

NextGen Wisconsin: Announces back to school efforts across the state

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NextGen Wisconsin will pledge 27,000 young voters and engage students at events on 26 campuses

Milwaukee, WI — This week, NextGen Wisconsin will begin back to school efforts across the state. As students arrive on campus, either for the first time as Freshmen or for the last time as Seniors, NextGen will be there to help them to vote and encourage them to get to the polls in November. Youth registration is already [surging](#) nationwide, and in August and early September, NextGen Wisconsin will pledge 27,000 young Wisconsinites to vote in November. NextGen will have 76 organizers on the ground and will engage young voters on 26 campuses across the state, including 6 community colleges. “Young Americans are energized like never before. Our generation can make history in November, but only if we put in the work in August,” said **NextGen America National Organizing Director Erin Carhart**. “Students are coming back to school this year ready to reshape the politics of this country, and this fall, we’re going to make sure they have the tools to do so.”

In addition to its peer-to-peer organizing efforts, NextGen will spend \$15,000 on campus advertising just during the first two weeks of school on each campus, reaching 65,000 young voters in Wisconsin and asking them to pledge to vote. [Move-in ads](#) will emphasize the power of young people as a voting block and run in print and on Facebook, SnapChat and YouTube.

At University of Wisconsin-Madison, NextGen Wisconsin will host “Pups to the Polls,” where we will bring therapy dogs to the East Campus Mall and help students register to vote. At Marquette University, NextGen Wisconsin will host “Popsicles to the Polls,” where we will provide free ice cream and help students register to vote. NextGen is not alone in its effort to turn out young voters — For Our Future, Planned Parenthood Advocates of Wisconsin, and Leaders Igniting Transformation are partnering with NextGen Wisconsin to help ensure that young voters are a driving force in this year’s midterms.

In Wisconsin, NextGen is focused on defeating Scott Walker, defending Tammy Baldwin’s Senate seat, and flipping WI-01, and will register and engage students at:

Marquette University	University of Wisconsin-Madison
University of Wisconsin-Whitewater	University of Wisconsin-Platteville
University of Wisconsin-Parkside	University of Wisconsin-Eau Claire
University of Wisconsin-La Crosse	University of Wisconsin-River Falls
University of Wisconsin-Oshkosh	University of Wisconsin-Green Bay
University of Wisconsin-Stevens Point	University of Wisconsin-Waukesha
Madison Area Technical College	Concordia University
Carthage College	Cardinal Stritch University
Waukesha County Technical College	Carroll University
University of Wisconsin-Stout	Chippewa Valley Technical College
Northeast Wisconsin Technical College	St. Norberts College
Fox Valley Technical College	Lawrence University
Gateway Technical College	Edgewood College

Young people are energized like never before — and NextGen is only getting started. NextGen America is running the largest youth organizing effort in American history. We’ve been on the ground since 2017 — registering, engaging and mobilizing young people across 11 states to make their voices heard this November. As the largest eligible voting bloc, young people are the key to flipping Congress in November.