

B L U E F U T U R E

CONNECTING YOUNG PEOPLE TO PROGRESSIVE CAMPAIGNS

2023 Elections Impact Report

THE BIG PICTURE

At Blue Future, we know that there is no such thing as an off year, that's why we decided to invest in Virginia and Kentucky this year! We are proud to have played a role in re-electing Andy Beshear as the Governor of Kentucky, and winning full control of the Virginia State Legislature.

Since 2017, we have been active partners with the Virginia State Democratic Party and this year in partnership with Grassroots Dems HQ we invested \$35,000 to support youth organizers across the state.

Our youth organizers were trained on comprehensive organizing skills, leadership development, digital organizing, and fundraising for campaigns, equipping them with the tools and resources to go on to become successful campaign organizers in 2024.

IMPACT

We made an impact by funding and supporting the following work:

- \$35,000 investment to pay 53 organizers \$18 per hour in Virginia and moved early resources to support youth voter engagement across the Commonwealth of Kentucky
- Organizers were 82% BIPOC, 80% women, and 39% from LGBTQ+
- 90,000 calls to voters in coordination with competitive campaigns (average of 11,500 weekly)
- 55,000 get-out-the-vote texts to youth voters in VA
- Retain control of the Virginia State Senate and flipped the VA House of Delegates, helping protect abortion access and voting rights ahead of 2024.

Check out this testimonial from one of our campaign partners:

I appreciate the dedicated youth organizers of Blue Future for their exceptional efforts in connecting with young voters in the 31st district. Their unwavering commitment to our shared vision for a better Virginia has been truly remarkable, and their hard work will have a significant impact this November. Their enthusiasm and dedication are not only inspiring but will also be instrumental in our effort towards a brighter future for our state. — Jackie Wetzel, Campaign Manager, Russet Perry for Senate (SD-31)

2024 PLANS

After such success in Virginia & Kentucky, we know our model works, and it can be expanded.

We plan on quadrupling our efforts and investment in young people across the country for the 2024 presidential election. We are ready to achieve the following goals:

- Hire 120 organizers to work in coordination with competitive campaigns year round.
- Provide campaigns 40,000 volunteer hours of direct voter contact (phonebanking & canvassing).
- Strategically focus on competitive states: Arizona, Georgia, Michigan, North Carolina, Pennsylvania, Texas, & Wisconsin.

Thanks for believing in the power of youth organizing!

To learn more reach out to nick@ourbluefuture.us