—agree that our democracy is broken and are worried about its future. Over 70% of Americans say that our democracy is weaker than it was four years ago.

But we cannot ignore that the Big Lie has seeped into our communities and the public is divided on what the threats to our democracy are. One half of the public believes it is voter fraud, the other half believes that it's voter suppression. One side believes the January 6th attack on the U.S. Capitol was an “insurrection” while another side believes that it was a protest that “got out of hand.”

Our role here is to create a framework and vision for our democracy that other people and allied organizations can see themselves in, since we are part of a larger movement to ensure that every American has the freedom to vote and participate in the electoral process. This larger movement of voter advocacy and campus-based organizations have applied direct pressure on elected officials to support major federal reforms and push back against voter suppression laws on the state level. *What is missing is a mass youth-led movement that uses creative, disruptive tactics and mass training to deeply engage young supporters and generate stories about support for electoral justice in our communities.*

We need to find young leaders who believe that a just democracy for all is possible and invite them to get involved. We need these young leaders to bring in their family, friends and mentors of all ages so that our vision is the new normal. Here's how:

- Raise the moral urgency against attacks on our democracy, like the January 6th insurrection, and spark moral outrage against efforts to steal future elections
- Talk directly to our neighbors and community members to spread the word about our vision for what a just democracy looks like in our communities

“If a house is burning, and a bucket of water is thrown on the blaze and doesn't extinguish the fire, this doesn't mean that water won't put out the fire. It means we need more water. And so, with nonviolence.” – Dorothy Cotton, civil rights educator and activist

THE GENVOTE PRINCIPLES

These principles are our basic agreements that bind us together and define us as Generation Vote. Any action that violate these principles is not a GenVote action. It is our responsibility to ensure that they are followed by every member of GenVote.

We practice authentic, action-oriented youth engagement. Our multigenerational movement is for young people and led by young people. We seek to develop and benefit from the leadership of our movement's youngest and brightest voices.

We are nonviolent. Nonviolence wins over the hearts and minds of all voters. Our actions will always be peaceful, and we are committed to keeping our people safe in the face of power.

We are fighting for a better tomorrow. We envision a democracy in which all people have time off to vote. We envision a country in which polling locations are accessible to all. We envision a future in which 16-year-olds can vote. Most of all, we envision a system in which no one, especially rising generations, face barriers when trying to vote.

We welcome all. From difference comes strength. We recognize and celebrate the participation of people of all races, ethnicities, sexualities, gender identities, ages, and religious backgrounds in the youth voting rights movement.

We lend our voice to those who are historically silenced. We amplify the voices being excluded by our political systems and layers of oppression. The voices of immigrants documented or not, the poor, people with disabilities, international students, single parents, incarcerated peoples, disenfranchised households, and all others who wish to speak truth to power and dismantle systems of oppression.

We take initiative. Any group of 5 people can form a GenVote Team or Hub in their local community, so long as they do so in accordance with our movement principles.

We are responsible to our local communities. We grow our power through local grassroots organizing. We are active participants in our neighborhoods and our work is rooted in our local experiences.

We honor those who have come before us. We honor the legacy and sacrifices of the young people of our nation's first civil rights movement and fight for youth suffrage. We recognize that we are a part of a much bigger story and follow in the footsteps of the young people of color who have been fighting this fight for generations.

We learn from each other and grow together. We each bring something different to the table. When we work together, our movement becomes more representative of all those impacted by voter suppression. We recognize that burnout is harmful, and we can only be successful if we prioritize our personal wellbeing—we can't collectively care for our democracy if we don't first care for ourselves and each other.

JOIN THE GENVOTE MOVEMENT

Ready to join this badass movement for our right to vote led by young people, for young people? Good, because we want you to join too. In fact, we need you to join, because this is an all hands-on-deck operation. Whether it's participating online or sparking a GenVote Hub in your city or a Team on your campus, there are different ways that you can plug into the movement:

Bringing GenVote to Your Community

Our movement is driven by our GenVote Teams and Hubs. Teams and Hubs have the same autonomy within the organization. The only difference is their membership and where they are started.

Teams: Sparked by students at a specific institution (i.e. high school, college/university, community college). Membership for teams is usually limited to just the institution and campus. For example, your team can be named **GenVote @ NYU** or **GenVote @ SUNY-Albany**!

Hubs: Sparked by young people or allies in a city or county. Membership is city/county-based and open to all members of the public (but still youth-led). If applicable, GenVote Teams are usually part of their city or county's larger Hub. For example, your Hub can be named **GenVote @ NYC** or **GenVote @ Harris County**!

Where to start:

1. **For everyone:** The very first step to becoming a GenVoter is to attend an orientation training. We hold these online at least monthly and during special in-person workshops (like GenVote Movement School). During these trainings, you will learn what it takes to bring GenVote to your community and/or how to participate remotely and online!
2. **Start a GenVote Hub or Team in your community:** At Generation Vote, we believe in the power of 5. All you need is 5 people to form a GenVote Team or Hub in your local community, so long as you do so in accordance with our movement principles. Most Hubs and Teams hold meetings once a week or biweekly. Here are some things to get you started:
 - Create your leadership core and designate roles (more on that below). Once you have your 5 people, you can register your new GenVote Team or Hub on our [website](#). Once registered, we will send you cool GenVote swag, so everyone knows you are part of the movement!

- Recruit, recruit, recruit! Our team can help you plan events and plug you into campaigns to get the word out about your new Team or Hub...
 - Recruit 25 friends to send the [Save Our Generation's Democracy Pledge](#) to your governor and election administration officials (this is a great tool to recruit folks and get people up to speed about the democratic crisis!).
 - Hold January 6th insurrectionists accountable in your community by bird-dogging them in their offices, town halls and other public spaces.
 - Plug into national campaigns like **GenVote Ascenders** and **Election Protection**
 - *Summer 2022: Bring a GenVote Van Tour event to your community and help us launch our movement*
3. **Remote/online support:** If you are not able to bring a GenVote Team or Hub to your community, you can still support the movement remotely and online. Our online GenVote supporters can still plug into our national campaigns and apply for our programs.

Luckily, we have an amazing GenVote National Team who will support you in everything that you do! We will also provide you with free digital resources to make sure that your GenVote Hubs and Teams are successful.

Tips for an effective Hub or Team

Roles: Whether you are a student starting a GenVote Team at a local community college or high school campus, or a young professional starting a GenVote Hub in a city community center, the core DNA leadership structure is the same. All core DNA leadership team roles should be held by young people (under the age of 35), whether you are in a Team or Hub.

It's important to designate roles based on people's interest or skill sets, so you can develop a core group of leaders to spark the movement in your community. If there is a new skill that you want to develop, we encourage you all to push yourselves and take ownership of that role or create an additional one.

Our movement is by and for young people, since we believe that it is up to our generation to transform what is possible for our democracy. If you do not identify as a young person, we still need your support in the movement and encourage you to recruit young folks to bring the GenVote movement into your communities. Once the Hub and Team is up and running, we invite you to get involved and uplift the young people in your Hub and Team as a supporter!



THE POWER OF 5: CORE HUB/TEAM ROLES & WHAT THEY DO	
Team/Hub Coordinator(s)	<p>WHO: The Team/Hub Coordinators help launch new Teams/Hubs and are at the core of leading GenVote operations at the local level.</p> <p>WHAT: Their roles include setting meeting agendas and managing tasks amongst leadership and members. They also serve as the primary contact with GenVote National and external partners and campaigns.</p>
Development Coordinator	<p>WHO: The Development Coordinator should manage the financial operations for the GenVote Hub/ Team.</p> <p>WHAT: This includes setting up budgets and identifying fundraising opportunities so your Hub/Team can do cool things in your community.</p>
Direct Action Coordinator	<p>WHO: The Direct Action Coordinator should coordinate the logistics and day-to-day planning for your Hub/Team's events and direct actions.</p> <p>WHAT: This includes mapping out the game plan for potential actions in your community, developing events and managing lots of moving pieces (like speakers, partners, safety, etc!).</p>
Communications Coordinator	<p>WHO: The Communications Coordinator should manage communications internally and externally for the GenVote Team/Hub.</p> <p>WHAT: This includes telling the story of GenVote to the world on social media and coordinating with press in your community. They should stay up to date with current events and local news!</p>
Constituency Organizer(s)	<p>WHO: The Constituency Organizers help build relationships with different community and youth organizations for coalition-building efforts.</p> <p>WHAT: This includes showing up for others, such as meetings and events with potential partners and allies. They should be doing outreach and managing public opinion projects in your community to understand what issues matter most to young people!</p>

Theory of Movement Leadership



GENERATION VOTE

- **I educate, you learn, we advocate:** GenVoters will be taught the GenVote theory of change and culture. There will be opportunities to apply learnings through advocacy efforts.
- **I lead, you collaborate, we activate:** Current leadership will guide the progression of current initiatives and goals. Incoming members will share feedback to better outcomes.
- **I empower, you lead, we mobilize:** Leadership will allow members to emerge as leaders and take charge of ongoing efforts.
- **You lead, you mobilize, we empower:** GenVote is a family and nothing ever has to be done alone. Emerging leaders will continually lead efforts and actions and as a result, new leaders will be inspired.
- **You educate, someone else listens, ya'll act:** Leaders are now fully equipped with the knowledge they need to teach others. Now it is their turn to continue the cycle.

Elements of the Story: Helpful Talking Points

Reaching the Breaking Point: Our generation is facing a democratic crisis. Throughout our history, institutionalized systems of power continue to suppress the right to vote for young people across the country, especially young Black, Brown, Asian, Latinx and Indigenous people. As an intersectional movement, we recognize that we are building upon the sacrifices and gains made by our ancestors as we fight for a just democracy for all.

Them: Today, we are facing the largest anti-democracy movement that our country has ever seen. The very same elected officials who endangered our lives with lies about Covid-19 and our election, passed youth voter suppression bills and blocked an investigation into the January 6th insurrection, are silencing our generation by refusing to pass laws that would create a just democracy for all. These efforts are being funded by mega-wealthy donors and corporations who are blocking progress on issues that our generation cares about, like climate justice, gun control, and the student debt crisis.

The Choice: We are at a pivotal moment in history. We can continue to watch the gutting of our democracy at the hands of corporations and anti-democracy politicians, or we can come together and fight for a society in which everyone has the freedom to vote and our elected officials are representative of our generation. The time to choose is now.

Us: We are the most racially and ethnically diverse generation that our country has ever seen. We are young voting rights warriors who are sparking an intersectional youth-led movement committed to protecting the right to vote and building a just democracy for everyone in this country.