CIRCLE Growing Voters: Political Campaigns and Organizations

Partisan organizations and political campaigns are the largest stakeholders in voter engagement, but are often structured and incentivized to reach those they consider the likeliest voters. That can exclude young people who have just turned 18, youth who are not in college, and other groups that they consider less likely to turn out. They must shift away from merely mobilizing voters, to growing them.

THE FACTS

+33
PERCENTAGE POINTSNa the 2018 midterms, young people
who had been contacted by a political
campaign more than once were
3 percentage points more likely to
port that they voted.Image: State State

The CIRCLE Growing Voters is a paradigm shift to transform how policymakers and many other stakeholders can strengthen young people's equitable engagement in democracy. Learn more, engage in this work, and share it with others at: circle.tufts.edu/circlegrowingvoters



* VOTE*

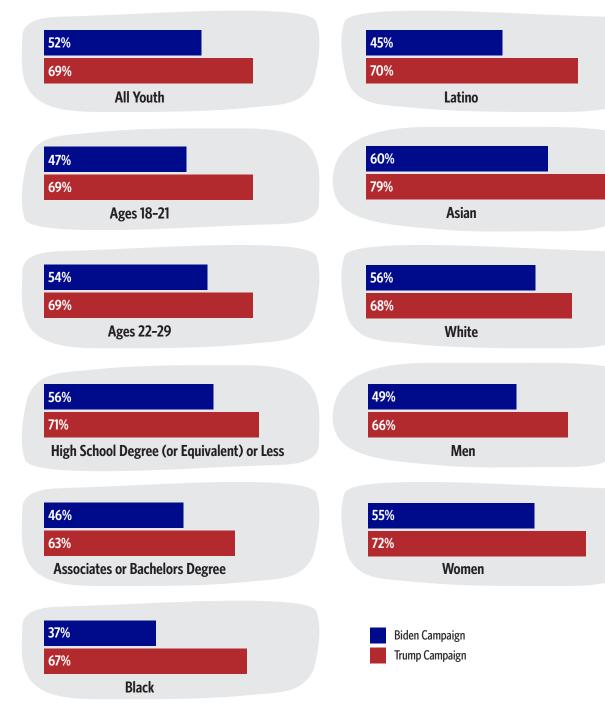


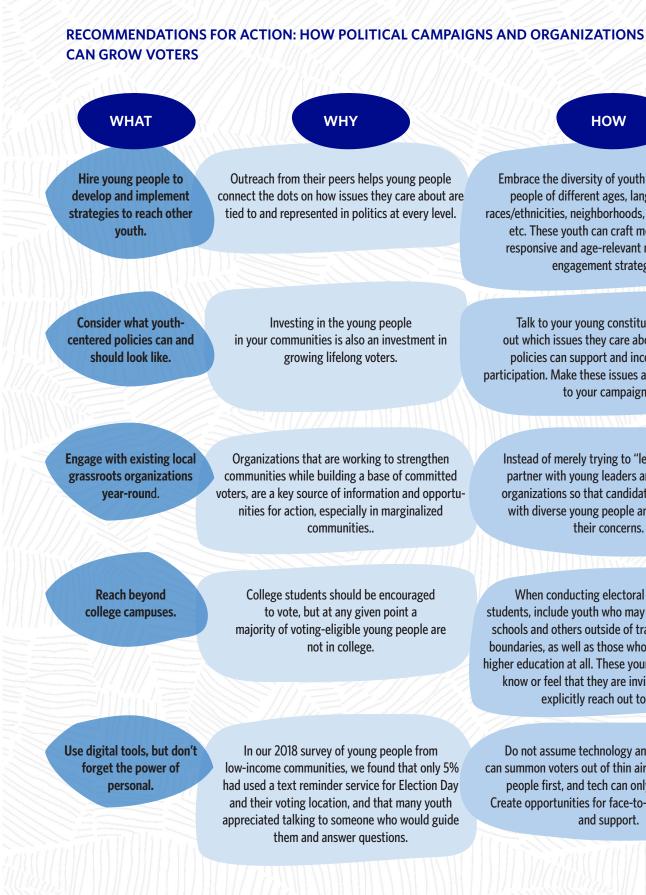
Leaving Votes on the Table:

Being directly asked and encouraged to register and vote is one of the strongest predictors of where youth will cast a ballot. But in the 2020 election, more than half of youth were never contacted by a Democratic campaign, and more than two thirds never heard from Republicans.

YOUTH NEVER CONTACTED DURING THE 2020 ELECTION, BY PARTY

Across the board, young people were less likely to be contacted by the Trump campaign or the Republican Party in 2020





HOW

Embrace the diversity of youth and hire young people of different ages, languages used, races/ethnicities, neighborhoods, gender identities, etc. These youth can craft more culturally responsive and age-relevant messages and engagement strategies.

Talk to your young constituents to find out which issues they care about, and which policies can support and incentivize their participation. Make these issues and policies central to your campaigns.

Instead of merely trying to "leverage" them, partner with young leaders and movement organizations so that candidates can connect with diverse young people and hear about their concerns.

When conducting electoral outreach to students, include youth who may attend commuter schools and others outside of traditional campus boundaries, as well as those who are not pursuing higher education at all. These young people may not know or feel that they are invited unless you explicitly reach out to them.

Do not assume technology and digital tools can summon voters out of thin air: young voters are people first, and tech can only do so much. Create opportunities for face-to-face connections and support.

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