

# Engaging Millennials

The most diverse generation  
in history!

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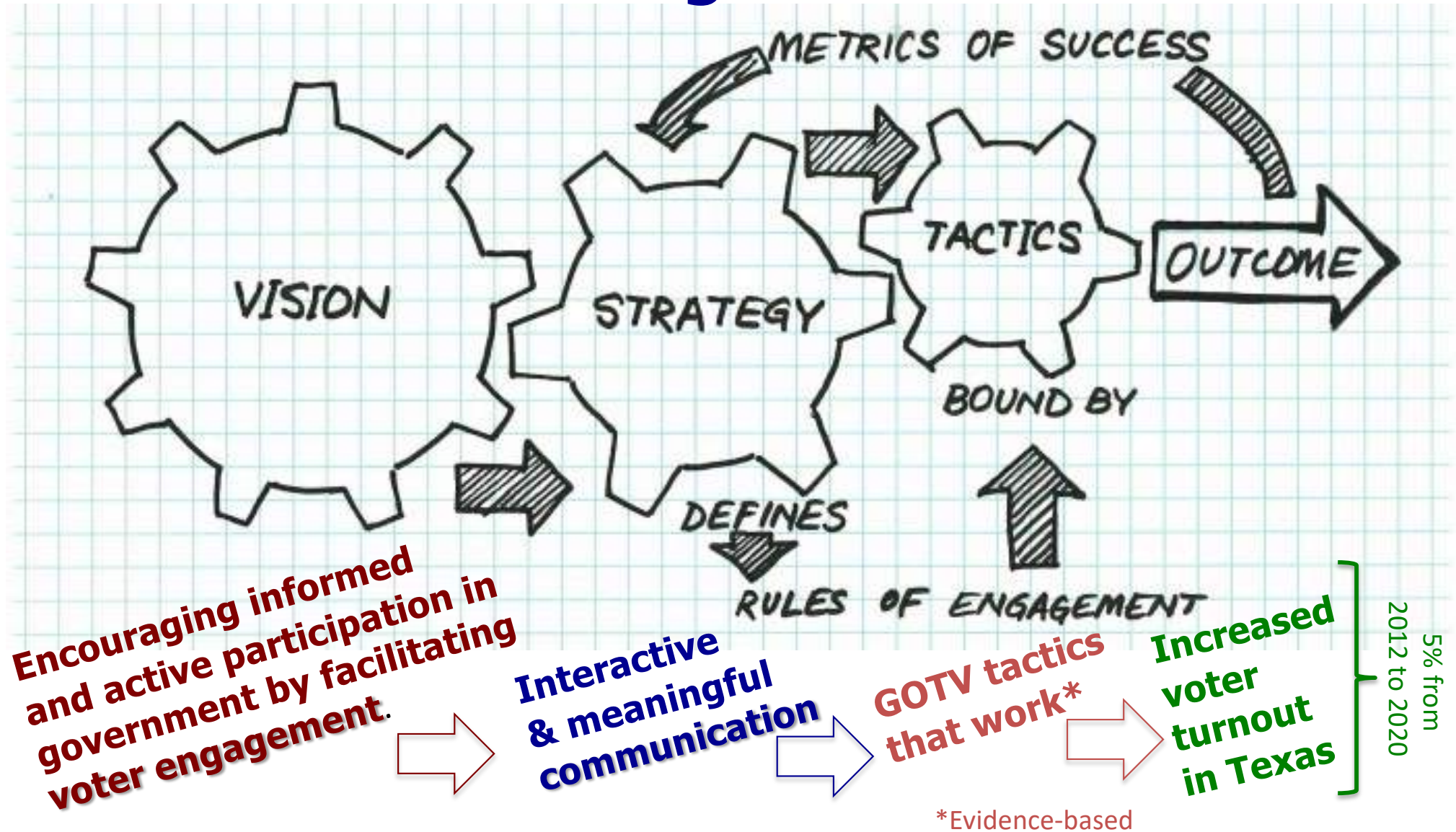


# Preface

## Welcome to *Engaging Millennials!*

- This tutorial will help you plan and carry out simple and effective nonpartisan voter engagement activities through understanding millennial voters and their characteristics and using tips for engaging young adults.
- GOTV action involves vision, strategy, and tactics as depicted on the next page.

# GOTV Action Program

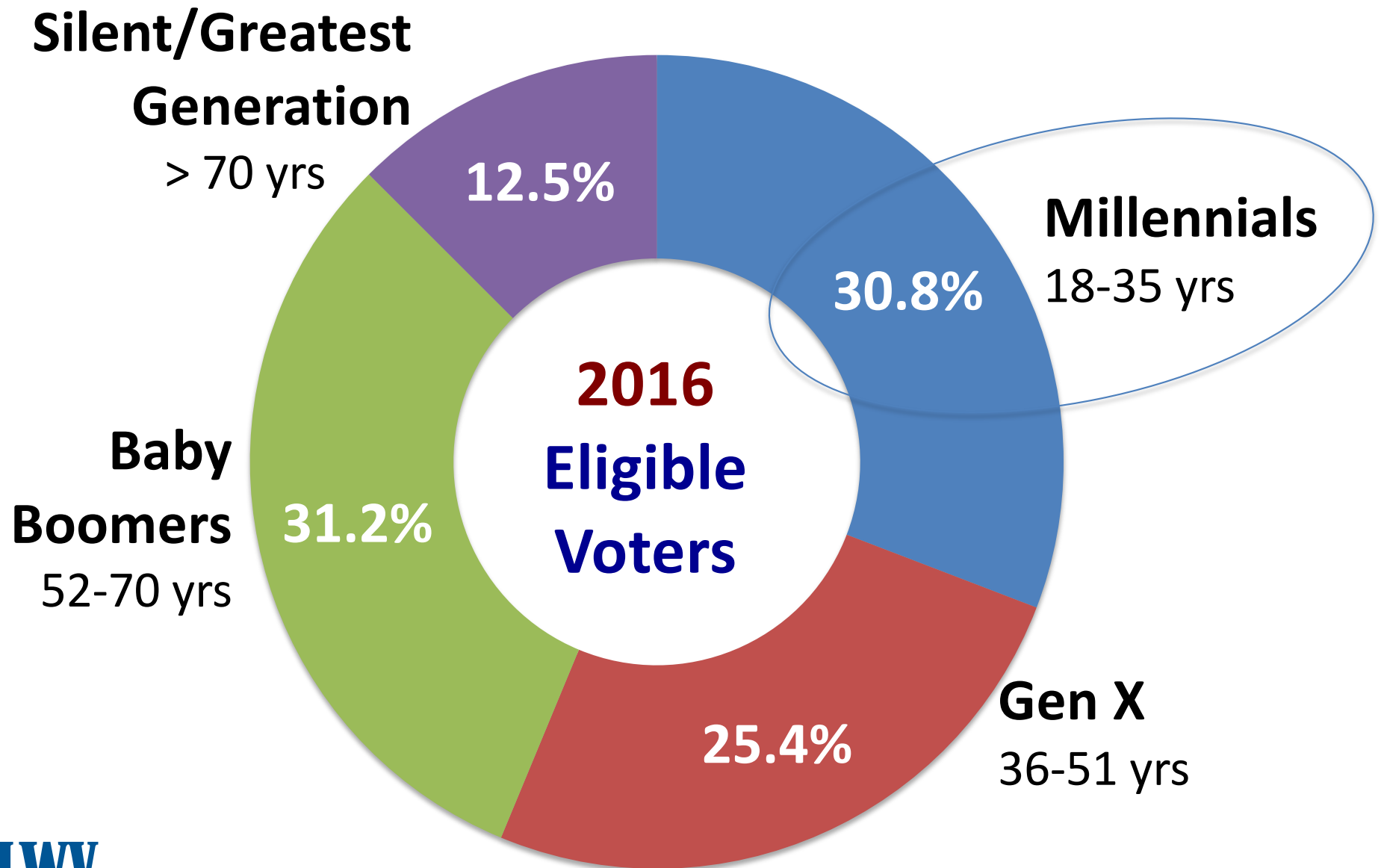


# 1. MILLENNIAL VOTERS



- Who makes up the electorate?
- Who votes?
- Are millennials politically disengaged?
- Why a lower turnout among millennials?

# Who makes up the electorate?



# Who makes up the electorate?

**2016**

. . . may have been the last presidential election in which baby boomers were the largest segment of those eligible to vote.

- Among voting age citizens in 2016:
  - Only 500,000 more baby boomers than millennials
  - Among the millennials:
    - 2/3 were youth aged 18-29





# Millennials

*in 2020*

- 103 million of voting age
- 90 million eligible to vote
  - 39% of all eligible voters
- 52 million likely voters
  - 36% of all likely voters



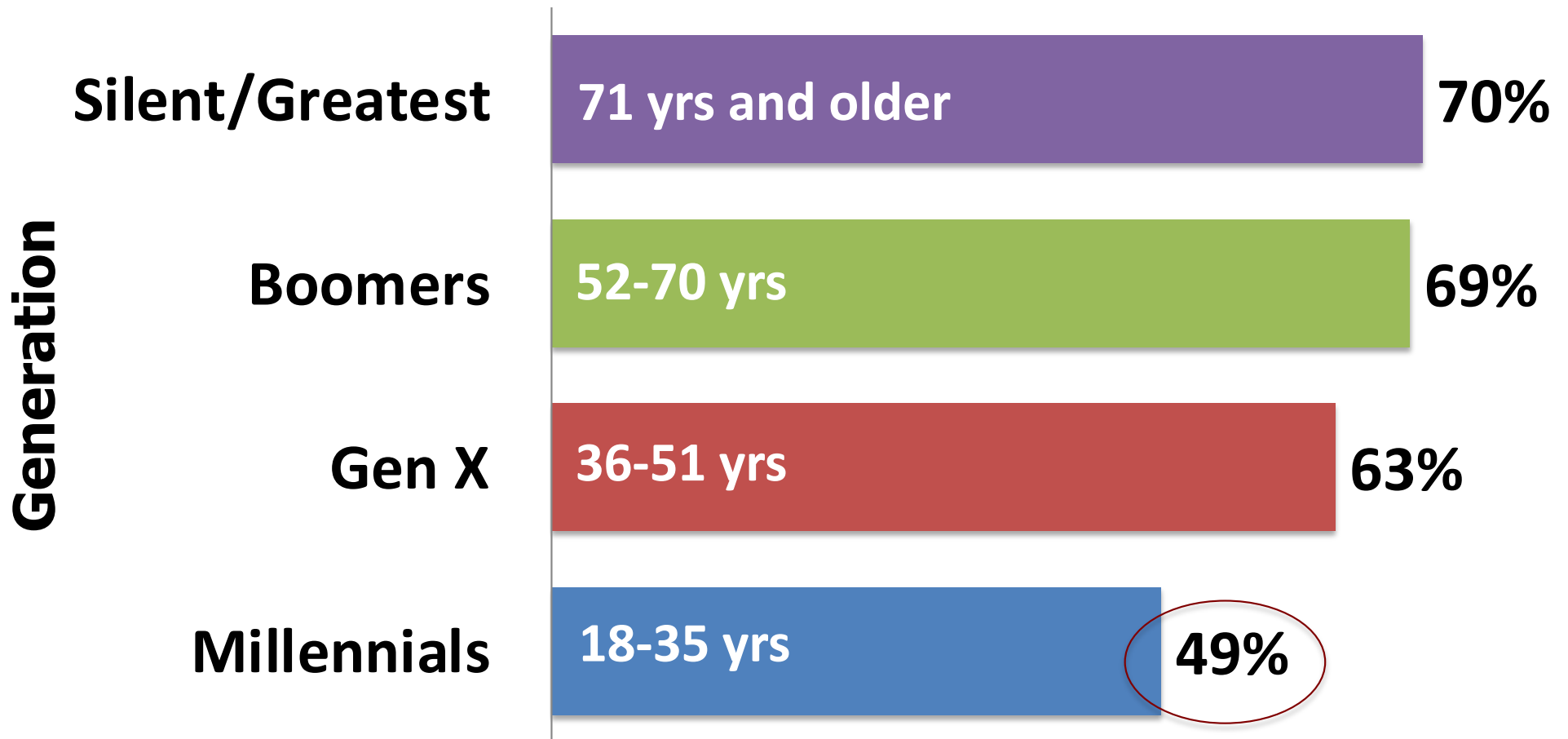
# Who makes up the electorate?

What this means is that the millennial generation *could* become the most powerful share of the voting population in the near future.



# Who votes?

**% Voted November 2016 Election\***



\*% of citizen voting age population

# Who votes?

**2016**

## Millennial voter turnout

49%

Youth aged 18-29

46%

Older young adults  
aged 30-35

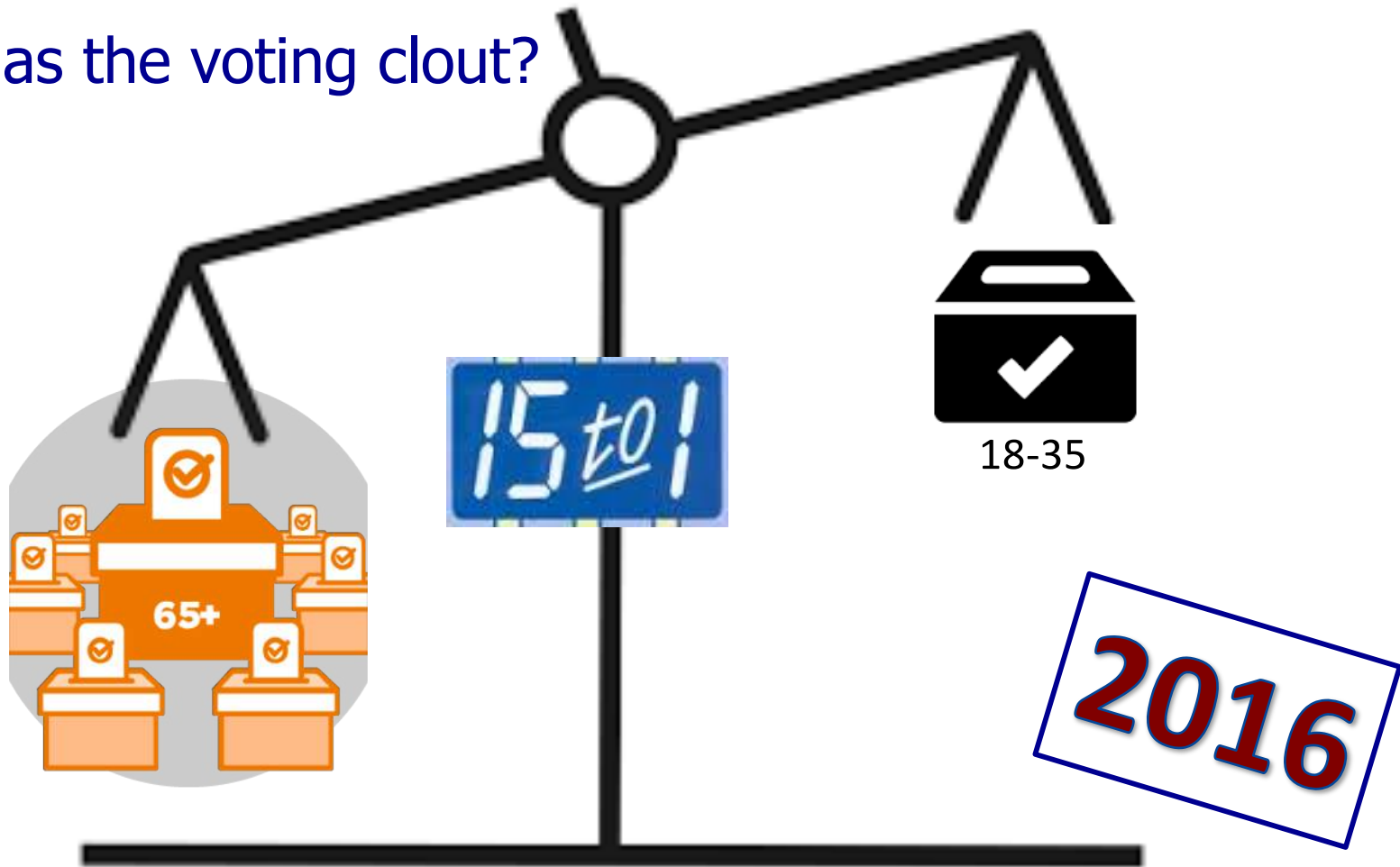
56%

- Millennial voter turnout increased by 3% from 2012 to 2016: 46% to 49%.
  - Turnout among total CVAP remained the same.
    - » 61.8% in 2012
    - » 61.4% in 2016
- However, nearly 60% of millennials would have had to turnout in the November election in order for their voting clout to match their share of the 2016 electorate.

CVAP = citizen voting age population.

# Who votes in local elections?

Who has the voting clout?

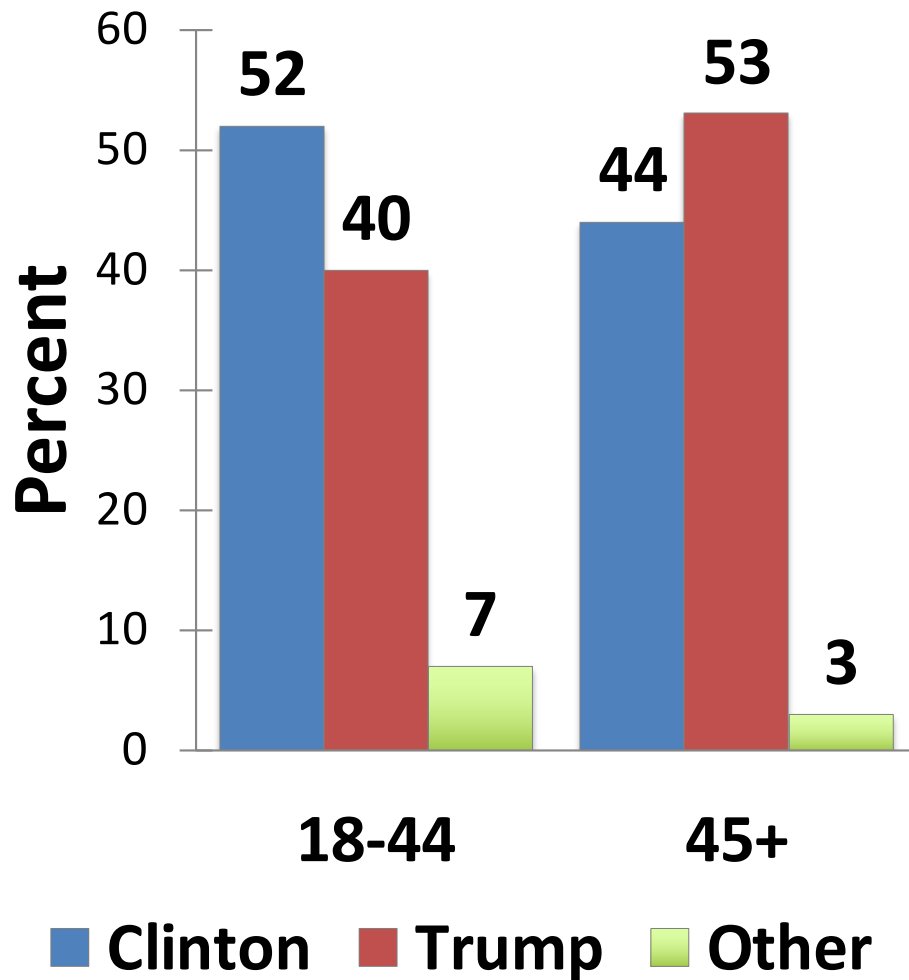


In 60 U.S. cities, older residents were 15 times more likely to vote than millennial residents in their last mayoral election.

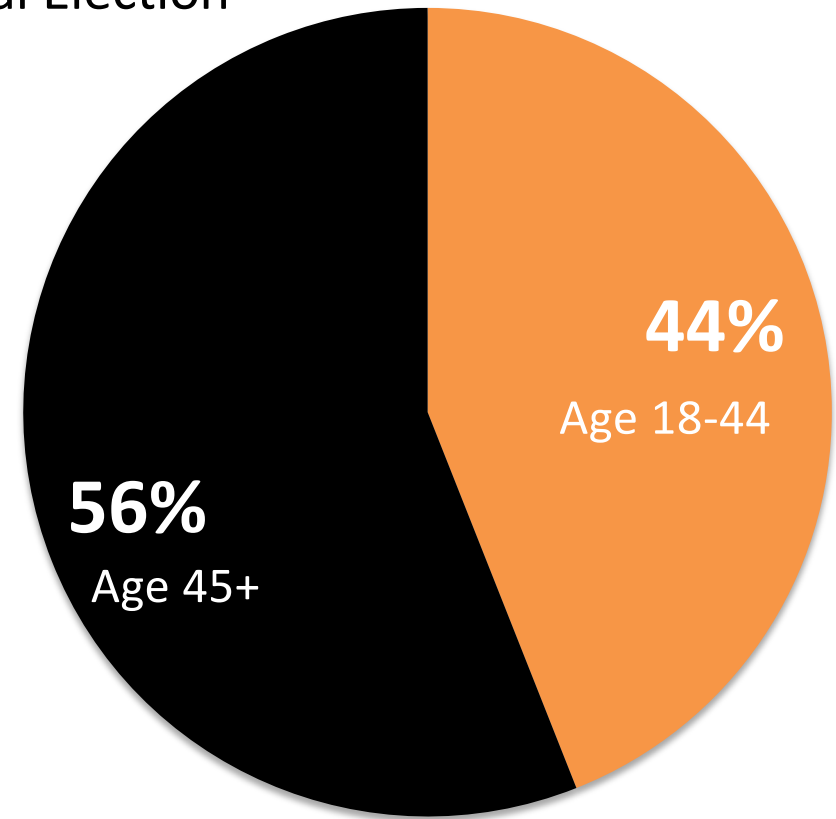
# Age made a difference!

## Voter Preference by Age

In the 2016 Presidential Election



## Voters by Age



Voters aged 45 and older outnumbered younger voters.

## **Politically disengaged?**

# No!

Other than voting, young adults are as politically engaged as prior generations at the same age. But they are more likely to participate in politics differently, for example:

- Volunteer for social causes
- Participate in political protests
- Employ new forms of political action:
  - Online petitions
  - Emailing officials
  - Political social networking
  - Boycotting products/events
- Use nonpolitical activities for political purposes
  - Street parties
  - Swarming
  - Guerilla gardening

# Why?



Being too busy was the top reason for not voting that young people told the Census Bureau.

**Too  
Busy**





**I DON'T THINK  
MY VOTE  
COUNTS.**



**Busy**

**VOTE FOR NOBODY**

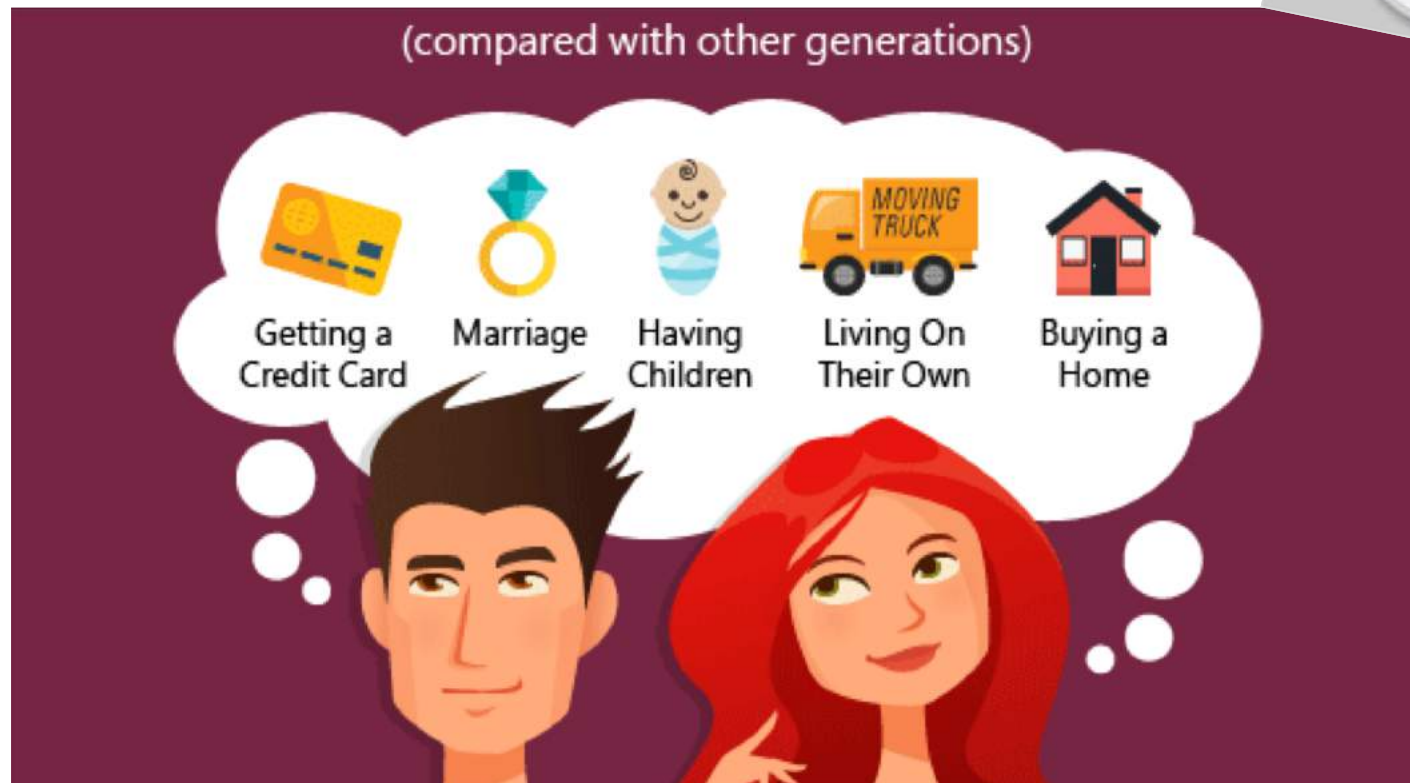
NOBODY WILL KEEP ELECTION PROMISES  
 NOBODY WILL LISTEN TO YOUR CONCERNS  
 NOBODY WILL HELP THE POOR & UNEMPLOYED  
 NOBODY CARES!  
 IF NOBODY IS ELECTED, THINGS WILL BE BETTER FOR EVERYONE

**NOBODY TELLS THE TRUTH**

428 429

# Other influencing factors...

Postponed career, marriage, and children delay political involvement.



In 2016, a higher proportion of millennials lived with their parents (31%) than a spouse (27%), dramatically different from 1975 when 26% lived with their parents and 57% with a spouse.

# Other influencing factors...



Changing jobs and moving frequently impede having a stake in a particular community and established political institutions.



## 2. CHARACTERISTICS OF MILLENNIALS



- Ethnically/racially & culturally diverse
- Affinity for technology
- Highly value personal relationships and work-life balance





## The most ethnically/racially & culturally diverse generation in American history

- Oldest reached adulthood in 1981
- Youngest came of age in 2016
- Recent high school graduates to young families
- Thus widely diverse worldviews shaped by vastly different
  - Life experiences
  - Economic conditions
  - Political milieus

A span  
of 35  
years



## A distinctive affinity with technology



Internet

Email

Texting

Instant messaging

YouTube et al.

Social media

- Millennials have grown up in the digital age.
  - Older generations have had to adapt to new technologies as they came along.
- The need to be constantly gaining and sharing the latest information important to them appears as an addiction to smartphones to older people.

## A distinctive affinity with technology



- Viewing anyone as an equal, regardless of age or status, coincides with the nonhierarchical, free-flowing nature of digital communication.
- Being able to readily/quickly digitize their own stories, personal feelings, and opinions to others exudes honesty rather than emotion and prioritizes success as experiential rather than material or status achievement.



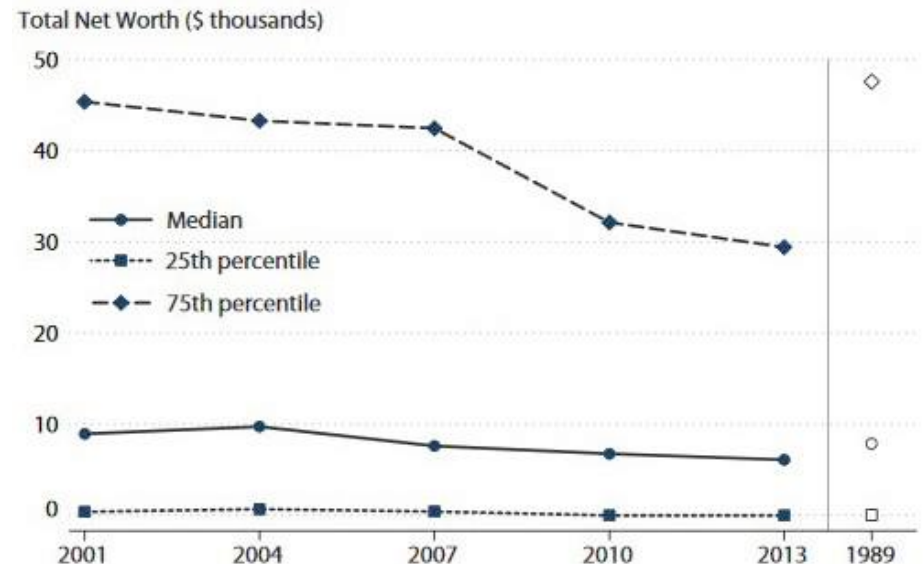
# A focus on themselves

## Consequences of tough economic times:

- A tendency for personal needs to take precedence over traditional organizational structures
- A high value on
  - Personal relationships
  - Work-life balance



Net Worth Among Young Adults (18-31 years), U.S., 2001-13



Source: 2013 Survey of Consumer Finances

- Most millennials have minimal net worth, and their median assets have decreased over time.
- The top quartile has been affected significantly.
- The current economic recovery isn't improving economic conditions for young adults.

# 3. TIPS FOR ENGAGING YOUNG ADULTS

Strategy is more important than tactics!



**1<sup>st</sup>** Talking with young adults rather than at them is key to acknowledging that they matter. And interaction is essential.

**2<sup>nd</sup>** Whatever the means of communication, its message must have meaning for its target to inspire action.

Young adults will be asking, "So what?"

In other words, your mission matters.



# Location, location, location!

Go where young people hang out.

## ***Sites***

- College and HS campus dining rooms & snack bars, book stores, classrooms
- Bars, clubs, coffee shops, theaters, barber & beauty shops, transit centers, city parks, churches



## ***Events***

- Sporting events
- Festivals
- Concerts



## Location, location, location!

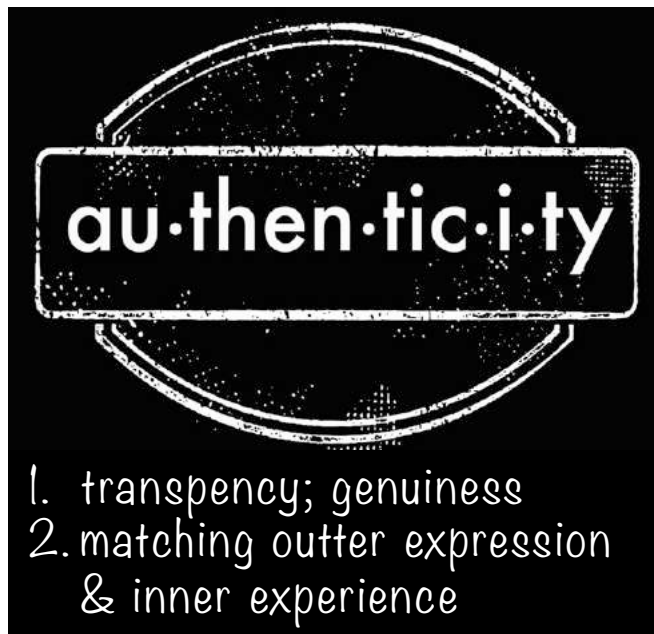
Don't forget the incentives and photo-ops.



- Free food and drinks
- Swag—wacky, fun memorabilia—water bottles, tee shirts, hats, sunglasses, bags, coupons, etc.
- Millennials love dogs, so have your volunteers bring their dogs to the event to engage them in conversation and take a selfie.

# Whatever the tactic...

It's got to be authentic.

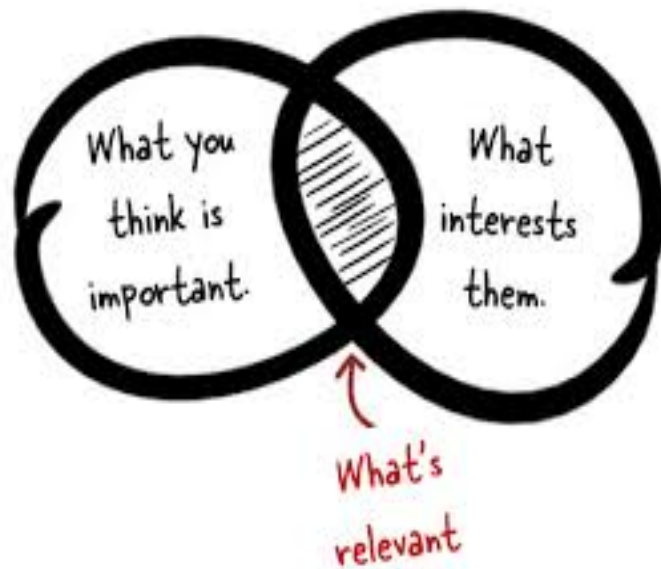


- Before trying to lead young people, spend some time getting to know them—
  - Ask questions, listen to their stories, and use first names.
- Tell your story—
  - How you've tried and failed, what you've questioned and feared, and how you are trying to overcome your current challenges.



**Whatever the tactic...**

**It's got to be meaningful.**



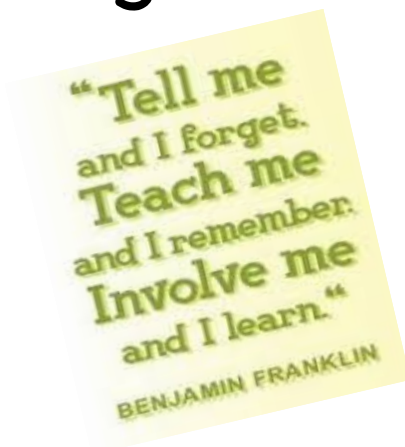
- Whatever is posted, shared, created, displayed, or performed must have relevance to its audience.
- Make the story about your cause—the work your organization does and how it makes an impact on their lives.




## Whatever the tactic...

It's got to be interactive.

Young people prefer active and experiential learning.



- Incorporate 
  - Group discussions
  - Roundtables
  - Debates
  - Interactive chats
  - Hands-on activities into programs and conferences.
- Ask for opinions and feedback.
- Build a discussion board into online learning.



## Whatever the tactic...

It's got to get to the point.



Your communications are competing with

- Short, but relatively frequent focused and interesting snippets about your cause will get attention.
- Verbose voicemails, emails, and lectures get tuned out.
- Vague, indirect messages waste time.



## Whatever the tactic...

It's got to be social and mobile.



- Tap into their techy side whenever possible!
- A presence on social media channels is essential.
- Readability must be optimized for mobile devices.
- Variety is the spice of life—so vary the content of messages from one to another:
  - Text
  - Photos
  - Infographics
  - Short videos

## Whatever the tactic...

It's got to be flexible.

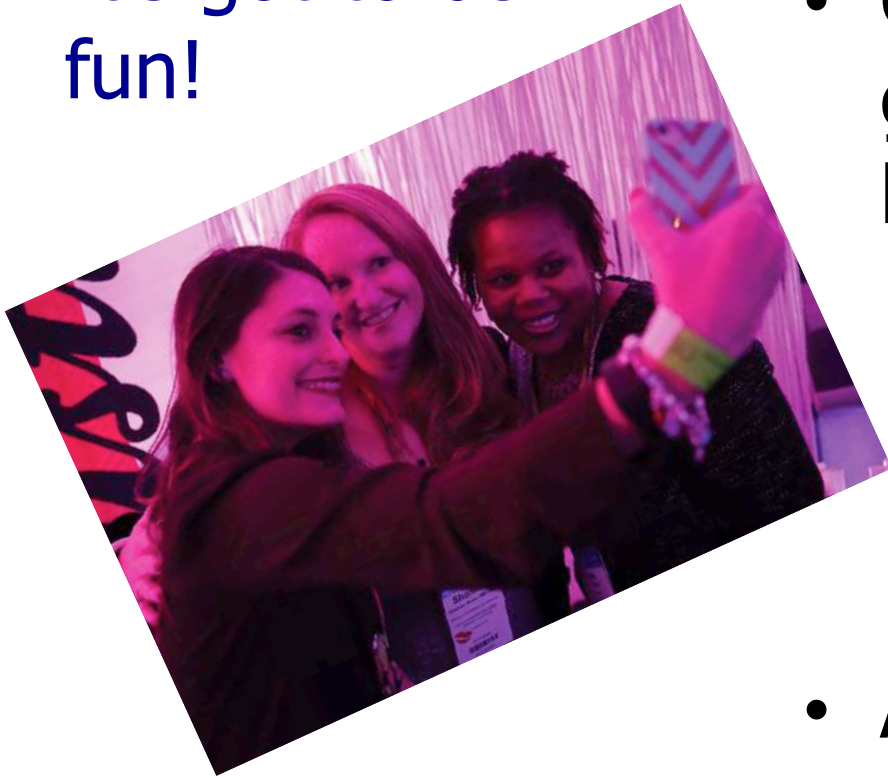


Adapt to your audience and their schedule.

- Meet on their turf.
- Create choices of opportunities.
- Allow self-paced learning.
- Encourage self-direction in solving problems—
  - Create an environment where they engage themselves.

## Whatever the tactic...

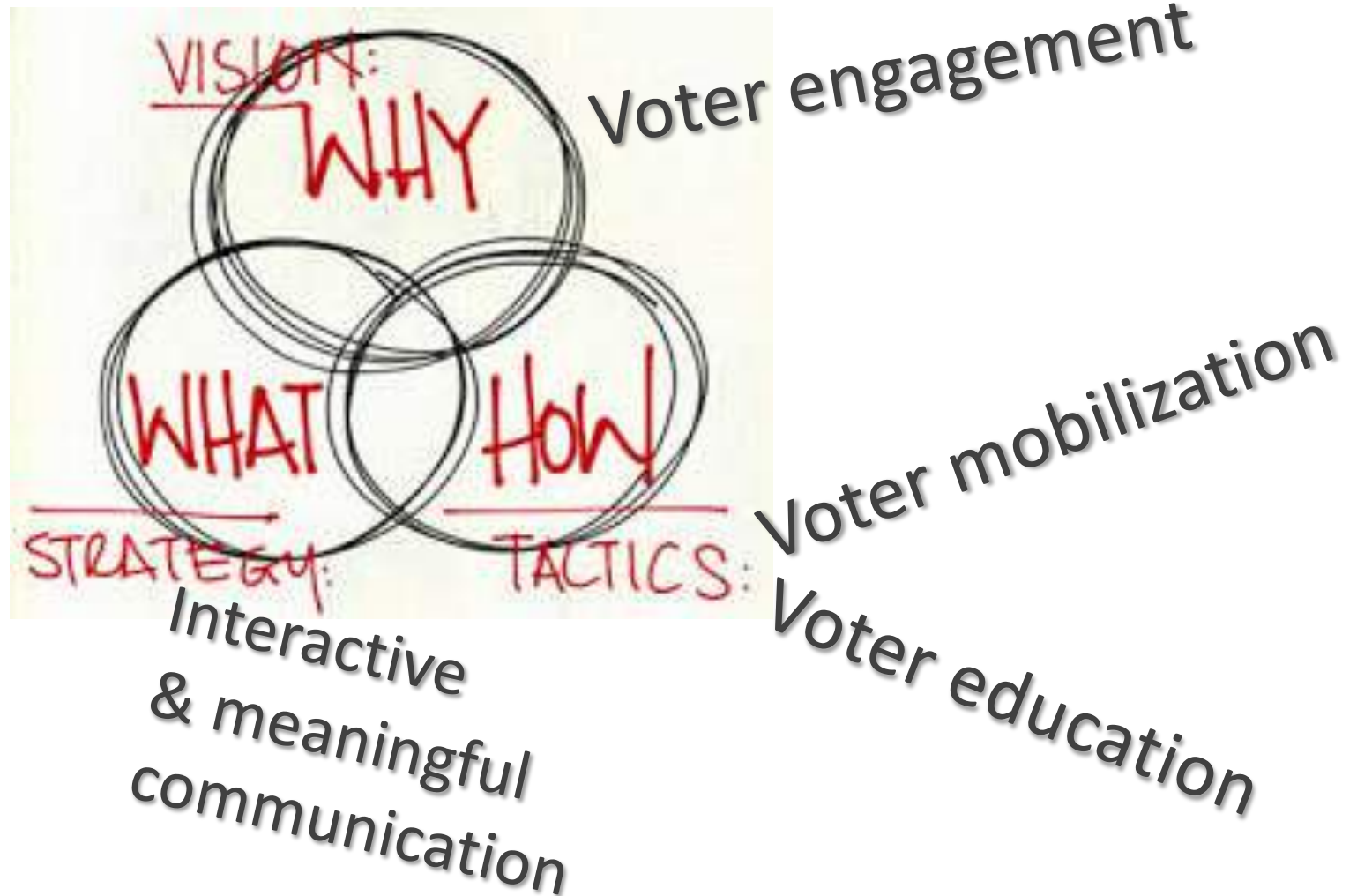
It's got to be fun!



- Mix in play, games, or entertainment.
- Competition is motivating—gamify what otherwise might be dull. Use:
  - Points
  - Badges
  - Leaderboards
  - Other team dimensions
- And be sure there are visually appealing opportunities for selfies to share with friends.

Let's  
Recap

Whatever the  
tactic... Strategy is more important than tactics.





Let's  
Recap

Whatever the  
tactic... It's got to be



interactive



To the  
point



Flexible









# 4. GOTV RESOURCES

**Voter education resources**

**designed for educating youth & young adults**



## Get in the Game: Vote

- Aimed at college students
- A Grab n' Go Packaged Presentation
  - PowerPoint presentation
  - Script
  - Handout
  - Teaser video

# Toolboxes: Ideas That Work

## Empowering High School Age Voters

- Aimed at high school students
- A voter registration drive and field trip to vote center during early voting



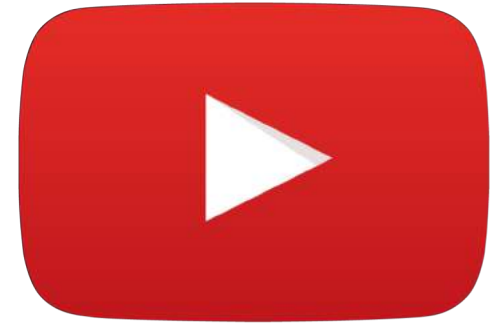
# Toolboxes: Ideas That Work



## Mock Election Toolbox for Youth

- Aimed at students in grades 6 to 12 and their mothers
- A 1-hour interactive voter engagement session
  - Mock voter registration
  - Mock candidates forum
  - Mock election activities

# Videos



- History of Voting (3½ min.)  
<http://tinyurl.com/o25qrvn>
- And Then Came a Lot of Sheep (2 min.)  
First Time Voting Is an Adventure!  
<https://vimeo.com/94939275>
- Ten Terrible Reasons to Not Vote (3½ min.)  
[www.youtube.com/watch?v=avj7XUDCdEk](http://www.youtube.com/watch?v=avj7XUDCdEk)
- #WeWill (1 min.)  
[www.youtube.com/watch?v=4AeRFhwSYVQ](http://www.youtube.com/watch?v=4AeRFhwSYVQ)
- Rock the Vote YouTube channel  
[www.youtube.com/user/rockthevote](http://www.youtube.com/user/rockthevote)



## More voter education resources

<https://my.LWV.org/Texas/Get-Out-Vote-0>

- Presentations
  - Grab n' Go packages combining a PowerPoint presentation with its script, a handout, and teaser video
- Printed Materials
  - Bookmarks, Cards
  - Brochures
  - Fact Sheets
  - Graphics
- Social Media & Web Sties
  - Links
  - Examples of social media content
- Toolboxes
  - Instructions for implementing successful GOTV ideas a local League has used.



# Tutorials

## Best practices for GOTV

<https://my.LWV.org/Texas/Best-Practices-GOTV>



- Evidence-based practices
  - Voter education
  - Voter mobilization
- Tactics That Work
- What to Say
- Engaging Target Populations
  - Asian and Pacific Islanders
  - Millennials
  - Hispanics
  - Youth



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