

Welcome to New Majority

CLIMATE SOLUTIONS INNOVATION FORUM - NEW MAJORITY ON MOBILIZING YOUTH AT SCALE, WITHOUT DIGITAL



**New Majority is a nonpartisan organization that
activates young and first-time voters, ensuring
your voice is heard where it counts.**



Three Objectives in this hour

- 1) Tell you why there is no climate policy without democracy
- 1) Convince you youth in person engagement is LIT
- 1) Help you recruit vols



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**We make it
easy and fun
for young
people to get
involved - and
take action on
the issues they
care most
about**



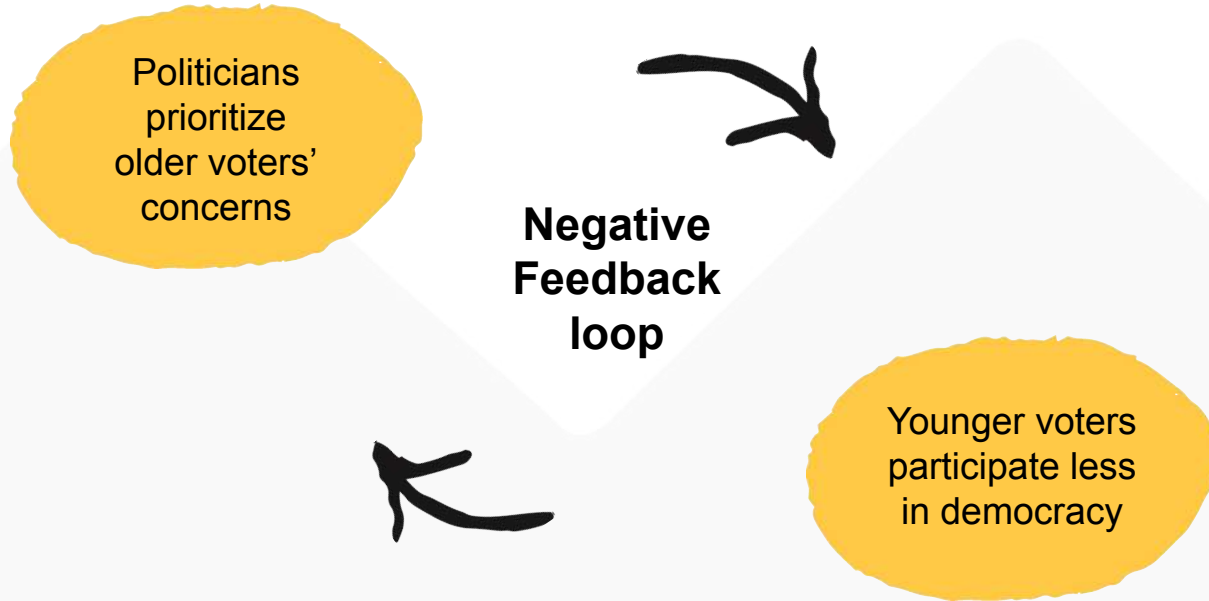


**Our strength is
in our
face-to-face
peer to peer
conversations**

**You don't
have to be a
political
expert to
belong here.**



“Young People Don’t Vote”



“Young People Don’t Care”



**Youth
volunteers
showing up to a
city council to
advocate for
Green
Development
Standards
because
they care.**

“Young People Don’t Vote”

I have to work on
election day

Honestly, I
just forgot

My dog ate
my voter card

I don't think I
have the right ID

The election
was yesterday?

I don't know
where to vote

**Well, we
mean to... but
we've got a
lot going on.**

That's where New Majority comes in



PHONE

We make vote plans over the phone



POLL WALKING

We directly walk young people to vote



RELATIONAL

We pay youth to talk to their friends and family about voting

Three Powerful Tactics

Goals.

**Lift turnout by 5%. Increase Youth
Voter Participation of **UNENGAGED**
voters**

*We won't know youth voter participation turnout until Elections
Canada releases the data, but we do know it would take
reaching **744,000 more voters than 2021***

Goals.

Our **total reach** through significant national media, 68,000+ vote commitments, 300,000+ dials, and 128,000 conversations was **millions of unengaged voters.**
(full breakdown to come!)

Overall turnout was:

69%

Compared to 2021:

62%

Goals — Unlocked.

 **7%**
**Turnout Lift
Achieved***

*overall voter turnout.
Youth voter turnout to come!

272,194

**Reached through vote plans
and vote tripling**

580,591

Approaches

We measure our impact through 3 methods: 1. Strict check in and out protocols for field organizers and strong field leadership to upskill and ensure accurate vote counts, plus unique QR code scans. 2. Predictions on the number of votes we generated based on the effect size of the tactics in randomized control trials. 3. Analyzing the difference in voter turnout between polling locations we canvassed youth voters to made vote plans to and similar polling locations where we did not run a get out the vote program.



Talk to **as many young people** as possible.

We called. We walked. We encouraged friend reach outs at scale. We partnered with student unions nationwide.

We reached more young people than in the organization's history.

Democracy matters more than ever. Unengaged nonvoters, particularly new and young non-voters are a significant problem impacting strong government mandates and community and civic participation for decades to come. Every new voter is likely to become a voter for life.

Of the 10,000 survey responses in 2024, young voters told us their top issues are **affordability, mental health, climate**, and on the ground on 2025 **Canadian sovereignty** emerged as a key decision factor.



800+ Hired



9 Provinces



53 Volunteers



What we **achieved**, *preliminary results* :

272,194 reached: vote commitments and vote triples

69,291 vote commitments (plans/pledges/promises)

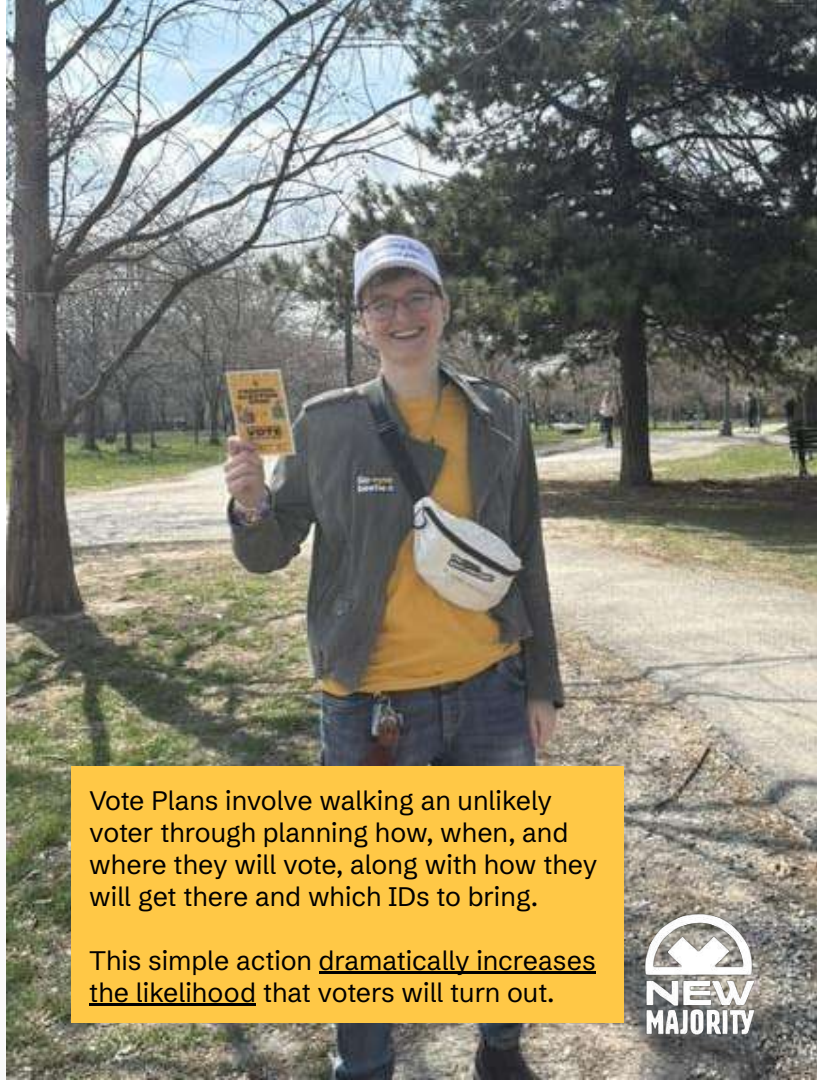
We had canvassers poll-walking on **22 campuses**

We canvassed across **50 ridings**, which included
neighbouring ridings bordering a campus

49 media interviews, 60+ media mentions/hits

21,525 visited multiple pages of vote.newmajority.ca

We were on the ground in **NINE PROVINCES:** BC,
Alberta, Saskatchewan, Manitoba, Ontario, New
Brunswick, Nova Scotia, Newfoundland & Labrador, PEI



Vote Plans involve walking an unlikely voter through planning how, when, and where they will vote, along with how they will get there and which IDs to bring.

This simple action dramatically increases the likelihood that voters will turn out.



Key Virtual Stats

77,700

Profile views in the last
30 days to social
accounts

308,345

Dials through our virtual phone
bank

63,123

Unique Emails Opened
60.7% average open rate

Strategy: Focus on **unengaged** young and first time voters and lift turnout dramatically.

First, we invested in GOTV programs in **EVERY** provincial election in 2024 and Ontario's snap 2025 election, building lists and identifying new unlikely voters and walking as many as we could to the polls. That way, we had already started thousands of new voters on their civic engagement journeys before the federal election began.

We focused on student union partnerships and face-to-face interactions, including with 13 partnerships on campuses across Canada.

We measured the issues young people care about, and provided [strong non-partisan voter information](#) about how/where/when to vote to reduce the logistical barriers to getting to the polls, driving resources to Elections Canada wherever possible.



“

“It was great experience, I learned a lot of things just my confidence got boost up. Interacted with lots of people and this opportunity gives me a lot”

”



Where **we** were.

The scale-up from 7 full time staff to hundreds of paid staff across nine provinces in under two weeks was significant and unprecedented for New Majority.

- **5375** applications in
- **2107** interviews completed
- **800+** hired:

(24!) Managers, canvassers, community connectors, communications team and phone bank callers



“





“The work was fun and I was lucky to work alongside a great team. Once I got the hang of it, I got into a great groove”

”

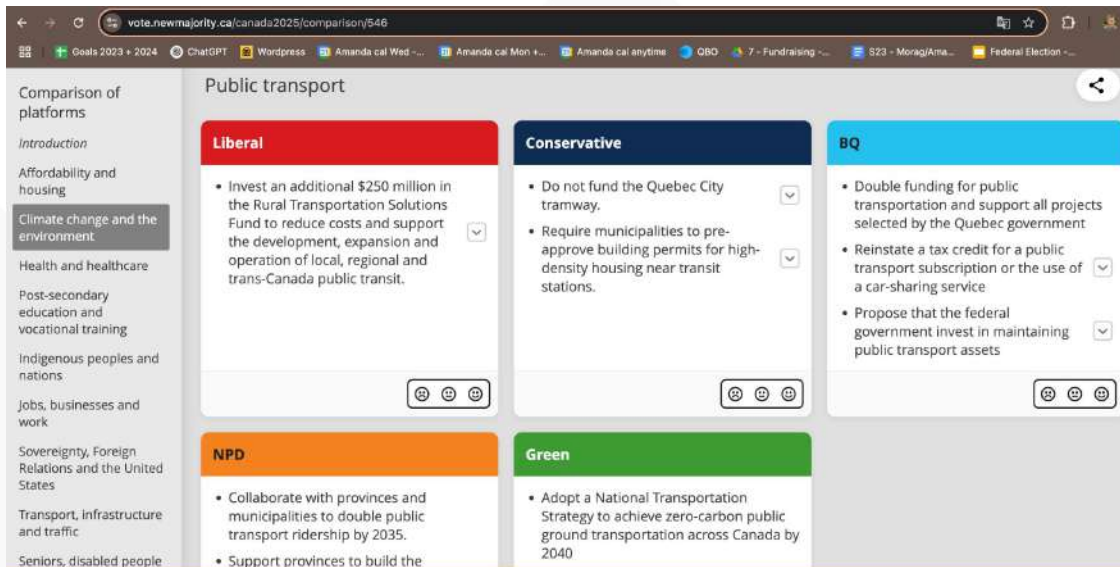


Tactic: Help Unengaged Navigate Voting for The First Time, In Person Support with Digital

The federal election in
Canada is on **April 28** .

-  **Make a plan to vote** >
-  **See your candidates** >
-  **Read the platforms** >
-  **Commit to vote** >

Are you a candidate? **Add your profile on VoteMate.org.**



The screenshot shows a web browser at the URL `vote.newmajority.ca/canada2025/comparison/546`. The page is titled "Comparison of platforms" and lists various policy areas on the left sidebar. The main content area is titled "Public transport" and displays a comparison of platform positions for four parties: Liberal, Conservative, BQ, NDP, and Green. Each party's position is listed with bullet points and a dropdown menu to the right. At the bottom of each party's section are three circular icons representing different levels of support or agreement.

Party	Platform Position
Liberal	<ul style="list-style-type: none">Invest an additional \$250 million in the Rural Transportation Solutions Fund to reduce costs and support the development, expansion and operation of local, regional and trans-Canada public transit.
Conservative	<ul style="list-style-type: none">Do not fund the Quebec City tramway.Require municipalities to pre-approve building permits for high-density housing near transit stations.
BQ	<ul style="list-style-type: none">Double funding for public transportation and support all projects selected by the Quebec governmentReinstate a tax credit for a public transport subscription or the use of a car-sharing servicePropose that the federal government invest in maintaining public transport assets
NDP	<ul style="list-style-type: none">Collaborate with provinces and municipalities to double public transport ridership by 2035.Support provinces to build the
Green	<ul style="list-style-type: none">Adopt a National Transportation Strategy to achieve zero-carbon public ground transportation across Canada by 2040

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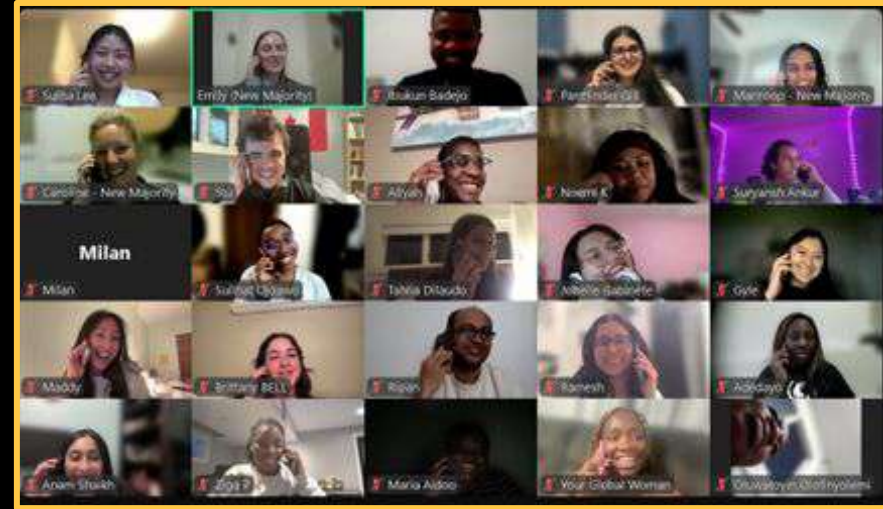
“Working with New Majority was a great experience. Canvassing can be tough but also very rewarding. Hearing strangers thank you for the work we do, encouraging people to vote, makes it all worthwhile”

”



Phone Banking Joy Snapshot:

- ★ One caller convinced someone to vote by having them flip a coin (and it worked)
- ★ One caller helped someone vote using a Costco card and another piece of ID
- ★ Many callers don't know how to say the word non-partisan...
- ★ One caller said that working for NM has been his favourite experience since moving to Canada
- ★ One caller with accessibility needs helped a voter with similar accessibility needs
- ★ One voter vote tripled by making a powerpoint presentation to share with their friends



Key to Success: Non-Judgemental Approach to First Time Voting.

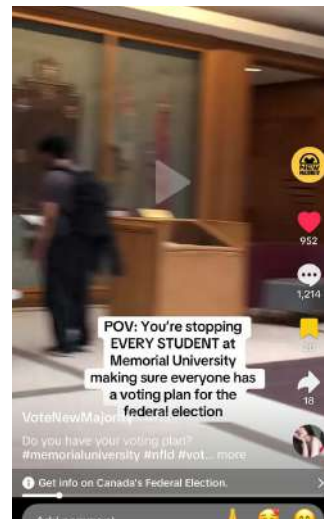
Effective Strategies for Fun:

- ★ 360 Photo Booth in Calgary and Toronto: Drip for Democracy with new contacts, and videos to share online to boost vote tripling effectiveness
- ★ Volunteer community postering + stickers in Halifax, Vancouver, Toronto

Strategy Reinforced: Digital is important for vibes and brand awareness, but in person achieves far greater measurable action (and votes) for the target unengaged voter (whose algorithm won't show political content if they are not already engaged)



28.8k Views



Dashboard

77.0K views in the last 30 days.

Not voting
is **cringe**.

**Power to
the youth**

The **future**
won't vote itself

Voting is
a **flex**

Go **vote**
bestie



“

“New Majority's training program is informative and effective. Chloe did an amazing job providing me with the resources, training and answered questions punctually and eloquently.”

”



Media Home Run.

In 2021 we achieved \$15/vote through media impressions. In the 2025 election we expect to exceed our goals and reach more unengaged voters through the media than in our organization's history.

54 [national](#) and [local](#) interviews including Election Day live

60+ [media](#) hits and counting



Young voters have 'electoral majority' this election, says advocacy group

6 days ago | News | 7:45 PM

Amanda Munday, executive director of New Majority, says young and first-time voters are more engaged and informed this federal election than in previous campaigns. She says affordability, mental health, climate, democracy and Canadian sovereignty are top of mind for young voters as they head to the polls.



National **Volunteer** Program.

53 national volunteers formed outreach teams across **21 cities nationwide**.

In the final week of the campaign we delivered stickers and posters to over 150 businesses in Halifax, Vancouver and Toronto.



“

“It was fun and I made a lot of friends along the way.”

”



Partnerships: expanded our reach and **built** **capacity.**

In addition to our national partnership with the *Canadian Alliance for Student Association (CASA)*, we partnered with 13 student unions to increase our presence and strengthen our ground GOTV program during an underpopulated campus exam season.

We've partnered with Environmental Defence Canada, David Suzuki Foundation, My Climate Plan, Common Horizon, Climate Reality Project, Efficiency Canada, Acorn Halifax and MANY MORE!



Lessons Learned:

While we knew an early election was likely, with a snap Ontario election in the winter and uncertain dates, we were left building plans without an ability to hire up the massive team needed until the last second. Partnerships need to be built for the long-term so we can respond to snap elections without delay.



Lessons Learned:

Face-to-Face much more effective than digital: while poll-walking numbers were hampered by exam season, end of semester and the holiday long weekend, we pivoted to in community ground and achieved significantly more vote commitments than the original goal (*goal of 50,000: 69,291 achieved*), demonstrating we can find many voters off-campus.



Lessons Learned:

Investment in media and digital paid off significantly, with 60+ media hits including repeated CBC local and national (CBC News Network), Election Day live hits and on average 3 media interviews every day of the campaign: highlighting climate was critical to getting government and candidate attention on the issues youth are voting towards



Lessons Learned:

Awareness of democracy and Canadian civic engagement was easier to cultivate than in 2021, but we also faced new barriers on the ground that required expert skill management and leadership to navigate.



What's Next?



From 70,000 Vote Plans to



**Practicing
Democracy**



Halifax Community BBQ:

- Centre for Migrant Workers Rights
- Ecology Action Centre
- ACORN
- Council of Canadians
- Halifax Cycling Association



Our Ask: Get in Touch

**Interested in
partnering?
Have a
campaign
ready to go?**

**Need GOTV
support?**

**Please reach
out**



Thank you.

amanda@newmajority.ca

