

Meet the New Face of Power in Texas.

**YOUTH
FOUNDED.**

YOUTH LED.

**YOUTH
DRIVEN.**

**2020
ANNUAL
REPORT**

MOVE
TEXAS

**MOBILIZE,
ORGANIZE,
VOTE,
EMPOWER**

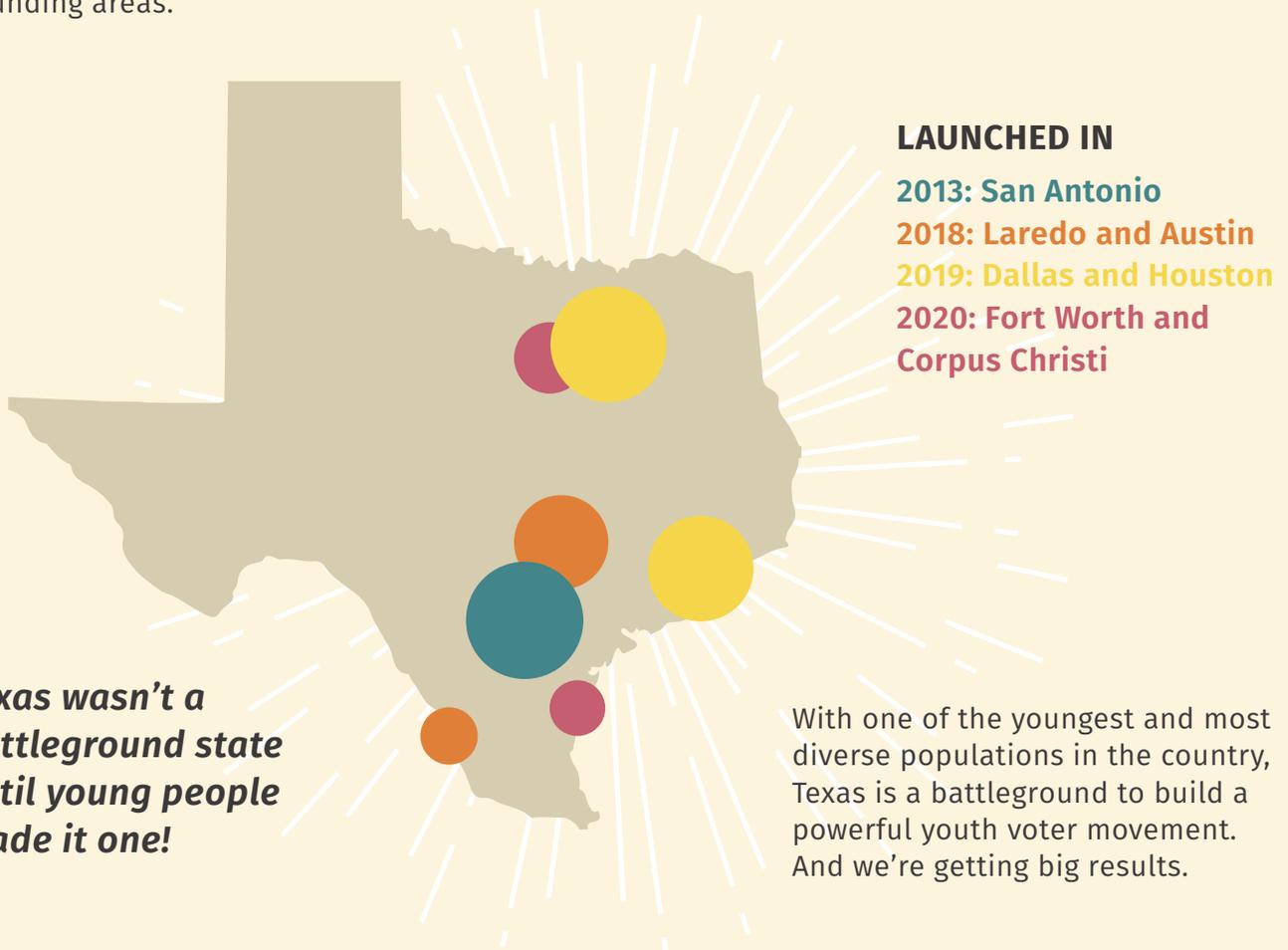


History and Mission

*Humble Beginnings...
Runaway Results.*

Launched in 2013 by a handful of diverse students at The University of Texas San Antonio to increase participation in local elections, MOVE Texas has emerged as one of the largest and most successful youth voter registration and engagement organizations in the nation.

Fueled by passion and grit, MOVE Texas has experienced explosive growth in less than ten years, expanding its reach and influence statewide to seven metropolitan communities and their surrounding areas.



Texas wasn't a battleground state until young people made it one!

With one of the youngest and most diverse populations in the country, Texas is a battleground to build a powerful youth voter movement. And we're getting big results.



43% of Texans are under the age of 30 and **63%** of them are people of color.

Our Theory of Change

Connecting the Dots...
Creating Lifelong Voters.

MOVE TEXAS'S CYCLE OF ENGAGEMENT



MOBILIZE

tapping into the issues

EMPOWER

leadership development

ORGANIZE

registering to vote

VOTE

getting out the vote

MOVE Texas understands what it takes to create a lifelong voter. It all starts with mobilizing unengaged youth at the local level. Educating them on how local issues like policing or climate justice affect their daily lives. Organizing them to vote for the first time and the next time and the next time. And ultimately, working with them to claim their power and become community leaders and change-makers.

ENGAGING ON THE ISSUES

MOVE Texas listens to young voters to understand what will motivate them to get involved in the political process. We hear what they have to say and provide them with the platform to participate as a voter and an activist.

CHANGING THE NARRATIVE

Young voters have gotten a bad rap for too long. It's not apathy that keeps young voters from the polls, it's access and underinvestment. MOVE Texas demystifies the power of the youth vote and amplifies the work that needs to be done to successfully court young voters.



TOP 3 BARRIERS TO VOTING

VOTER SUPPRESSION

LACK OF INVESTMENT IN OUTREACH
AND MOBILIZATION

LACK OF COMPREHENSIVE CIVICS
EDUCATION IN PUBLIC EDUCATION

MOVE Texas
champions progressive
policies that drive
young voters to action.

How MOVE Texas Mobilized in 2020

Youth turnout in 2020 didn't happen overnight, and it wasn't only because Trump was on the ticket. MOVE Texas has been working for seven years to get to this point, recognizing early on that the under 30 vote is the linchpin of a larger strategy of turning Texas in a more progressive direction.

BY THE NUMBERS

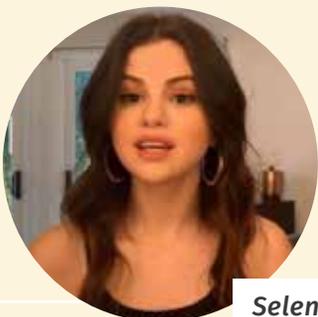
IN 2020, MOVE TEXAS:

-  Registered over **50,000 NEW YOUNG VOTERS** (up from 25,000 in 2019).
-  Recruited **1,500 YOUNG POLL WORKERS** to protect more vulnerable older workers from risk of COVID-19 and keep polling places open.
-  Sent **1.4 MILLION** pieces of voter engagement mail (including bilingual mail), made **856,000** calls and sent over **755,000** text messages.
-  Generated **42 MILLION** digital impressions across all social media platforms.

ENGAGING IN THE TIME OF COVID-19:

The COVID-19 pandemic presented new challenges to our community but nothing our team couldn't overcome with a bit of creativity and courage. MOVE Texas has embraced bold, new online strategies to reach young people during the pandemic. Some examples include:

- Giving virtual presentations to high school and university classrooms on how to register to vote.
- Engaging in conversations on how to register to vote on gaming platforms like Twitch.
- Creating innovative digital programs to Get-Out-The-Vote, including online influencer content featuring Selena Gomez.
- Hosting livestream concerts featuring popular local artists encouraging attendees to register to vote.



Selena Gomez

kxan

Nov 2 2020

Fueled by student organizers, young Texans shatter voter turnout records

NATIONAL GEOGRAPHIC

Oct 30 2020

With their future at a crossroads, young Americans are shattering voting records

USA TODAY

Oct 31 2020

Despite obstacles, young voters are 'raising hell' with historic early voting turnout

Source: <https://www.kxan.com/news/your-local-election-hq/fueled-by-student-organizers-young-texans-shatter-voter-turnout-records/#:~:text=MOVE&text=MOVE>
Source: <https://www.nationalgeographic.com/history/article/with-future-at-crossroads-young-americans-voting-record-numbers>
Source: <https://www.usatoday.com/story/news/politics/elections/2020/10/31/young-voters-suppression-tactics-early-voting-election-record-numbers/6071293002/>

MOVE Texas also hosted several safe, socially distant mass voter registration and Get-Out-The-Vote events including:

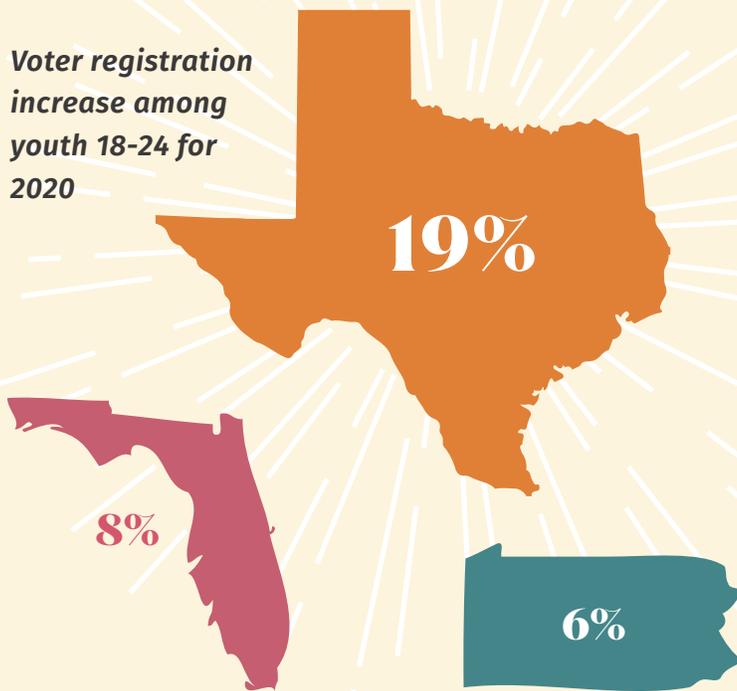
- A drive-through voter registration event with the San Antonio Spurs led by our teams of volunteers and student leaders.
- A drive-in Get-Out-The-Vote concert with Bun B and The Suffers in Houston to get young people excited to cast their ballots.

While it's unclear how the ongoing pandemic will impact MOVE Texas as we work through 2021, our team is ready to adapt and pivot to keep moving forward.

MOVE Texas Impact and Voter Turnout in 2020

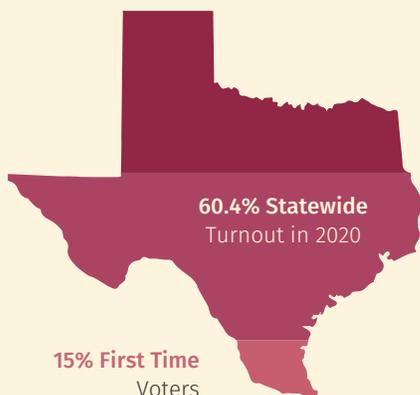
In a year like no other, MOVE Texas stayed focused and pivoted hard. We shattered records in youth voter registration and turnout. And we fought hard in the courtroom against bad actors determined to undermine our fragile democracy and disenfranchise scores of voters. MOVE Texas proved its tactics can win the ballot box and the courtroom and we're ready to supercharge our efforts in the years ahead. We're only constrained by budget.

Voter registration increase among youth 18-24 for 2020



MOVE Texas successfully worked with partners like **The Texas Civil Rights Project** to fight for voters' rights in the courtroom. We fought to increase emergency ballot access during the pandemic, and we enabled over 500,000 Texans in the span of six months to register to vote online when renewing their driver's license. We also successfully challenged the State of Texas to prevent mail-in ballots from being thrown out due to alleged signature mismatch. With your support, MOVE Texas will remain involved in several ongoing court battles.

Texas voters under 30 boosted their share of the early vote in 2020 more than any other age group.



MOVE Texas has a proven track record of registering large numbers of young voters and getting them out to the polls.

Young, first-time Texas voters registered and engaged by MOVE Texas were 9% more likely to turn out to vote than youth in general.



250,000~

MOVE Total Universe

63% Voted

157,500

21% First Time Voters

33,075

120,000

MOVE VR Base

71% Voted

85,200

30% First Time Voters

25,560



Gratitude in a Year of Adversity



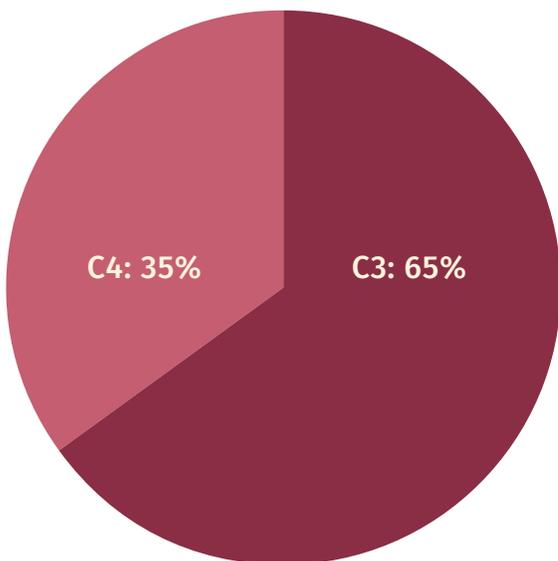
In the past year, MOVE Texas has demonstrated resilience, flexibility and most importantly, our ability to accomplish the goals we set before us.

But we didn't do it alone. Your generous support provided the fuel we needed to keep forging ahead and ultimately succeed, even in the face of unprecedented adversity.

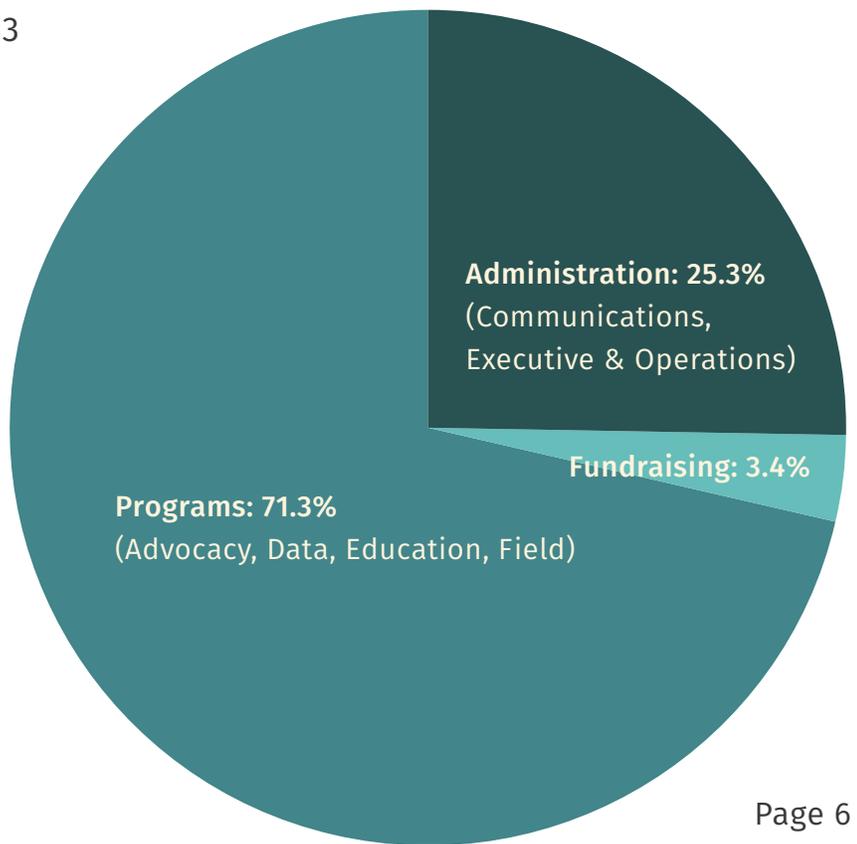
Thank you!

Total revenue (c3 and c4): \$4,252,784.33
Total expense: \$3,184,685.07

FUND EXPENDITURES



EXPENSE ALLOCATIONS



Moving Forward

There Are No Off Years

MOVE Texas is not about winning a single election or championing the latest hot button issue; we're about creating lifelong voters who become deeply engaged in civic life. Our vision is to fundamentally change the electorate of Texas to reflect the rich diversity and youth of the state. As we move through 2021 and into 2022, MOVE Texas is more committed than ever to harnessing the power of the youth vote to build a better Texas.

In 2021, MOVE Texas is continuing to build power in the Texas Legislative Session and in local elections which will impact policy for millions of Texans.

Texas is at an inflection point and the clock is ticking. MOVE Texas organizers are working tirelessly to register more young voters and connect them to the critical issues that will define their generation. MOVE Texas will continue to work at all levels of government, from local elections to state redistricting to the high-stakes federal 2022 midterm elections.



As MOVE Texas looks ahead to 2021 and 2022, we are realistic, but hopeful. The vaccine is helping us see the proverbial light at the end of the tunnel and that light shines even brighter knowing that supporters like you are along for the ride.

In the coming months, MOVE Texas will embark on a coordinated effort to raise a combined budget of \$850,000 for MOVE Texas Action Fund and \$3,400,000 for MOVE Civic Fund. Your support, in any amount, will help MOVE Texas continue the hard work of challenging the status quo and shaking up the power structure in Texas.

On the Agenda: Mobilizing in 2021:

- 87th Texas Legislative Session
- Special Legislative Session(s) on Redistricting
- May 2021 and November 2021 City Elections and June 2022 City Runoff Elections
- September National Voter Registration Day
- November State Constitutional Amendment Elections
- Base-building for March 2022 Primary Elections

MOVE Texas Organizational Goals 2021:

MOBILIZE AND BUILD:

- Register **50,000** young people to vote.
- Activate and mobilize **150,000+** youth voters in city elections in San Antonio, Dallas and Fort Worth.
- Send **800,000** text messages and make **520,000** calls to get young voters to the polls.
- Train **1,000** new volunteers to conduct outreach.

ENGAGE AND EDUCATE:

- Educate and activate young Texans during the 87th Texas Legislature on pressing policy issues, positioning them for future leadership roles.
- Graduate 30 Civic Leadership Program Fellows and 15 Texas Artist Fellows.
- Build an alumni network of 300+ to support our youth leadership pipeline.

ORGANIZE AND STRENGTHEN:

- Shift MOVE Texas' current city-based advocacy model to an issue-based statewide strategy.
- Build on the success of MOVE Texas' 2020-2022 strategic plan, focusing on shifting to a transformational, member-based organizing model.
- Continue to innovate and grow our professional staff to meet the demands of our expanded vision.
- Expand MOVE Texas' donor base and diversify our fundraising to make sure we have the resources to get the job done.

How You Can Reach Us

TO SUPPORT MOVE TEXAS CIVIC FUND (C3)

DEVELOPMENT@MOVETEXAS.ORG

TO SUPPORT MOVE TEXAS ACTION FUND (C4)

MOVETEXAS.ORG

Contact: John Wingert

Phone: (314) 448-2687

14439 NW Military HWY, #108-415

San Antonio, TX 78231

MOVETEXAS.ORG

@MOVE_TEXAS



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