



The Youth Activism App

November 6, 2020

Preliminary 2020 Election Report to Investors

Dear Supporters,

Thank you so much for your generous support. I'm writing to give you a preliminary update on the success of our efforts to create historic youth voter turnout. While the results are still being counted, and the turnout numbers fully analyzed, our volunteers are working diligently to help with ballot curing in Georgia. We are preparing to peacefully protest, when necessary to protect the results, and are getting ready to create historic turnout in the Georgia runoffs.

We were able to fully implement our original and updated plan and I believe we've exceeded the ambitious goals we established. In the immediate run-up to the election, through our digital advertising, college get out the vote work and voter contact efforts, we **reached 9 million young voters in key states, including about 1 million in Pennsylvania**, a state we targeted strongly. We **filled over 1,000 volunteer shifts** of young people texting and calling to voters in key states - we are replicating this effort now with Georgia ballot curing. In the run-up to the election we saw more than **1,500 young people using our mobile app** for volunteering and organizing other young people to get out the vote in key states.

We are thrilled to report that **we did help to create historic youth voter turnout which is key to the election**. Youth voter turnout in 11 crucial battleground states (AZ, CO, FL, GA, IA, MT, NC, OH, SC, TX, WI) is close to 50% and could rise to 53%. This is **almost 10 points higher than in 2016**.

Young people cast many more votes than the projected margin of victory in most states and came out in greater numbers than ever before. They may prove an important voting bloc in many close races, highlighting the importance of the youth vote in an election with historic voter turnout. For instance, in 33 of 39 states, **Biden won young voters. Biden received more youth support than Clinton or Obama**. Youth of color have made a huge difference, especially in AZ, NC, GA. The youth vote could prove decisive in a few Senate races.

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

Georgia: Biden has an advantage of about 140,000 youth votes in a race with a current margin of around 2,000 votes.

North Carolina: Biden has an edge of 140,000 youth votes in a race with a current margin of around 70,000 votes.

Wisconsin: Biden has an edge of 124,000 youth votes in a race with a current margin of around 20,000 votes.

Michigan: Biden has an edge of around 228,000 youth votes, with a current margin of around 150,000 votes.

Arizona: Youth made up 17% of the vote and supported Biden by +28.

Pennsylvania: Youth made up 14% of the vote and supported Biden by +23. Voter

Turnout data is from Tisch College at Tufts University

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 close to finished with our efforts for this election, **we are moving into Georgia next to create historic turnout in the runoff elections**, and are working toward our long-term goal of sustaining youth activism and voting.

Thank you again for your generous support.

Sincerely,



Zev Shapiro

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Zev Shapiro

Founder

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