

NextGen PAC: Ad campaign launches to motivate young progressive voters ahead of midterms

Posted on Monday, Oct 3, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

Austin, TX — Today, NextGen PAC launched a new digital ad campaign to motivate young progressives to vote in the November midterm elections. The ads include a video series and static ad titled “Thanks to You” and “Our Choice.” The ads will target young people across Pennsylvania, Arizona, Nevada, and Wisconsin, where NextGen is actively organizing Americans under 35 years old.

The ads thank young people for turning out in the 2020 general election, and credits this participation as creating the progress we see today on climate action, healthcare, corporate accountability, and abortion rights advocacy. The ads encourage young people to show up and vote again in this year’s midterms to ensure MAGA Republicans do not rollback the progress and change we have made.

“The countdown to Election Day is here, and we are making sure young folks understand the stakes of this year’s midterms,” **NextGen PAC President Cristina Tzintzún Ramirez** said. “From historic climate action to life-changing student debt relief, these progressive policies would not have become reality without the historic youth turnout of 2020. During that cycle, NextGen mobilized one in every nine young people to the polls. This year, we are determined to do that again by showing folks that abortion, economic justice, and continued climate action are on the line if we do not elect progressive candidates who represent our needs and values.”

The ads address key findings from NextGen’s [recent research](#), which indicates economic justice and abortion as top issues for young voters. Overall, the polling shows that motivation to vote in 2022 is up across the board among 18-to-35-year-olds. The surge of youth motivation can largely be attributed to the overturn of Roe,

with 2 in 3 young people saying the decision has made them care more about what happens in November. The polling also shows that a majority of young voters believe a Republican Congress will continue to roll back key civil rights and push an extreme agenda on a new generation.

NextGen PAC's new ad campaign is part of a \$15 million voter-outreach program aimed at reaching 9.6 million voters between the ages of 18 and 35 across seven key states in 2022. In addition to running digital ads, NextGen organizers across the country are registering and engaging young voters on over 100 college campuses, in the community, and through texts and calls.