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The New Georgia Project

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THE NEW GEORGIA PROJECT JOINS FORCES WITH ALL IN CAMPUS DEMOCRACY CHALLENGE TO INCREASE CIVIC PARTICIPATION ON COLLEGE CAMPUSES

(Atlanta, GA) - The New Georgia Project (NGP) launched a new partnership today with the [ALL IN Campus Democracy Challenge](#)—a national, nonpartisan program of Civic Nation that supports sustained democratic participation on college campuses through competitive opportunities. NGP will serve as the host for the 2022 Georgia Campus Voting Challenge through which colleges and universities across Georgia will prove that their students are ready to become and stay civically engaged and participate in the democratic process.

The Georgia Campus Voting Challenge is open to all accredited 2-year and 4-year higher education institutions throughout Georgia. Participating colleges and universities will be eligible for awards based on voter turnout, registration rates, and other civic participation milestones on their campuses during the 2022 election cycle.

“Activating young people on college campuses—where they live, study, and socialize—is one of the most effective ways to support their democratic participation,” said **Nsé Ufot, Chief Executive Officer of The New Georgia Project**. “We prioritize every opportunity to hear directly from young people and let them lead. As the Georgia-based partner of the ALL IN Campus Democracy Challenge, NGP is committed to doing just that.”

There is no sign-up cost to participate. Institutions that opt into the challenge will be provided guidance and tools to create an action plan for increasing student engagement on their campus. By signing up for the challenge, all accredited, degree-granting, higher education institutions across the state can improve, measure, and celebrate efforts to institutionalize nonpartisan civic learning, political engagement, and informed voter participation.

NGP encourages those colleges and universities already enrolled to continue their participation in this year's challenge and plans to conduct direct outreach to recruit additional participants, especially among Georgia's many Historically Black Colleges and Universities.

"The New Georgia Project has been working for years to increase civic participation in Georgia," said **Jennifer Domagal-Goldman, Executive Director of the ALL IN Campus Democracy Challenge**. "We are thrilled to partner with them and know that their commitment to including young people in the democratic process will further encourage higher education institutions in Georgia to implement nonpartisan action plans to increase student voter engagement."

The ALL IN Campus Democracy Challenge empowers colleges and universities to achieve excellence in nonpartisan student democratic engagement. In 2020, students at campuses fully participating in the ALL IN program turned out to vote at a rate of more than 68.2%, an increase of more than 2.1 percentage points compared to their non-participating peers. The difference was even more pronounced for participating Historically Black Colleges and Universities and community colleges.

NGP and ALL IN will officially launch the 2022 Georgia Campus Voter Challenge in April and will issue statewide awards in 2023. These awards for 2-year and 4-year institutions will be based on campuses' National Study of Learning, Voting, and Engagement (NSLVE) reports generated by the Institute for Democracy & Higher Education at Tufts University. Awards will be issued for the highest voter turnout, most improved voter turnout, highest rate of voter registration, and best campus democratic engagement action plan.

Voters below the age of 35 account for more than half (52%) of the New Georgia Project's targeted universe in the 2022 midterm election cycle. The success of registration and turnout efforts like this partnership may ultimately determine the winners of various statewide and local races. More information for the press and for campuses interested in participating in the Georgia Campus Voting Challenge will be available on NGP's website in the coming weeks. With more immediate inquiries, please reach out to the organization directly at the provided contact.

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