School-Based Voter Engagement and Youth Turnout

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YVote Seeks to Increase The Number of 18-34 Years Olds Who Register And Vote In California

YVote? THERE ARE 4 MILLION POTENTIAL YOUNG VOTERS IN CALIFORNIA.

WE ARE THE LARGEST GENERATION IN CA

WE ARE THE MOST DIVERSE GENERATION IN CA

1 IN 3 CALIFORNIANS ARE MILLENNIALS

7 IN 10 MILLENNIALS ARE BLACK, LATINO OR ASIAN AMERICAN (compared to 4 in 10 baby boomers)

WE SUPPORT TAX INCREASES FOR EDUCATION & HEALTH CARE

WE ARE LEAST LIKELY TO EXERT OUR VOTING POWER.

77% VS 52%

MILLENNIALS VS BABY BOOMERS

24% VS 61%

MILLENNIAL VOTE VS BABY BOOMER VOTE
Yvote Vision

- Strengthening California’s progressive movement by transforming young voters of color into an influential voting bloc;

- Building a broad-based movement for young people in the electoral arena and beyond that is able fight for full and equal inclusion for all Californians;

- People of color who are currently marginalized are at the center of improving California’s civic, economic, and cultural life for its young people.
Strategies Piloted in 2016 & 2017 Helped Us Reach More Young Voters and Increase Turnout

- 16 Organizations from across CA
- Contacted 47,000+ Millenial Voters of Color

- 250 Campaign Leaders Trained
- 3,100 Call/Canvass Shifts
- 8,000 LA Youth Voters Registered
- 92,255 Texts Sent
- 200,000 Social Media Reach
- 10,000,000 English & Spanish Media Reached
YVote’s key 3-pronged approach

- Peer to Peer mobile calling of young voters of color using Political Data, Inc. (PDI);
- Individualized text messaging to remind constituents to vote including memes, infographics, polling location, nonpartisan voter guides; and
- Targeted digital media ads and content matched to constituents Facebook, Instagram, and twitter accounts.
Youth Turnout for November 2016

2016 Yvote Impact

- California
- Los Angeles
- Fresno
- Alameda

Legend:
- Total Youth Turnout
- Yvote Turnout
Through Pre-Registration We Have Created A Culture of Civic Engagement in LAUSD

- More Students Feel Included
- Lowers the Barriers to Participation for Young Voters
- Focus is Voter Education Not Just Registration
- Since 2016, YVote has Registered or Pre-Registered 8,000 Students
Our Model is Based on Peer-to-Peer Outreach and Youth-Led Voter Awareness

- Youth-Centered Communications
- Senior Assemblies
- Student Trainings*

- Student-led
- Classroom Presentations
- Tabling Events

- Website
- Voter Guides
- Phone Banks

- Text Reminders
- March to the Polls

* AB 1817, authored by Jimmy Gomez (D-Los Angeles), allows for pre-voter registration of high school students and gives students the ability to register their peers on campus.
Targeted School-Based Voter Engagement Helps Young Folks Understand The Impact Of Their Vote

- Successful School-Based Efforts Have:
  - School Commitment
  - Student Leaders
  - Time Bound Goal
  - Captive/Eligible Audience
  - Incorporates Voter Education
  - Include GOTV plan