

TALKING ACROSS GENERATIONS

TURN OUT THE YOUTH VOTE!

One of the questions we hear the most is “**how do we reach young people?**” It’s a good one. We know that historically younger voters don’t show up at the same rate as older ones do — despite being overall more in-line with the compassionate and common-sense values we share.

The first step to answering that question is to look at **who** can best reach young people — and many believe it’s likely not their parents’ generation at all. Generation-skipping can actually be more persuasive when it comes to influencing a young person’s actions, so it’s extra-important that **the grandparents** lean in here.

The “trick” to reaching young people is to let that agenda go completely at the door. Sharing your opinion and why you believe it’s correct is *not* going to move the needle — this is the long game. The goal is to create a space where the young people in your life are comfortable talking to you about issues, events, and their developing values.



A FEW WAYS TO HELP

- Ask a thousand questions, help them to deeply consider for themselves how government and policies affect the people they care about.
- Share your own life experience – when they ask you to! — and how you apply what you’ve learned to the world around you.
- Make sure they have the facts! If they’re open, share what you know about the local issues and campaigns it’s tough to find good information about, like judicial races or school boards.
- Never feel bad about reminding everyone of every age when and where to vote!

Remember, regardless of your age, the most important communication you can engage in is within your own generation. Especially if you’re Gen X, **organizing your peers is the most effective way to change the electorate**, stand up to chaos and division, and elect common-sense candidates.

CONVERSATION STARTERS AND RESOURCES TO USE WITH GEN Z

- **Like voters from every generation, Gen Z cares a lot about the economy — and [69% of adults under 30 disapprove](#) of how the current administration is handling it.** These same young people list inflation, health care, and housing as their top economic concerns. You have lived experience in this area. You've struggled through multiple recessions, 1970s inflation, and a world without the Affordable Care Act. You've seen that good governance CAN make a difference. **Visit redwine.blue/momonomics to find resources that help you talk about the cost of living.**

While you have valuable knowledge to share, remember to listen more than you talk. ASK QUESTIONS!

- **Yes, you can talk to them about voting.** It's true that young people dislike political parties and distrust many institutions, but [49% of Americans ages 18-29 say they will probably or definitely vote in 2026](#). The enthusiasm is there! Encourage them to make voting plans and register if they are not already. **Visit redwine.blue/taking-back-power for resources to guide your conversations.**
- **Share online Gen Z influencers and follow them yourself.** For the most part, Gen Z gets their news online, from social media, or podcasts. Here are some popular accounts to follow to help you understand the information they're seeing and who they trust:
 - [Under the Desk News](#)
 - [So Informed](#)
 - [Feminist](#)
 - [Harry Sisson](#)
 - [Nimay Ndolo](#)
 - [Isaiah Martin](#)
 - [Deja Foxx](#)
 - [Raven Reveals](#)