

Embargoed until 6 AM ET on Wednesday, September 15th
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National Groups Announce Strategic 2022 Alignment in Swing States called the Organize for Democracy Collective

Commitment includes volunteer, organizing and/or fundraising support for candidates

New York, NY – OCA-Asian American Pacific Advocates, The Next 50, Mi Familia Vota, NAACP Youth & College, 18by Vote, Knock for Democracy, Blue Future, and Future Coalition today announced the Organize for Democracy Collective (“Collective”) to fill essential gaps for young (under 50), pro-democracy candidates running in swing district, down-ballot races in 2022. The gaps were identified through a survey conducted by the Pipeline Initiative that highlighted raising money, mobilizing volunteers, and being exposed to new donors and donor networks as the top unmet needs of down-ballot candidates. The Collective is a multi-issue partnership between organizing efforts focused on addressing those needs.

Building upon past multi-issue collective successes, the Organize for Democracy Collective will seek to strengthen the capacity of organizers through dedicated staff, committed volunteers, strategic coalition building, and financial support. At launch, at least 2 million voters are expected to be registered, an initial \$1 million is committed to candidates, and a baseline of 450,000 volunteers are in the network. Individuals and organizations interested in joining The Collective can sign up at OrganizeforDemocracy.org.

"Mi Familia Vota has always focused on the importance of building Latino political power through civic engagement and working within multi-racial, multi-issue youth coalitions. We have been doing this for decades, focusing on empowering Latino youth through our exceptional youth leadership program. This election cycle we expect to engage 50,000 youth through our voter registration and mobilization programs in 7 states. As such we are excited to be joining the Organize for Democracy Collective to build upon the work we and others are doing to create a brighter future for everyone by engaging youth and activating our multi-racial coalition through civic engagement training and programs." – Dayana Iza, Mi Familia Vota

"The Collective knows that electoral action is today's most essential vehicle for change. We are a national, representative, and highly networked partnership dedicated to codifying voting rights, addressing the climate crisis, expanding reproductive rights, and addressing more of the most pressing issues that are being shaped at the state and local levels. With experienced organizers, strong multi-issue coalitions, and passionate individuals dedicated to investing in the protection of democracy, we can transform our government to reflect the issues impacting Americans today." - Ramon Contreras, The Next 50

"The race to November 2022 has already begun and, if we hope to turn out voters for the midterm elections, it will require great collaboration and coordination at all levels. Young people

are issue-based voters and must see candidates that not only care about the issues that drive our lives, but are willing to take the steps to make issues like police accountability, student debt cancellation, and access to democracy a reality in the near future. Working collectively, we hope to ensure candidates and partners effectively engage with young Black voters to fight forward.”
– Wisdom Cole, NAACP Youth & College

“The upcoming 2022 elections represent a historic opportunity and need to organize for and in defense of democracy. Given the unprecedented challenges facing our society, it’s crucial that young people continue to mobilize in record numbers to ensure our government represents our diverse and localized needs. We are excited to work in partnership with local organizing groups across the country to expand our power in the electoral process.” – Sophia Woodrow, Future Coalition

“Strategic and collaborative action will help all of us in the civic organizing and youth empowerment space accomplish our goal of outreach, education, and action. 18by Vote is proud to be part of the Organize for Democracy Collective Coalition and continue to support our partners.” – Uma Kalkar, 18by Vote

“Young people, especially young people of color, turned out in record numbers in 2020 to deliver our democracy and elect decision makers who will hear our voices; and now, the work continues into the 2022 midterms. While some politicians continue to use their voice to silence ours, the Organize for Democracy Collective is uniting, across race and place, to elect leaders who will implement solutions that bring America closer to our highest ideals of freedom, equity, and justice for all. United across our differences, our Collective will bend the moral arc of the universe toward justice.” – Nick Guthman, Blue Future

Blue Future

Blue Future’s mission is to continuously engage, mobilize, and connect young people across race and place to progressive campaigns, equipping them with the resources, tools, skills, and network to be effective volunteers, organizers, and community leaders.

In 2020, they invested over \$300,000 in youth organizing through their paid training program, where they recruited and trained over 250 young people—mostly women and from BIPOC communities—on the fundamentals of organizing and campaigns, which allowed them to support 53 federal, state, and local campaigns across the country. Their team of youth organizers called over 651,129 voters, volunteered over 12,000+ hours for competitive campaigns across the country, and recruited over 4,405 volunteers.

Future Coalition

We work collaboratively to provide young people with the resources, tools, training and support they need to create transformative change in their communities and in this country. With over 100

youth-led member organizations, an intergenerational network of 250+ organizations, and the Youth Direct Action Fund, which has granted over \$390k to more than 160 groups across the country since 2019, Future Coalition will make it possible for issue-based youth organizing groups to build electoral power in 2022 and beyond.

Knock for Democracy

By building a volunteer experience that is easy, accessible, community-driven, and legitimately fun, Knock for Democracy is transforming political volunteering from an every-four-year obligation into an engaging and empowering practice, all while upending results in tightly contested races.

In 2020, Knock for Democracy volunteers completed nearly 12,000 phone banking shifts and made over 2.8 million calls to key voter constituencies in swing districts and battleground states, where eleven of our nineteen target candidates won their races.

Mi Familia Vota

Mi Familia Vota is a national nonpartisan organization that unites Latino, immigrant, and allied communities to promote social and economic justice through increased civic participation, leadership development, citizenship, issue organizing, voter registration, and voter participation. We build Latino political power by expanding the electorate, strengthening local infrastructures, and through year-round voter engagement.

NAACP Youth & College

Young people under the age of 25 are leading change through 550 junior youth councils, youth councils, high school chapters, and college chapters actively involved in the fight for civil rights and social justice. 25,000 young people are leveraging their power to uproot systemic injustices in youth and college chapters across the country.

OCA–Asian Pacific American Advocates

Founded in 1973, OCA is a national, member-driven civil rights organization dedicated to advancing the social, political, and economic well-being of Asian Americans and Pacific Islanders (AAPIs). Learn more about our work at ocanational.org/about.

The Next 50

We invest in the next generation of political leadership. Since February 2019, we have raised over \$4.7M from 17K+ donors new to political giving, through 90+ events for 18 presidential candidates, as well as dozens of candidates for U.S. House, Senate, and state legislatures. Building on this success, we will invest in 50 young candidates and organizers in swing districts every two years. Learn more about our work at TheNext50.us.

18by Vote

18by Vote is a youth-led non-profit organization that helps young voters understand how, when, and why to vote. With a focus on young, first-time voters and “rising voters” ages 16-18, 18by Vote empowers underserved youth to spearhead civic engagement efforts within their own communities to close civic equity gaps. Entirely youth-led, they leverage a peer-to-peer model to inform, educate, and inspire America’s youngest eligible voters. During the 2020 election cycle and Georgia runoff election, 18by Vote reached 1.3 million young people and provided 740,000 youth with voter registration resources, helping youth register to vote and make voting plans through text-banking, canvassing, and in-person and digital organizing. To learn more about our work, go to www.18by.vote.

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