



The Youth Activism App

January 11, 2020

2021 Runoff Election Report to Investors

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 for Georgia** based on publicly available data. While we watch our democracy under threat, I'm writing to update you on our success helping to create historic youth voter turnout which was critical in the election!

I met with my team to analyze our final numbers and the voter turnout from Georgia and I'm amazed. Thanks to your support, we fully implemented our plans, exceeding our ambitious goals. 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 mobile app, Snapchat and Spotify ads, partnerships with local businesses, and investing in a new youth-led texting platform. Young people decided this election.

Young people ages 18-29 voted in record numbers for a runoff, contributing at least 14% of the vote. The margin in both races is currently at less than 55,000 votes. TurnUp helped to register some of the 76,000 new voters that registered between Nov 4 and Dec 7. TurnUp helped to turnout many of the 40,000+ young people that voted yesterday but that hadn't voted in 2020. TurnUp specifically reached out to young Black voters. 91% of young Black voters supported Ossoff and Warnock. 65% of young people in general supported Ossoff and Warnock compared to 58% that supported Biden in 2020.

Young people cast many more votes than the projected margin of victory. The margin in the election is currently less than 55,000. Here are our achievements:

24,024,306 impressions of our Snapchat and Spotify ads with information about how and where to vote, reaching each young Georgian 8 times.

1,040,740 texts with voter information sent by young TurnUp volunteers to young Georgians.

120,167 young Georgians clicked on our ads to request their ballot or find their voting location.

102,592 young Georgians had phone conversations with young TurnUp volunteers about why, how, and where to vote.

46,497 young Georgians clicked on our ads to register to vote. Our data suggests that around 3-5% of the youth registered immediately, and many more registered later.

4,339 connections created between young activists around the country, meeting each other digitally to take part in activism, through our mobile app.

4,050 voting information stickers distributed to young people in Atlanta via our partnership with 9 local businesses.

435 young people from TurnUp working 3000+ hours and completing 2000+ volunteer shifts in partnership with groups like New Georgia Project

Because of your support, we fully executed our plan. I hope you feel your resources were invested wisely. **I'm very proud that the long-term investments that we made in 2019 and early 2020 paid off.** We developed our innovative TurnUp mobile app and built a network of thousands of young activists around the country. Young people were prepared and ready to act in Georgia.

We must invest significantly in building our network of young people around the country, and in new youth turnout and activism technologies in 2021 because doing so creates thousands of long-term voters, get out the vote volunteers, organizers and youth that can be mobilized in a moment's notice, as shown in Georgia.

In the next couple weeks, I will share more about our 2021 and 2022 plans for expansion, innovation and even greater impact.

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.)
zev@turnup.us
617-299-9381
EIN: 83-3917641
35 Walden St #3g Cambridge, MA 02140

TurnUp is a nonpartisan public charity focused on increasing youth participation in advocacy and the democratic process.