



GENERATION VOTE

IMPACT

REPORT

2021-2022

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LETTER FROM THE NATIONAL TEAM:

2023 is a critical year for Generation Vote (GenVote) and this country: GenVote is approaching our one-year mark since we re(launched) as a national organization and published our new movement DNA to spark an intersectional youth-led movement that fights for our right to vote and a just democracy for all. The Generation Vote community is also entering its fifth-year anniversary and we are excited to enter a new era of change for our GenVoters and allies.

In the five years since we started Generation Vote, we have been at the forefront of youth voting rights in New York and have undergone a transformative change to reimagine our role in the fight for a just democracy for all in the United States. We've passed legislation to make voting accessible to young people in New York, and have trained dozens of young people to protect and get out the youth vote in record-breaking midterm and presidential elections across the country. In the 2022 election cycle, we launched a historic youth-led campaign to defeat election deniers and insurrectionists running for Secretaries of State in critical states.

With 2024 around the corner, state legislators have aggressively shifted their attention to the local level and continue to introduce voter suppression measures that target young people and communities of color. From banning poll sites on college campuses, to shortening mail-in voting periods, to eliminating student IDs as valid voter identification, and gerrymandering HBCUs, politicians are waging a war against our right to vote because they are afraid of the power that WE hold.

Make no mistake, our generation is facing the democratic crisis of our lifetime. The time is NOW for a bold cross-class, multiracial movement of young people to raise the urgency of this crisis and advance a new vision for a democracy that works for all of us. In the lead-up to the 2024 election, Generation Vote will change the narrative of what it means for young people to fight for a just democracy in our communities and spark a national conversation that will make electoral justice a top priority for our generation. This is just the beginning...



Executive Director/Founder



Managing Director



Director of Training and Leadership Development



Senior Web Strategist



Director of Digital Strategy



Strategic Campaign Director



Strategic Advisor



Development Coordinator

WHAT WE'VE BEEN UP TO...

Beginning in the fall of 2020 and concluding in January 2022, Generation Vote underwent an intensive movement-building process to re(launch) the organization and spark an intersectional youth-led movement that fights for our right to vote and a just democracy for all.

Our History:

When we started GenVote in the fall of 2017, we were just college students in upstate New York who wanted to spread the word about a new training model for organizing young people in the political process. But in the process of engaging young voters in electoral politics, we came across so many barriers that made it harder for young people to register and vote.

From trying to arrange rides to inaccessible off-campus poll sites, to not being able to vote on Election Day because of exams and no early voting option, many GenVote students expressed confusion and frustration when trying to exercise their right to vote. So in 2018, we decided to roll up our sleeves and overhaul New York's electoral system - which had some of the worst electoral laws in the country.

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As the lead youth organizers in the largest voting rights coalition in NY, Let NY Vote, we rallied, testified, disrupted, lobbied and....WE WON. In 2019, New York took the first necessary steps to update its archaic laws by passing over a dozen election reforms including early voting, pre-registration of 16-and-17-year-olds, same-day registration and online voter registration.

While we were fighting for our rights in New York, our team was disturbed by the increasing number of stories of youth voter suppression across the country from our friends and colleagues in the democracy space. From shutting down early voting sites on campuses, to restricting student IDs as valid voter identification, and eliminating pre-registration programs, it seemed that while we were advancing our vision for a just democracy for young people in NY, so many states were actively stripping away our generation's freedom to vote.

So after months of research and interviews with dozens of voting rights leaders and youth advocates, our team decided to start a new chapter for GenVote. For two years, we underwent an intense strategic planning process, known as frontloading, to re(launch) as the only national youth-led electoral justice movement organization that has developed a multi-year vision to mobilize thousands of young people to reclaim our democracy and make electoral justice a major priority for our generation. We overhauled our organization and committed to a new theory of change that centers people power and movement-organizing...

FRONTLOADING A NEW MOVEMENT

Jan 2021 - Jan 2022

GenVote was an inaugural member of the 2021 Momentum Community's first Frontloading Cohort, and the only youth voting rights organization that has undergone this movement-building process with Momentum.

Momentum is a training institute and movement incubator seeding a wave of movements capable of setting a political agenda equal to the challenges we're facing. Some of the most impactful youth-led movement organizations that have participated and launched from Momentum's frontloading model include the Sunrise Movement, Cosecha, If Not Now, and others.

Frontloading is an intense strategic planning process for organizers who want to launch mass movement organizations that can shift the political and social landscape for generations to come. As part of the 10-month Frontloading Cohort, our team participated in week-long trainings, retreats, and monthly skills-based advocacy webinars with Momentum practitioners.



We studied previous movements, best team-building practices, visual strategy tactics, and developed the necessary skills to create the blueprint for a multiracial, cross-class, movement of young people dedicated to fighting for our right to vote and a just democracy for all.

In January 2021, we launched our 15-person movement team and created five Frontloading Working Groups (Story, Strategy, Structure/Culture, Movement Resources and DNA Leadership). Our team was primarily BIPOC-led and consisted of college and high school students, young professionals, community organizers, and voting rights experts. From January 2021 - July 2021, the working groups met on a bi-weekly basis and organized five intensive virtual retreats, culminating in an in-person beta-test/launch NYC retreat in July 2021 (pictured above).



GENERATION VOTE

Frontloading a New Movement

WE EMBARKED ON A 2021 YOUTH VOTING RIGHTS LISTENING TOUR

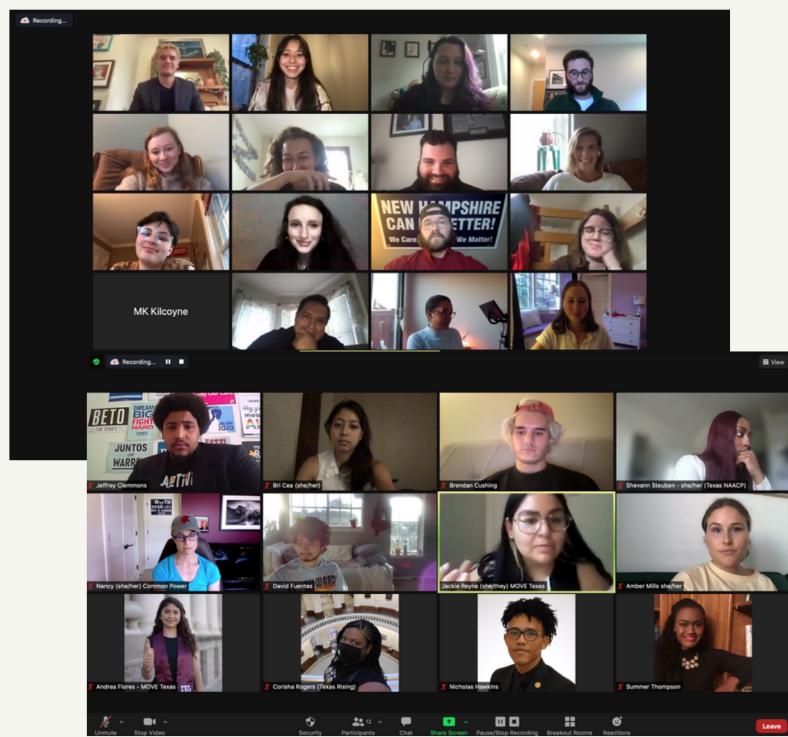
In 2021, GenVote embarked on a national Youth Voting Rights Listening Tour to inform our frontloading process and hear from young people and voting rights advocates about their experiences voting in the 2020 presidential election and fighting against youth voter suppression.

Between April-September, our Listening Tour virtually stopped in New York, New Hampshire, Florida, Michigan, and Texas. We worked with 13 local partners (JOLT, League of Women Voters-Florida, Campus Vote Project, Andrew Goodman Foundation, NAACP-Texas Youth & College Division, NH Youth Movement, EMGAGE, and more), and featured 12 guest speakers, from a local City Clerk to a Congressman. Over 50 people participated in the virtual Listening Tour.

Listening Tour participants spoke to a myriad of challenges and administrative issues faced during the 2020 election cycle, including inaccessible polling locations or early voting polling locations that aren't close to campuses, no time off to vote, gerrymandered districts, unjust residency requirements, local election administration failures, and institutional gaps in civic education.

At the end of each session, participants also had the opportunity to run through a Grand Strategic Objective exercise to envision their ideal democracy. Participants visualized a number of wide-ranging reforms, including lowering the voting age to 16, abolishing the electoral college, mandating on campus polling locations, statehood for Washington, D.C, and more.

While the challenges that young people faced differed across the country, one thing became increasingly clear: there is a strong need for a unified narrative and youth-led movement to reclaim our democracy and make electoral justice a major priority for our generation.



50TH ANNIVERSARY OF THE 26TH AMENDMENT

2021 was the 50th anniversary of the 26th Amendment, which lowered the federal voting age from 21 to 18 years old. To reimagine how young people grow up in our democracy and ensure our generation has a say in the future of our country, we believe in expanding the franchise and lowering the voting age.

To kick off the 50th anniversary of the 26th Amendment, we were one of the main youth-led organizations who endorsed Congresswoman Grace Meng's legislation in the House of Representatives to lower the voting age for federal elections to 16 years old. We have also been at the forefront of lowering the voting age efforts in New York. In 2019, we included lowering the voting age for local and state elections in the first New York Youth Voting Rights Platform.

In partnership with Next Up, Vote16USA, and YVote, Generation Vote hosted the first "Coast to Cost: Lowering the Voting Age to 16" virtual roundtable event in April 2021.

Our Coast to Coast event was moderated by 6 high school students, and was attended by over 30 young people. Roundtable participants and members of the audience discussed youth-led efforts to lower the voting age to 16 across the country, the challenges they experienced in their advocacy, and the need for national mobilization to shift public opinion on lowering the voting age. This discussion featured State Senator Michael Dembrow (District 23, Oregon) and Assemblymember Robert Carroll (44th District, New York), both of whom are championing legislation in their respective states to lower the voting age to 16 for state and local elections.





GENERATION VOTE

Frontloading a New Movement

WE WORKED WITH OUR GENVOTE BASE

Throughout our frontloading process our team recognized the importance of soliciting feedback from GenVote's current membership base. Our GenVoters were plugged into our frontloading process and played a role in shaping the final version of our movement DNA.

Simultaneously, as we transitioned between the old GenVote model of engagement and our new movement DNA, our collegiate GenVote Teams continued to prioritize youth voting rights and the pursuit of a just democracy for all in their local campaigns:

- In 2021, GenVoters @ SUNY U-Albany and SUNY Binghamton continued advancing their campaigns to make Election Day an academic holiday at their universities. Having collected over 1,880 signatures for their petitions, they regularly met with their Academic Calendar Committees and Executive Senate Faculty Committees to further negotiations around the proposed alteration of their campuses academic calendars.

- In 2021, GenVoters @ SUNY U-Albany and Binghamton held two candidate forums with candidates running for local offices, such as County Clerk and Mayor.
- In January 2021, GenVote @ CUNY Queens College hosted an online candidate forum with 7 candidates running for NYC's Council District 24 special election. Candidates and students discussed district and city-wide issues that directly impacted students at CUNY Queens College.
- In June 2021, GenVoters @ CUNY Hunter facilitated an online panel discussion on strategies for increasing youth voter mobilization. The panel featured some of the leading voting rights experts in the state of New York, including Jarret Berg of VoteEarlyNY and our founder and Executive Director, Brianna Cea.





GENERATION VOTE

Frontloading a New Movement

WE BETA-TESTED WITH JUST DEMOCRACY FOR ALL ACTIONS

We conducted a series of beta-test actions in preparation for the 2022 Movement Launch. This included our first, "Just Democracy for All" (JDA) actions in Broome County, NY, Manhattan, NY, and Harris County, TX.

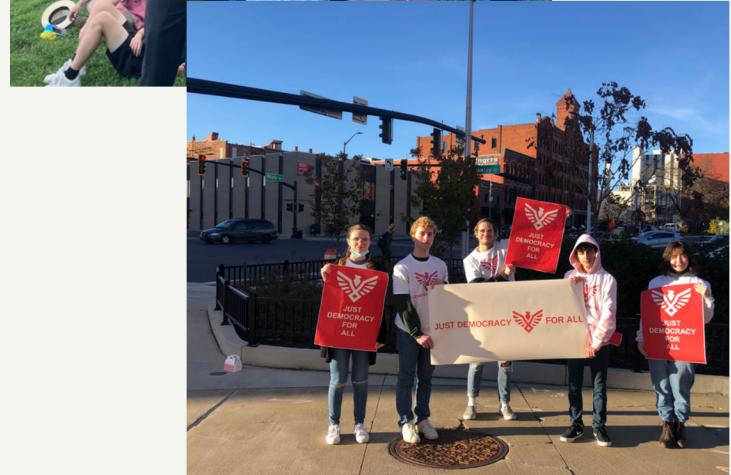
To beta-test our new movement narrative, GenVoters held symbolic youth-led demonstrations at local election offices to demonstrate our generation's widening consensus that local election administrators should fight for a just democracy for all.

From November 5-10, 2021, our Just Democracy for All Actions brought together 50 young people in a series of "speakouts" to respond to the most egregious voter suppression tactics by local election officials and uplift local election officials who are champions for youth voting rights. These actions were held in front of the Broome County Board of Elections Office, the Manhattan Board of Elections Office and the Harris County Election Division.

March On for Voting Rights

On August 28, 2021, Generation Vote was an official partner in the March On for Voting Rights in Washington, D.C.

GenVoters marched and demanded elected officials protect democracy, denounce voter suppression and ensure fair, easy access to the vote for all. Our team also used this action as an opportunity to connect with young people to beta-test our movement narrative and strategy. Our team found that the majority of young people that we spoke to were really impressed by our new brand and felt called to action by our new meta-narrative.





GENERATION VOTE

Frontloading a New Movement

ACTION SPOTLIGHT: WE HUNGER STRIKED FOR DEMOCRACY



Our team is willing to put our bodies on the line to save our democracy and inspire young people to fight for a just democracy for all. In the lead-up to Martin Luther King Jr. Day, our team beta-tested our DNA narrative and rapidly mobilized as the principal youth partner for the 2022 National Hunger Strike for Democracy.

Our 5-person National Team joined 25 other young people from UNPAC and other organizations for a week-long hunger strike in Washington D.C. to demand that the U.S. Senate pass the Freedom to Vote John R. Lewis Act. We were the only New York-based organization at the hunger strike, and in conjunction, partnered with Common Cause NY to conduct a rapid-mobilization event (that included Senator Chuck Schumer) to phone-bank voters in West Virginia in support of the Act.





GENERATION VOTE

LAYING THE BLUEPRINT TO ADVANCE YOUTH VOTING RIGHTS

Since 2018, Generation Vote has been at the forefront of youth voting rights in New York State as the co-chairs of the Let NY Vote Youth Voting Rights Working Group. Our work in NY created the blueprint for our team to bring our vision of sparking an intersectional youth-led movement that fights for our right to vote and a just democracy for all across the country.

In every major election since 2016, New York's youth voter turnout is significantly lower than other states due to unique barriers to the ballot box for young voters. With the support of the Let NY Vote (LNYV) coalition, our team doubled down on fighting for our right to vote and removing the systemic barriers that prevent young people from participating in the electoral process.

In 2019, Generation Vote founded the LNYV Youth Voting Rights Working Group with Citizens Union and hosted the first NY Youth Voting Rights and Civic Engagement Summit in Albany, NY.

At the Summit, over 70 young people shared their experiences as first-time voters, tackled challenges facing young people in the political process, and voted to create the first NY Youth Voting Rights Platform to increase New York's low youth voter turnout. This Platform is the basis of our advocacy for youth voting rights in NY.

Since then, Generation Vote has proven time and time again that we are the leading voice for reimagining a new agenda for youth voting rights in New York:

- In September 2021, our Executive Director, Brianna Cea, was the only youth advocate who testified at the 2021 NY Senate Election hearings regarding the 2020 presidential election. As a result of our 2021 Youth Voting Rights Listening Tour, Brianna submitted testimonies from high school and college students across New York state.





GENERATION VOTE

Frontloading a New Movement

- In December 2021, after our NY Just Democracy for All actions, we partnered with Let NY Vote and the Brennan Center for Justice to focus on election administration reform and the barriers posed by local boards of elections to youth civic engagement. This culminated in a first-of-its-kind report, "How to Fix Election Administration in New York State."
- In April 2022, with the support of the LNYV coalition, Bard College, Andrew Goodman Foundation, and NYPIRG, we passed a law that would require all colleges and universities in New York with over 300 registered voters to host a poll site on campus.
- In 2023, the LNYV coalition endorsed another NY Youth Voting Rights Platform priority: a new CUNY/SUNY Voter Empowerment Act, which would mandate public institutions of higher education to develop student voter action plans, provide students with regular election information and appoint voting coordinators to increase civic participation among students. This effort is being led by Generation Vote and Citizens Union.

At Generation Vote, we know that our fight in New York is not enough to halt the increasing crisis of youth voter suppression nationwide. But what if we could use our fight as a launching point to build people power and replicate our wins in New York to other states? What if we had the tools or organizational infrastructure to scale a national youth-led movement for a just democracy for all in other states, and eventually, Congress?



BRENNAN
CENTER
FOR JUSTICE



How to Fix Election Administration in New York State

By Derek Tisler, Hazel Millard, Brianna Cea, and Mariana Paiz | PUBLISHED DECEMBER 15, 2021
in collaboration with Generation Vote and Let NY Vote

Brennan Center for Justice at New York University School of Law

CUNY/SUNY EMPOWERMENT ACT

Students on college campuses seldom receive information about voter registration, election deadlines, polling locations, upcoming elections, and more. A new CUNY / SUNY Empowerment Act would ensure that every student has (in advance) the information needed to create a plan to vote.



After two years of frontloading and chipping away at our New York goals, our frontloading process gave our team the tools to spread what we've learned in our home state and expand our vision for an intersectional youth-led movement organization that fights for our right to vote and a just democracy for all across the country.

(RE)LAUNCHING GENERATION VOTE

April 2022 - December 2022

After dozens of interviews with voting rights leaders, a national virtual listening tour with young voters, 100+ hours of retreats and even a hunger strike for our democracy, we officially relaunched and published our new movement **We Are GenVote DNA: A Practical Guide to Fighting for Our Generation's Future in April 2022.**

The GenVote movement DNA is a first-of-its-kind guide for young people and provides a framework that unites our members and outlines our new movement principles, theory of change, strategy, structure, story, and culture.

We celebrated the publication of the GenVote DNA with a Movement Launch Party in New York City. We were joined by over 75 attendees and local democracy champions, State Senator Zellnor Myrie, Public Advocate Jumaane Williams, and NYC Comptroller Brad Lander. Our Movement Launch Party also raised over \$7,000 for the movement.



WE ARE GENVOTE

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

GENVOTE.ORG

Our team partnered with The South - a Black-led creative agency - to develop a new brand and style guide for our movement. Working closely with The South's Co-Founder, Kevin Bannette, our team developed an entirely new logo and innovative brand guide for Generation Vote.

Our new movement logo is a phoenix - and just like a phoenix, we will spark a movement and rise from the ashes of a broken democracy to transform what is possible in our homes, schools, places of worship and workplaces.

OUR NEW MOVEMENT DNA

THE ELEMENTS

A New Mission and Vision

GenVote is sparking an intersectional youth-led movement that fights for our right to vote and a just democracy for all.

We envision a world where fighting for electoral justice isn't an afterthought for young people. 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.



A New Membership Structure

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 college students, high schoolers, post-graduates, and any allies aligned with our principles.

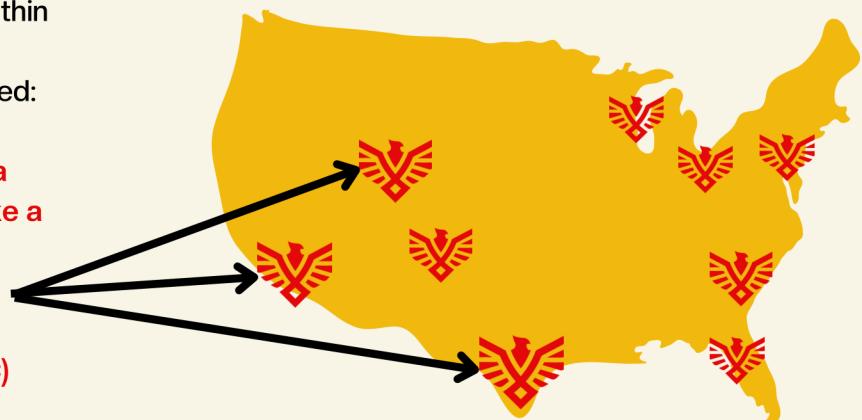


It takes just 5 people to start a GenVote Team or Hub! Teams and Hubs have the same autonomy within the organization, but the only difference is where they are started:

Teams - sparked by students at a specific educational institution like a high school or college
Hubs - sparked by young people based on a city or county-wide membership (ex: GenVote@ NYC)

GenVote Teams and Hubs will spark the movement by:

- Organizing local campaigns for a just democracy for all in their states
- Building people power throughout the GenVote network in national electoral justice campaigns
- Working with local community organizations and allies to win local fights for voting rights and a just democracy for all in their localities



3/25/22

SomeDay Bar,
Brooklyn NY

GenVote Movement Launch Party





GENERATION VOTE

(Re)launching Generation Vote

GENERATION VOTE MOVEMENT SCHOOL

We held a Generation Vote Movement School to spread awareness about the new GenVote movement DNA and to hear from community partners about local fights for a just democracy for all.

Between April - June 2022, we held our Movement School trainings in New York City, (LGBTQ+ Community Center), Washington D.C (Howard University), Phoenix, (Arizona State University), and Boston, (Democracy Center). Each Movement School training session was 3 hours and covered a range of topics from movement theory, to our strategic campaigns and new movement structure.

In each of our Movement School sessions, we featured guest speakers from BIPOC-led community-based organizations leading local fights for a just democracy in their communities. Our local speakers included leaders from the Minkwon Center, D.C. Votes, Massachusetts Votes and the Northeast Arizona Native Democrats coalition.

Between the movement launch in April to the end of June 2022, we educated over 100 people about our movement DNA at in-person events. We also launched GenVote's first city-wide Hub: GenVote@ NYC.





GENERATION VOTE

(Re)launching Generation Vote

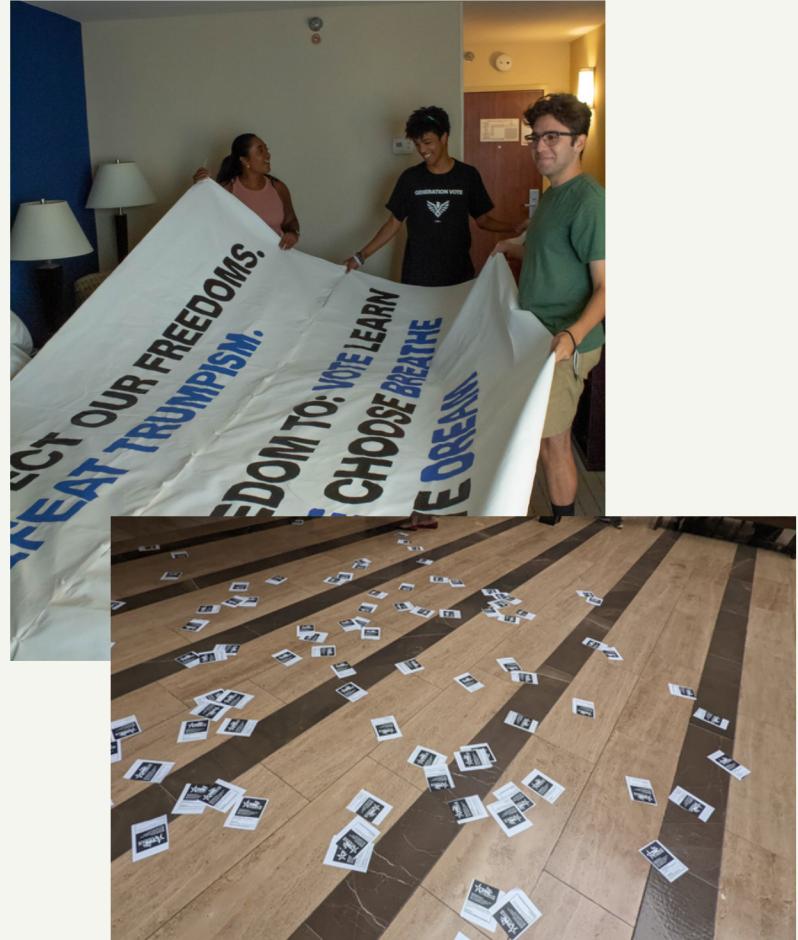


ACTION SPOTLIGHT: CPAC ACTION



In the lead-up to the 2022 midterms elections, GenVoters dropped a "PROTECT OUR FREEDOMS" banner with other movement leaders at the CPAC hotel where politicians were conspiring to overthrow the will of the people and take away our freedom to vote, learn, & love.

In August 2022, GenVoters and climate justice movement leaders led a high-stakes banner drop action at CPAC (Conservative Political Action Conference) in Dallas, Texas. While undercover, our team dropped a large banner that said "Protect Our Freedoms. Defeat Trumpism. Freedom to: Vote, Learn, Love, Choose, Breathe, Thrive, Dream." They also dropped over 200 flyers denouncing CPAC as "Criminals Perpetrating an Authoritarian Conspiracy" in the hotel lobby.



GENVOTE RISING: The 2022 Midterms

In 2022, we called on our generation to rise up and fight back against the largest anti-democracy movement of our lives. We called this spark "GenVote Rising" and worked with our allies across the country to launch two youth-led transformative campaigns: Generation Vote Ascenders and National Youth-Led Election Protection.

In the past year, a wave of January 6th insurrectionists, conspiracy theorists and election deniers were running for public offices that control how elections are run in our communities. As of June 2022, at least 23 candidates that denied the legitimacy of the 2020 election were running for Secretary of State in 17 states.

From Congress, to the gubernatorial and Secretary of State level, these campaigns were spreading misinformation about our elections and threatened our generation's future of free and fair elections. These lies incited violence and encouraged people to bring guns to poll sites and intimidate voters at ballot drop boxes.

If we care about the power of the youth vote and a just democracy for all, we need to build political power around critical election administration posts, like the Secretary of State, because these chief election officials can have the final say on voting procedures that are proven to increase (or suppress) youth turnout. Nor can we get a record number of young people to the polls if young people feel like their safety is threatened or that their votes won't be counted.

To meet the moment, we launched two first-of-their kind campaigns to leverage youth power in the 2022 midterms and protect our democracy:

- Our 501 c(4), Generation Vote Action launched GenVote Ascenders - the first-and-only national program dedicated to leveraging the youth vote to win Secretary of State races in Arizona, Michigan and Nevada. This was our team's first multi-state electoral program.
- To mobilize young people to protect the votes of young people and people of color, we provided training and coaching support in the first National Youth-Led Election Protection Training Program with the 866-Our-Vote Coalition.



FIRST NATIONAL YOUTH-LED ELECTION PROTECTION TRAINING PROGRAM

In coordination with the 866-Our-Vote coalition, GenVote ran a first-of-its-kind National Youth-Led Election Protection Training Program in five states: New York, Florida, Arizona, Texas, and South Carolina.

Our 2022 program was based on a previous beta-test in the 2020 presidential election. In 2020, GenVote launched New York's first youth-led election protection initiative and beta-tested our program to train students in Florida, Texas, New Jersey, Virginia and California. Our unique youth-led training module covers key elements of election protection, such as: why election protection matters for young people, what it means to engage in nonpartisan poll monitoring and social media monitoring, safety and de-escalation techniques, and state-specific election laws.

To continue refining our program before the next presidential cycle, we partnered with the leading election protection organizations in each state to run a youth-led election protection training program. Our main partners included the Lawyers' Committee, Legal Defense Fund, Arizona Democracy Resource Center, Common Cause, and State Voices.



When coordinating with the 866-Our-Vote coalition and state partners, we learned that the infrastructure (recruitment, training, coordination) for bringing young people into election protection spaces is nearly non-existent in many states. We stepped up and conducted outreach to 446 community and youth organizations across 29 college campuses. Additionally, we sent over 4,500 texts to recruit young volunteers (18-22 years) in Maricopa County, Arizona.

After our 2022 program, both the national 866-Our-Vote coalition and state partners in New York, Pennsylvania, Texas, Arizona, Florida and Nevada have expressed interest in running this program again. In the lead-up to the 2024 election, GenVote is interested in working with our election protection partners to spark a narrative shift around youth engagement in national election protection efforts and lay the groundwork for youth-led recruitment and mass election protection training.



GENERATION VOTE

GenVote Rising

GENERATION VOTE ASCENDERS

We built political power by hiring the first national cohort of 7 BIPOC organizers (ages 18-30), who dedicated 15-25 hours a week to educating their communities and mobilizing the youth vote around the Secretary of State elections. Our Ascenders were located in Phoenix, AZ; Tucson, AZ; Las Vegas, NV; Lansing, MI; and Mount Pleasant, MI.

The Center for Information and Research on Civic Learning and Engagement (CIRCLE) 2022 Youth Electoral Significance Index predicted young people would have a disproportionately high impact in the Arizona, Michigan and Nevada gubernatorial and senatorial elections. In 2022, youth voter registration rates were also higher in these states than the last Secretary of State 2018 election.

After interviewing local partners, young voters, and the campaign staff of Secretary of State candidates in each of these states, our team learned that there were no youth-led campaigns around the Secretary of State races, and both candidates and local organizations were unable to dedicate their limited resources to reaching young voters about these often overlooked races.



So our team stepped up and put our blood, sweat and tears into GenVote Ascenders, making GenVote the leading youth organization talking to young voters about the Secretary of State elections in each state. Using an apprenticeship model (10% trainings/webinars, 20% coaching, 70% application), GenVote Ascenders was not only a GOTV program, but an intense leadership development program.

The first half of the program (approx. 6-7 weeks) was dedicated to power mapping/research, creating nonpartisan resources about the importance of the Secretary of State office for young voters, and launching a series of movement organizing, communications and leadership development trainings for all Ascenders. During this phase, our Ascenders distributed nonpartisan information about the Secretary of State at community colleges in Phoenix (Glendale Community College and Phoenix Community College), and in community events, such as the Western Navajo Parade and the Arizona Pride March.



GENERATION VOTE

GenVote Rising

In order to determine our candidate endorsements, we asked the Secretary of State candidates to fill out an endorsement questionnaire with questions created by our GenVote Ascenders. These questions gauged the candidates' commitments to advancing and protecting youth voting rights in their states.

To further inform our educational efforts and endorsements, we partnered with local youth partners to host the FIRST Youth Secretary of State roundtables with the candidates at Arizona State University and SEIU Local 1107 in Las Vegas, Nevada. In both roundtables, over 30 young leaders and students across various academic disciplines came together to discuss the state of democracy in their states and the role of the Secretary of State in protecting the voting rights of young people and people of color.

With the approval of the Ascenders, Generation Vote announced our endorsements in mid-October 2022. Our first endorsed candidates and Ascender champions were Adrian Fontes (AZ), Cisco Aguilar (NV) and Jocelyn Benson (MI).



 **GENERATION VOTE**
proudly endorses
ADRIAN FONTES



 **GENERATION VOTE**
proudly endorses
JOCELYN BENSON



 **GENERATION VOTE**
proudly endorses
CISCO AGUILAR



12

COMMUNITY EVENTS

GENVOTE ASCENDERS IN ACTION





GENERATION VOTE

GenVote Rising

It was important for our majority BIPOC National Team to create a paid opportunity for young people from historically marginalized backgrounds because too often young, queer people of color are underrepresented in high-level political campaign leadership positions. In our first cohort, our youngest Ascender was a 15-year-old South Asian organizer in East Lansing, Michigan, and our oldest Ascender was a 30-year old nonbinary Black accounting professional!

From organizing early voting block parties for the AAPI Las Vegas community, distributing resources to voters in Navajo Nation, and speaking at student events on college campuses, our Ascenders were at the forefront of educating thousands of young people about the importance of the Secretary of State elections. Our team also penned op-eds for national outlets, Teen Vogue and Ms. Magazine, where we shared why it is so important for young people to care about the Secretary of State elections.

In the last 4 weeks of the program, our GenVoters made over 293,000 voter contact attempts to young people about our endorsed Secretary of State candidates, including text-banking, phone-banking, canvassing and voter education events. Generation Vote was the first and only youth-led organization to run a statewide turnout program with independent expenditures solely focused on educating young voters about the Secretary of State race in Arizona, Nevada and Michigan. Throughout the GOTV operation, the Ascenders gained high-level experience in event management, communications and field organizing.

The infographic features a pink and yellow gradient background with three white callout boxes. Each box contains an icon (two speech bubbles, a phone receiver, and a hand) and text detailing a specific achievement. The top box is titled "IN JUST 4 WEEKS OF GOTV, GENVOTE ASCENDERS:".

- Texted 272,562** young voters (18-35 yrs old) about Adrian Fontes, Cisco Aguilar and Jocelyn Benson
- Made 14,575** phone calls to young voters (21-25 yrs old) about their voting plans and GOTV for Adrian, Cisco and Jocelyn
- Knocked over 1,700** doors of young voters
Distributed over 5,000 GenVote palm cards
Held 3 candidate youth events with Adrian & Cisco

For our field strategy, we were committed to reaching young people in communities that are not traditionally included in GOTV. Within 3 weeks, we knocked on over 1,700 doors in student-heavy apartments, university-adjacent neighborhoods and residential dorms with hyper-focused targeting of Democrat, Independent and Unaffiliated young voters. This included dropping over 5,000 pieces of GenVote endorsement literature around campuses and in student-heavy apartments around Phoenix, Tucson, Las Vegas, East Lansing and Mount Pleasant. We also ran a "SOS Democracy on the Ballot" virtual GOTV series, where we held daily two-hour phone and text banks about our endorsed candidates for two weeks.

We also invested in our National Team to be on the ground and support our organizers in Arizona and Nevada. For five weeks, our Executive Director and Managing Director knocked on hundreds of doors and spoke with hundreds of young people at community events - many of whom had no idea about the Secretary of State.



GENERATION VOTE

GenVote Rising



GENVOTE ASCENDERS MADE HISTORY

Make no mistake, our GenVote Ascender candidate victories are our victories. Young and working class people defeated fascists who threatened to overturn the 2024 presidential election results and make voting harder in critical battleground states.

Generation Vote made history and showed that a small, scrappy team can change the fate of the country by getting young people invested in critical election administration races: Every door knocked, phone call and text sent to young voters about our Secretary of State candidates pushed our champions over the finish line. In 2023, we will strengthen our current relationships with Ascender Secretary of State champions to advance electoral justice and youth voting rights agendas in Arizona, Michigan and Nevada.

According to the 2022 National Exit poll by Edison Research, young voters overwhelmingly voted for our Ascender champions (and in some cases, performed better than other statewide candidates!):

- In Arizona, 72% of young voters (ages 18-29) voted for Adrian Fontes. Adrian had the largest margin of victory with young people than any other age group.
- In Nevada, young voters delivered the Secretary of State race to Cisco Aguilar, beating election denier Jim Marchant by two percent. 65% of young voters ages 18-29, and 58% of 30-44 year olds voted for Cisco. Meanwhile, more than half of the voters ages 45-65 voted for Jim Marchant.
- In Michigan, Jocelyn Benson cruised to victory over conspiracy theorist Kristina Karamo. 66% of young voters ages 18-29 and 65% of young voters ages 30-44 voted for Jocelyn.



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GENVOTE IN THE MEDIA (2022 Highlights)



Politics

Secretary of State Races in Michigan, Arizona, Nevada Are Crucial for Protecting Voting Rights

This op-ed urges young voters to cast ballots in secretary of state elections.

BY HOPE-MARIE DELGADO AND DOROTHY MCCARTY

OCTOBER 27, 2022



NATIONAL, POLITICS

The Power of the Youth Vote in Saving U.S. Democracy

BRIANNA CEA, EXECUTIVE DIRECTOR AND FOUNDER OF GENERATION VOTE



Ms. BRENNAN CENTER FOR JUSTICE REPRESENT WOMEN WOMEN & DEMOCRACY

METROFOCUS

THIRTEEN • WLIW 13 • NJ PBS

HOME TOPICS WATCH EPISODES SCHEDULE

WATCH: Voting Activist Recounts Grandfather's Run-in With the KKK

By NowThis

Published on 11/7/2022 at 10:26 AM



Activist Carries On Grandfather's Fight for Voting Equity



OUR 2023 GOALS

With 2024 around the corner, our generation is facing an increasing amount of efforts from politicians to strip young people of our freedoms and threaten our future of a just democracy for all. We believe our generation can rise up like a phoenix and reimagine what is possible for our democracy, before it's too late.

1 Building a new intersectional youth-led movement

In 2023, our number one priority is base expansion and increasing our membership. We will recruit an army of young people to launch local, creative actions that will create an active base of advocates fighting for electoral justice in our communities.

We will launch at least 5 new Teams and 12 Hubs in our target states (MI, CA, NV, AZ, FL WI, SC, TX, PA, and MA). Our National Team offers weekly welcome calls for anyone who is interested in starting a Team or Hub.

2 Embarking on a Just Democracy for All Tour

In 2021, GenVote embarked on a virtual national Youth Voting Rights Listening Tour to hear from young voters about their experiences voting in the 2020 election and fighting against youth voter suppression.

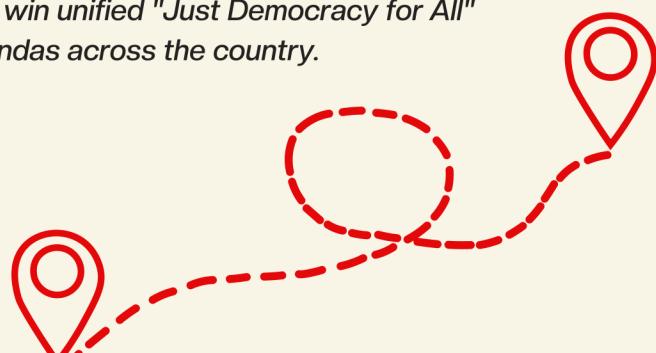
Building on the successes of our 2021 tour and in the lead-up to our Electoral Justice Summit, the GenVote National Team will embark on a multi-state tour to spark the conversation with local allies and young people around a central question: "What does a truly just democracy for all look like in our communities in 2024, and beyond?"

3 Organizing a first-of-its-kind Electoral Justice Summit

In 2023, GenVote will organize the first national cross-movement, youth-led Electoral Justice Summit to reimagine how future generations come of age in our democracy and enact a unified "Just Democracy for All" agenda that can expand the franchise for generations to come. This agenda will be led by young people often overlooked by the democracy space and will popularize the concept of electoral justice in our movements. Similar to our 2019 NY Summit, it will lay the foundation for our national and local advocacy in 2024 and beyond.

4 Make electoral justice issues a major priority for young people in the 2024 Democratic Primary and General Election

In the lead-up to the 2024 election, Generation Vote will make electoral justice a major priority for hundreds of young people across the country. This year, we must lay the groundwork to continue GenVote Ascenders, election protection mass-training, and win unified "Just Democracy for All" agendas across the country.



OUR 2023 MOVEMENT TRAININGS

In the past year, the GenVote National Team expanded our immersive training program and coaching capacity so anyone can get involved in Generation Vote.

Through our movement trainings, GenVoters will receive the tools to talk to anyone and everyone about our generation's democratic crisis and develop campaigns for a just democracy for all at the local, state and national level.

In 2023, we are announcing a new series of 15 GenVote movement trainings to recruit, retain and develop leaders in the GenVote Base. Generation Vote is the only youth-led electoral justice organization in the youth voting ecosystem that provides such a robust mass training infrastructure for our base.



MOVEMENT WELCOME

MOVEMENT CULTURE

ORGANIZER SKILL DEVELOPMENT

CORE TEAM / HUB FUNCTIONS

Welcome to the Movement Calls

Collectively Caring For Ourselves (and Democracy)

Event Planning 101

Developing Your JDA Platform

Building Your Nest: Team / Hub Starter Pack

Art, Activism, and Democracy

Effective Volunteer Management

Multiracial Organizing in GenVote

Multiracial Democracy and Language Access

Birddogging 101 / How to Birddog Insurrectionists

Intersectional Financial Development

Living and Breathing the Movement: An Analysis of the GenVote Movement DNA

Youth GOTV 101

Organizing Your Constituency

Developing Movement Leaders: How to Train the Trainer

GenVote Defenders: Election Protection Training

Communications Strategy 101

Community Based Opinions Research

Increasing Popular Support With Nonviolent Actions

How to Build Public Testimony

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The 2021-2022 Frontloading team:

Brianna Cea, Brendan Cushing, Wasi Ahmed, Hamilton Brooks, Shevann Steuben, Disha Singh, Scott Benson, Audrey Chou, Stuart Baum, Munaja Mehzabin, Bianca Peterkin, Sanda Balaban, Jasmine Neveles, Murat Akaydin, Robi Irizarry-Lopez

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The 2021-2022 Generation Vote Action Board of Directors:

Jasmine Neveles (Chair), Wisdom Cole, Shevann Steuben, Kyla Frank, Sean Morales-Doyle, Brianna Cea (ex officio)

The 2021-2022 Generation Vote Education Fund Board of Directors:

Murat Akaydin (Chair), Sanda Balaban, Alexandra Flores-Quilty, Danielle Neveles, Bria Virgil, Robi Irizarry-Lopez, Brendan Cushing

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Help us continue our work by donating today:

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