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GIVING YOUTH MEANINGFUL RESPONSIBILITIES (NOT JUST BUSY WORK)

1. **Give Responsibility and Explain** - Assign interns/volunteers tasks that have a clear goal and impact, interns/volunteers are there to learn and be motivated.
2. **Don't Just Accept Work** - Engage in 1:1s with interns/volunteers to better understand the issues they care about and ensure long-term commitment.
3. **Involvement in Decision-Making** - Give youth a seat at the table by allowing them to contribute to strategy discussions and provide feedback on initiatives. Don't isolate them!
4. To identify these youth, **work with organizations** like NJ High School Democrats, College Democrats and of course NJDSC!
5. **Example Actionable Step:** Assign a volunteer/intern a clear, goal-oriented project (e.g., drafting a voter outreach message or planning a small event). Then, schedule a quick 1:1 check-in to provide feedback, get their ideas, and align it with campaign goals.

RELATIONAL ORGANIZING

1. Building power through personal networks.
2. **[FAQ: The Power of Relational Organizing](#)**

Example Actionable Step: Follow up with youth volunteers after events—personal check-ins increase long-term involvement.

UNDERSTANDING & ENGAGING YOUTH IN POLITICS

1. Youth Vote Trends & 2024 Election Analysis → **[CIRCLE: Youth Vote in 2024](#)**
2. Harvard Youth Poll (Spring 2024) → **[Harvard IOP Youth Poll](#)**
3. Young People's Shift to Online Political Engagement → **[CIRCLE Research on Digital Engagement](#)**

Example Actionable Step: Create youth advisory boards or committees to give them an active role in policy and civic engagement discussions.

YOUTH ENGAGEMENT RESOURCE GUIDE



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SOCIAL MEDIA & DIGITAL OUTREACH

Also check out our [Social Media Best Practices Guide](#).

- **Which Platforms Are Most Popular?** → [Pew Research on Social Media Use](#)
- **Best practices handout!** → [Handout](#)
- **Be authentic** → choose a format and style that feels most comfortable to you or your campaign.
- **Utilize your resources** → get youth involved in creating and posting content.
- **Stay active** → Try and maintain a consistent social media presence, focusing on results and responses to current events.
- **Create and engage a network** → create direct messaging updates, host lives, and keep in touch with the people who follow you.
- **Tailor your content** → Different platforms require different content.
 - **Instagram:** Short & long videos, statements, photos, live conversations, messaging
 - **TikTok:** Short videos, live conversations
 - **X/Bluesky:** Statements, photos
 - **Facebook & Messenger:** Statements, photos, messaging
 - **WhatsApp:** Messaging, sharing events

HOLDING VOTER REGISTRATION DRIVES

Reach out to coalitions@njdem.org for a voter education toolkit!

1. **Identify Location & Time** – Choose a high-traffic area relevant to your target community (e.g., Friday Prayer at a mosque for Muslim outreach, community fairs).
2. **Recruit Volunteers** – Engage youth from caucuses and campaigns to help run the event and connect with attendees.
3. **Bring Materials** – Set up a table with signage, QR codes for voter registration, and promotional materials.
4. **Voter Registration Essentials** – Provide voter registration applications, party affiliation forms, and vote-by-mail applications.
5. **Build Connections** – Use the event to not only register voters but also foster relationships and long-term engagement.