



November, 9, 2022

Dear Supporters,

I hope that you are doing well. After a busy day with all of my teams, we are poised to implement our strategies for bringing about record voter turnout in the Georgia Runoff on 12/6/2022. I am now free to do what is on the top of my mind, **thanking you so much for your generous support** of our work mobilizing the youth vote in the Midterms. I am so grateful. In battleground states, young people voted in their highest numbers ever and decided the elections. **TurnUp organized by far the largest youth-led youth voter turnout operation** based on publicly available data. While the results are still being counted, and the turnout numbers fully analyzed, I am writing to share a preliminary update on the success of our efforts to create historic youth voter registration and turnout. I will share our Georgia youth turnout plan in the coming days.

We were able to fully implement our original and updated plan and thanks to your support, we've exceeded the ambitious goals we established. TurnUp was also one of the top youth turnout efforts measured by the number of young voters reached, even in the category of non youth-led organizations/campaigns. We created and implemented many unique and innovative strategies like our internship training program, high school and college voter registration drives, relational youth organizing, college re-registration tool, giveaways, mobile app, Snapchat ads, partnerships with local businesses, and more. Young people decided this election.

Young people ages 18-29 voted in record numbers. In battleground states, 31% of young people voted, which is tied with 2018 for the **highest Midterm youth voter turnout**. Youth voted for **Democrats over Republicans by a 28-Point Margin**. According to this exit poll data, youth ages 18-29 are the only age group in which a strong majority supported Democrats. TurnUp specifically reached out to women and voters of color. 89% of Black youth and 68% of Latino youth voted for a Democratic House candidate. **Young people cast many more votes than the projected margin of victory in most battleground states.**

Here are our achievements in the key states:

- **15,670,238** impressions of our election reminder Snapchat ads and influencer campaigns that displayed information about registering to vote, requesting a ballot, and finding one's polling location.
- **7,873,503** texts with voting information sent by young TurnUp volunteers and interns to young voters.
- **551,867** young voters checked their voter registration via digital advertising, on campus registration at over 150 campuses and a suite of giveaways that we supported.
- **498,387** young people used a tool we supported that enables one to learn whether their friends voted in previous elections.
- **181,302** young voters registered to vote via digital advertising, on campus registration at over 150 campuses and a suite of giveaways that we supported.
- **292,560** young voters conversed on the phone with young TurnUp volunteers and interns about why, how, and where to vote.
- **86,135** relational text messages sent by TurnUp interns reminding their friends and high school and college campus communities to register and vote, request their ballot, and vote.
- **54,586** young voters connected to a voter registration form, a ballot request form, or the location of their polling station.
- **17,547** connections created between young activists around the country, meeting each other digitally to take part in activism, through our mobile app.
- **9,404** young volunteers and **855** dedicated TurnUp internship training program participants working **16,359 hours** including 6,023 hours of GOTV and completing 15,000+ volunteer shifts in partnership with selected GOTV organizations.
- **3,450** voting information stickers distributed to young people in Atlanta via our partnership with local businesses.
- **2,305** young people used our tool to determine whether their vote would make a bigger difference in their home state, or the state in which they attend college.

Here are some snapshots about the **impact of the youth vote** in key states where we reached millions of young voters:

- **Georgia:** Youth ages 18-29 supported Warnock 63% to Walker's 34%. This race is within a 2% margin.
- **Pennsylvania:** Youth ages 18-29 preferred Fetterman 70% to Oz's 28%. Fetterman won by a slim 3% margin.
- **Arizona:** Youth ages 18-29 preferred Kelly 76% to Masters's 20%. The race is too close to call.

Voter turnout data is from Tisch College at Tufts University:

<https://circle.tufts.edu/2022-election-center>

Because of your support, we fully executed our original and updated plan. I hope you feel your resources were invested wisely. As I mentioned earlier, we are not even close to finished with our efforts for this election, **we are moving into Georgia next to again create historic turnout in the runoff election.**

Thank you again for your generous support. Investing in young people makes the difference!

Sincerely,



Zev Shapiro

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Zev Shapiro

Founder

TurnUp (Turnout Activism Inc.)

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