



**IMPACT REPORT 2023**

**GENERATION VOTE**

# LETTER FROM THE NATIONAL TEAM:

With the 2024 election around the corner, our generation is facing an increasing amount of efforts from state legislatures to strip young people of our freedoms and threaten our future of a just democracy for all because they are afraid of the power WE hold...

All eyes will be on the youth vote this year, with over 40 million potential Gen Z Voters - including 8 million young people who turned 18 since the 2022 midterm elections. Combined, millennial and Gen Z voters can save our democracy from the hands of insurrectionists and election deniers running for office, from the presidency, Congress, Secretaries of State and other critical election administration positions. At the same time, millions of voters in 27 states will be voting in elections with new voter restrictions in place since the 2020 presidential election and will potentially face strained election systems and voter intimidation from extremists.

We are approaching two years since our organization relaunched to become a national youth-led organization sparking an intersectional movement of young people fighting for our right to vote and a just democracy for all. After traveling the country in our Just Democracy for All Tour, it is clear that there is a hunger in the democracy ecosystem to engage the youth movement and reimagine what is possible for our generation to fight for electoral justice. Within the youth movement, there is a need for Generation Vote to make the case that if we don't address our nation's democratic crisis - there will be no transformative progress on any other issues that our generation cares about.

Guided by our movement principles, Generation Vote can play a central role in mobilizing young people across the country to rise up like a phoenix and hold the line against insurrectionists and anti-democracy elected officials who are trying to subvert our elections or intimidate voters. In 2024, we can be most effective by focusing on what we do best, serving as a national movement home for young people to be trained and developed as leaders fighting for a just democracy for all in their communities through direct actions and legislative campaigns, advance innovative solutions to expand youth voting rights and civic engagement, and build coalitions. We are ready to step up and rise to the moment. Are you ready to join us?

Brianna  
Cea



Executive Director/Founder

Brendan  
Cushing



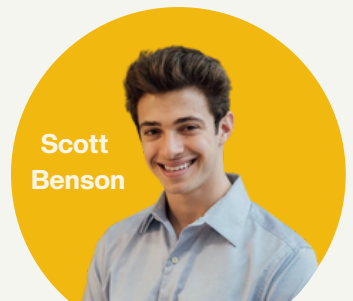
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GENERATION VOTE



# OUR MOVEMENT DNA

# THE ELEMENTS

## OUR MISSION AND VISION

**GenVote is sparking an intersectional youth-led movement that fights for our right to vote and a just democracy for all.**

We envision a world where fighting for electoral justice isn't an afterthought for young people. Just like a phoenix, we will spark a movement that rises from the ashes of our broken democracy in order to create a government that reflects our diverse communities and transform what is possible in our homes, schools, places of worship and workplaces.



## OUR MEMBERSHIP STRUCTURE

**Our youth-led local Teams and Hubs are at the core of our movement. Our Teams/Hubs organize local campaigns for a just democracy for all in their states, build people power in national electoral justice campaigns, get out the youth vote, and have access to our GenVote movement trainings, resource library & workshops.**



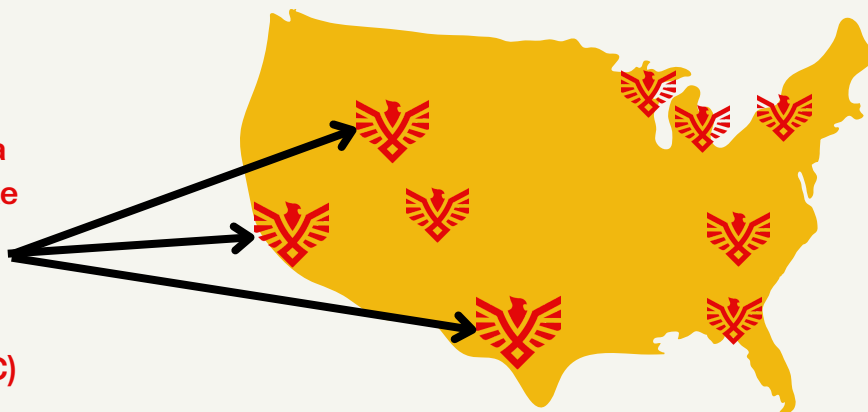
It takes just 5 people to start a GenVote Team or Hub! Teams and Hubs have the same autonomy within the organization, but the only difference is where they are started:

**Teams - sparked by students at a specific educational institution like a high school or college**

**Hubs - sparked by young people based on a city or county-wide membership (ex: GenVote @ NYC)**

GenVote Teams and Hubs will spark the movement by:

- Organizing local campaigns for a just democracy for all in their states
- Building people power throughout the GenVote network in national electoral justice campaigns
- Working with local community organizations and allies to win local fights for voting rights and a just democracy for all in their localities





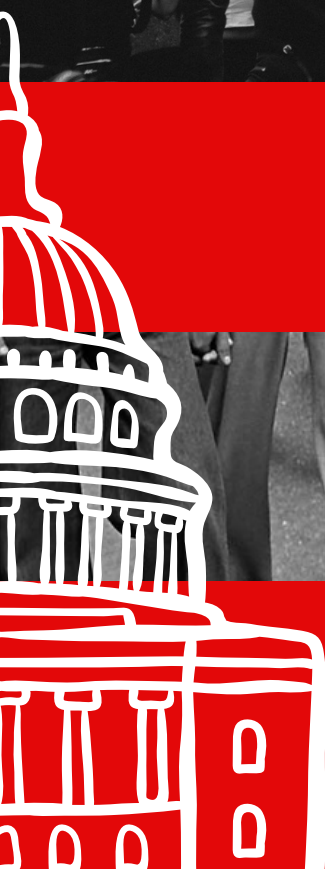
**JUST**



**DEMOCRACY**



**FOR**



**ALL**





## 2023 JUST DEMOCRACY FOR ALL NATIONAL TOUR

**In 2023, the GenVote National team built on the success of our national 2021 Youth Voting Rights Listening Tour and embarked on our first in-person, “Just Democracy for All” tour to spark the conversation with local allies and young people around a central question: “What does a truly just democracy for all look like in our communities in 2024, and beyond?”**

Between June-December, our JDA Tour stopped in Texas, Wisconsin, Nevada, New York, and Michigan. We worked with 6 local partners (Vote Nevada, Make The Road, Youth Rise Texas, NAACP Youth and College Division, Campus Vote Project, League of Women Voters of Lansing) to hold intimate interactive listening sessions with 70 young people. Our 2-hour JDA sessions were designed to be a space for young people to step outside the status quo and challenged participants to reimagine what a just democracy for all looks like in our communities.

GenVote JDA Tour participants shared a range of ideas regarding what a just democracy for all looks like to them, such as lowering the voting age to 16 years old, robust civic education in universities and high schools, full rights restoration and more accessible voter registration laws (automatic voter registration, online voter registration and same day voter registration). At the end of each session, facilitators ran through a defining electoral justice exercise - in this exercise, participants had the opportunity to reflect on what the words “electoral” and “justice” means to them, create a collective definition of “electoral justice,” and envision what achieving electoral justice looks like within our movement for a just democracy for all.

GenVote's Just Democracy For All Tour was an incredible opportunity to connect with young people from all across the country, gather testimonials and our collective visions for a just democracy for all, and prepare us for the first youth-led national electoral justice summit in 2024. While the challenges that young people faced differed across the country, one thing became increasingly clear: there is a strong need for a unified narrative and youth-led movement to reclaim our democracy and make electoral justice a major priority for our generation.





GENERATION VOTE

# 2023 was the year of movement-building and building relationships with allies across the country



GenVoters in Las Vegas, Nevada



GenVoters in Lansing, Michigan



GenVoters in Houston, Texas





# JDA ORGANIZING

In 2023, GenVote National launched our first paid 12-week base-building organizing fellowship program to make our movement accessible for working-class youth. The GenVote JDA Organizing Fellows program is a unique opportunity to join a national youth-led cohort dedicated to addressing our country's democratic crises and reimagining a just democracy for all.

The inaugural cohort for our GenVote Organizing Fellowship included 11 young people, ages 15-34, from 9 states. We received nearly 50 applications from across the country, so the application process was highly competitive. Through GenVote's robust training modules and coaching models, JDA Fellows received support from experienced organizers to develop their leadership skills, strategize electoral justice campaigns, and recruit young people of all ages to launch local Teams/Hubs that will create an active base of advocates fighting for a just democracy for all in their communities.

**By the end of the fellowship program, our GenVote Fellows recruited nearly 75 new Genvoters to spark new Teams and Hubs in the following areas: Tucson, AZ; Madison, WI; New York City, NY; East Lansing, MI; Henderson, NC; Dallas, TX; Las Vegas, NV; Claremont, CA; Georgetown, DE.**

# FELLOWSHIP PROGRAM

Over the organizing fellowship program, we provided:

- **A robust direct coaching program for each fellow**
- **8 new GenVote training modules**
- **12 weeks of weekly 2-hour cohort calls**
- **3 fireside chats with national democracy experts: Yael Bromberg (Rutgers Law School), Christine Wood (DFAD) and Reggie Thedford (CLC)**
- **New online GenVote Movement Library with additional training resources**
- **Local Just Democracy for All Campaign Planning Guide**

With new GenVote Teams and Hubs set to launch in 2024, we are expanding the GenVote movement of young people fighting for voting rights & a just democracy for all across the country. Most importantly, Organizing Fellows will become electoral justice champions in our movement and will be in a unique community of other badass young people, forging friendships that can last beyond the fellowship.

# HEAR FROM OUR INAUGURAL JDA ORGANIZING FELLOWSHIP COHORT

“ GenVote really taught me about all the democratic injustice happening all around me that I did not know about. I got the opportunity to connect 1:1 with my amazing coach who is a great role model and is rooted in her work. My experience with GenVote made me feel like I had a community I could always rely on.  
-Cynthia (WI)

”

“ The JDA Fellowship was an amazing learning experience where I could connect with people that were as passionate as me on the important topics it covers. The program put me in action to create change and offered support in every aspect needed. It not only sparked hubs but it sparked the power in us to make a change.  
-Victoria (AZ)

”

“ GenVote changed the course of my career. They made the field of advocacy and policy research accessible. They support you in whatever you are doing while also developing you as an organizer.  
-Jonathan (NC )

”

“ Participating in the fellowship program was a transformative experience that exceeded all expectations. The comprehensive training and mentorship is provided by an incredible team of organizers that live true to their values. The program's commitment to fostering a supportive community of like-minded individuals has caused a ripple through the lives of so many, making it an invaluable and incredible journey that will have a lasting impact on the fight for a more just democracy.  
-Chris (TX)

”



“ The program was amazing, I'm so glad I had the opportunity to meet with like-minded folks who are also passionate about the current democracy crisis. In the fight for electoral justice, community and unity are some of the most important things we will need to push back the wave of right-wing dictatorial-election denier extremism. We need this network of passionate, strong and reliable resources, like GenVote to push us forward to a just democracy for all!  
-Vienna (DE)

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# OUR 2023 MOVEMENT TRAININGS

In the past year, the GenVote National Team expanded our immersive training program and coaching capacity so anyone can get involved in Generation Vote. Through our movement trainings, GenVoters will receive the tools to talk to anyone and everyone about our generation's democratic crisis and develop campaigns for a just democracy for all at the local, state and national level.

We revamped our series of 15 movement trainings to include brand new training modules, such as:

- **Art, Activism, and Democracy**
- **A Brief History of Voting Rights & The Struggle for a Just Democracy for All**
- **Good Trouble: Direct Action 101**
- **Communications Strategy 101**
- **Weekly GenVote Welcome calls**

To further support our movement leaders, we also launched a new online training resource library. Through the online library, GenVoters have 24/7 access to our training modules and additional resources to support them in their organizing. In addition to the library, we released a new training intake process so GenVoters can request live trainings with GenVote trainers.



**8 NEW  
TRAINING  
MODULES  
LAUNCHED**

**270 PEOPLE  
ATTENDED A  
GENVOTE  
TRAINING IN  
2023**

## **Did you know that GenVote offers free trainings to our allies and partner organizations?**

As the only national youth-led electoral justice organization with a robust movement curriculum, GenVote extended our expertise in training and resources to activists in other movement spaces. For example, we were able to collaborate with DFAD, Public Citizen, and the Not Above The Law Coalition to offer our "Birddogging 101 / How To Birddog Insurrectionists" training and partnered with Arizona Native Vote to give "A Story of Self Workshop" at the first Indigenous Rural Summit in Navajo Nation. We firmly believe that GenVote's robust movement training library and coaching model can, and should, support the broader democracy and youth voting rights ecosystem.



# COLORLINES How Can the Kids Be Alright When Their Voting Rights Are Suppressed?

With at least 17 states tightening voting laws, young people who try to cast ballots could face more challenges in the future.

## Some Republicans Want to Raise Voting Age After Gen Z Midterm Turnout

The New York Times

### Republicans Face Setbacks in Push to Tighten Voting Laws on College Campuses

## The Washington Post

### Top GOP lawyer decries ease of campus voting in private pitch to RNC

A presentation by Cieta Mitchell at a donor retreat urged tougher rules that could make it harder for college students to cast ballots

By Josh Dawsey and Amy Gardner  
April 20, 2018, 11:28 a.m. EDT





# FIGHTING FOR YOUTH VOTING RIGHTS AT THE LOCAL LEVEL



## **Becoming a national leader for Secretaries of State and election administration offices in advancing youth voting rights and civic engagement at the state level**

After our successful GenVote Ascenders program - the first youth-led program to mobilize young voters around critical Secretary of State elections in 2022- we've held Ascender champions accountable to supporting youth voting rights and civic engagement in Nevada and Arizona. In the lead-up to January 2024, we've partnered with Nevada Secretary of State Cisco Aguilar to launch the first Nevada Secretary of State Youth Advisory Task Force.

The Secretary of State Youth Advisory Task Force stems from a list of recommendations compiled by Generation Vote to encourage Secretary of State offices to do everything in their power to expand youth civic engagement and protect youth voting rights. GenVoters also met with the offices of the Secretaries of State in Arizona and Michigan to share systemic solutions for protecting youth voting rights. These recommendations will lay the foundation for a future white paper on how Secretaries of State can improve youth voting rights and civic education in schools.



**Pictured:** Generation Vote attended the signing of 10 election bills that would expand access to the ballot, including a universal vote by mail system with Governor Kathy Hochul in New York.

## **Advancing youth voting rights in New York State**

As the Co-Chairs of the Let NY Vote Youth Voting Rights Working Group, Generation Vote continues to lead the way for advancing youth voting rights in our first state. To increase youth voter participation, Generation Vote and Citizens Union developed the first CUNY/SUNY Student Voter Empowerment Act to expand civic engagement practices in New York's public universities because our city's educational institutions can play a key role in closing the voter registration and turnout gap of young voters as trusted messengers of civic information.

The CUNY/SUNY Student Voter Empowerment Act (to be introduced in 2024) would require Student Voting Coordinators at all public universities to implement robust two-year student voter action plans with at least three civic events a year, provide students with regular nonpartisan election-related information, work with local boards of elections to standardize student voter registration, create university voter committees with students and support student groups doing voter engagement. Furthermore, the Act outlines the required election-related information to be sent to students, allows excusal policies for students to vote, and will enroll all CUNY/SUNY schools in Tuft's National Study for Learning, Voting and Engagement.

## ACTION SPOTLIGHT: MARCH ON WASHINGTON 60TH ANNIVERSARY



**On August 26th, dozens of GenVoters and our allies from the Washington D.C area came together to march in the 60th anniversary of the historic March on Washington.**

This march was not just a commemoration, but a continuation of the original March on Washington for jobs and freedom, as we continue to face an onslaught of anti-democracy voter suppression efforts and civil rights abuses. Young people have always been at the forefront of the fight for a just democracy for all, and GenVoters participated in the March On Washington to honor that legacy and push it forward.

As we marched, GenVoters spoke to hundreds of young people about the democracy crisis that our generation is facing, including calculated efforts to suppress the vote of young people and communities of color, electoral violence aimed at our election workers, and the rise of insurrectionists and election deniers running for office in our communities.

We also used this historic march to collect signatures for our campaign to remove election denier & youth vote suppressor Cleta Mitchell from the Election Assistance Commission Board of Advisors.





# ELECTION DENIER CLETA MITCHELL HAS TO GO

Following a five months-long advocacy campaign led by GenVote and Free Speech For People, the U.S. Commission on Civil Rights declared in November that its seats on the U.S. Election Assistance Commission's Board of Advisors are now vacant, effectively removing Cleta Mitchell, an election denier and former Trump lawyer, from that position. In April 2023, a [Washington Post](#) article leaked Cleta's presentation to a room full of conservative donors, urging them to invest in efforts to make it harder for college students to vote.

GenVote partnered with Free Speech for People to ramp up the pressure and hold Cleta Mitchell accountable. We sent two letters to the U.S Commission on Civil Rights, developed a social media toolkit for partners, canvassed dozens of young people at the 60th anniversary March On Washington, confronted Commissioners at public events and gathered over 17,000 signatures on our petition - and in the end, we won!

This was an important win for our movement and our democracy. This win symbolized a lot more than Cleta - it symbolized our generation standing up for our democracy and holding private actors accountable for their actions (many of which are architects for the largest anti-democracy movement in decades). With the 2024 election around the corner, our win shows that we will hold election deniers and those who attempt to suppress the right to vote not only for our generation, but for all voters, accountable.







Follow us @genvoteus

## The GenVote National Team traveled the country as experts in youth voting rights



Hamilton Brooks at the League of Women Voters South Carolina



Brianna Cea at the Pace Law School Public Interest Law Panel



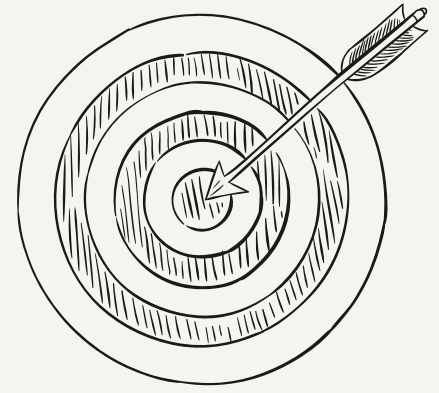
Leila Winbury at the Indigenous Rural Summit in Navajo Nation



GenVote National Team at the American Democracy Summit



# OUR 2024 STRATEGIC PRIORITIES



**In the lead-up to the 2024 election, Generation Vote will continue to make electoral justice a major priority for hundreds of young people across the country. You can get involved with one of our national strategic priorities:**

- **GenVote Fall 2024 Just Democracy for All Organizing Fellowship or GenVote Ascenders:** Our Fall JDA Organizing Fellowship program is a paid opportunity for 15 working-class fellows, ages 16-30, to develop as leaders in the GenVote community with 1-1 coaching and training to spark new GenVote Teams and Hubs in their communities. In 2024, we will work with our Fellows to hold the line against insurrectionists and anti-democracy elected officials who are trying to subvert our elections or intimidate voters. In certain election cycles, we also run our GenVote Ascenders program - the first and only national campaign to mobilize thousands of young people in critical Secretary of State Elections.
- **National Youth Election Protection:** In coordination with the 866-Our-Vote coalition, GenVote ran a first-of-its-kind national youth-led election protection training program in five states during the 2022 election. We are excited to continue this program in critical states in 2024.
- **Fighting for youth voting rights at the state and federal level:** GenVoters are spearheading systemic electoral justice campaigns at the local level such as our CUNY/SUNY Student Voter Empowerment Act campaign and Nevada Secretary of State Youth Advisory Task Force program. Our Teams and Hubs will continue to fight for federal voting rights reform that can meet our nation's democratic crisis at the scale that we need to stop the voter suppression of young people and communities of color.
- **Partner with us for the first youth-led Electoral Justice Summit (June 2024):** GenVote is organizing a historic national youth-led electoral justice gathering to determine how we can make electoral justice a major issue for young people in 2024, prepare a historic youth-led push for major democracy wins at the federal level in 2025, and enact a unified agenda for electoral justice that can expand the franchise for generations to come.



TODAY'S BIG QUESTION

## Will democracy survive in 2024?

Elections in America and around the world will tell us 'whether democracy lives or dies'



# ACKNOWLEDGEMENTS

We couldn't have accomplished these transformative goals without the help of the Generation Vote community. A special thank you to our supporters:

***Tides Foundation, Public Wise, Ben and Jerry's Foundation, Movement Voter Project, Deborah K. Holmes Foundation, Momentum Community***

***The 2023 Generation Vote Action Board of Directors:***

Jasmine Neveles (Chair), Wisdom Cole, Shevann Steuben, Kyla Frank, Brianna Cea (ex officio)

***The 2023 Generation Vote Education Fund Board of Directors:***

Murat Akaydin (Chair), Sanda Balaban, Alexandra Flores-QUILTY, Danielle Neveles, Bria Virgil, Brendan Cushing

This impact report was written by Brianna Cea and Brendan Cushing. It was designed by Brianna Cea. Published March 2023.

**Help us continue  
our work by  
donating today:**

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