



December 7, 2022

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Dear Supporters,

I'm grateful for your generous support of TurnUp's work mobilizing the youth vote in Georgia. **TurnUp organized by far the largest youth-led youth voter turnout operation in Georgia** based on publicly available data. I'm writing to update you on our success helping to create historic youth voter turnout which was critical in the election! The Associated Press called the race for Warnock.

I met with my team to analyze our final numbers and the voter turnout from Georgia and I'm very impressed. Thanks to your support, we fully implemented our plans, exceeding our ambitious goals. We reached every young woman and young voter of color in Georgia 15 times. We scaled our proven strategies and implemented many unique and innovative strategies like our low-propensity young voter relational organizing program and our high-traffic canvassing program where we mobilized 312 young organizers on the largest college campuses. Young people decided this election.

As we await final data on the youth vote, we know that people ages 18-29 voted in high numbers for a runoff, contributing at least 8% of the vote - on par with 30-39 year olds. TurnUp specifically reached out to young Black voters. It is estimated that 90+% of young Black voters supported Warnock over Walker and that 65-70% of young people in general supported Warnock over Walker.

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 cast many more votes than the projected margin of victory. The margin in the election is currently less than 100,000.**

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## Here are our achievements:

- **10,620,037** impressions of our Snapchat, Instagram, Google, Facebook, Twitter, and TikTok ads and influencer campaigns that reminded young people to request their ballot, vote early or vote on Election Day and enabled them to find their polling location. **Reached each young woman and young voter of color in Georgia 15 times.**
- **1,040,740** texts with voting information sent by young TurnUp volunteers and interns to young Georgians.
- **103,184** relational (peer to peer) conversations with young voters about voting.
- **64,535** young Georgians clicked on our ads and influencer campaigns to find their polling location.
- **54,387** conversations about the election held in person on HBCU and state college campuses by 312 on campus youth organizers.
- **54,132** young Georgians had phone conversations with young TurnUp volunteers about why, how, and where to vote.
- **17,903** low propensity young voters relationally contacted by 152 of their friends reminding them to vote.
- **15,829** pieces of literature reminding students to vote distributed to young voters in Georgia.
- **4,100** voting information stickers distributed to young people in Atlanta, Macon, Augusta, Atlanta, Athens and Columbus via our partnership with 23 local businesses and colleges.
- **534** young volunteers and dedicated TurnUp internship Training Program participants working **1,768 hours** and completing 1,567 volunteer shifts in partnership with organizations like the New Georgia Project and the Georgia Youth Justice Coalition.
- **312** students organizing on campuses such as Spelman, Morehouse, Clark Atlanta, Georgia State, University of Georgia, and Georgia Tech in partnership with the Georgia Youth Justice Coalition.
- Pizza and ice cream were placed near the polls at campuses like GSU, Morehouse and Georgia Tech to encourage students to stay in line and vote.

Because of your support, we fully executed our plan. I hope you feel your resources were invested wisely. Young people were prepared and ready to act in Georgia.

More than 4 million young people turn 18 every year. **To empower youth for the 2024 Election, we must now significantly invest in scaling our proven strategies to create historic youth voter registration in key states in 2023!**

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.)

617-299-9381