

A BETTER OPENER

Start with a question.

“What's something going on locally that actually affects you?”

If they push back...

"The system is broken."

That's fair. What would need to be true for voting to feel worth it?

"I don't know enough."

You do not need to know everything. Want help finding a ballot guide?

"My vote changes nothing."

In close or tied systems, who shows up still decides what happens next.

The goal is staying in the conversation — not winning it.

TURN TALK INTO TURNOUT

Make a voting plan.

- 1 Check registration**
Confirm your status and/or register online at [MNvotes.gov](https://mnvotes.gov)
- 2 Find the right place**
Look up the polling or early-voting location for your address.
- 3 Choose when**
Pick a date, time and ride before the day gets busy.
- 4 Follow up once**
A reminder near Election Day can close the turnout gap.

KEY DATES

2026 General Election

- Sept. 18** Absentee voting in person or via mail begins
- Oct. 16** Early voting begins
- Nov. 3** Election Day



MNvotes.gov

Register, check your status, find where to vote and view your ballot.

Minnesota voting help:
1-877-600-VOTE (8683)

Bridging the Gap: Engaging Young Adults



A guide to better conversations
— and turning them into action.

Young voters are not apathetic — they are unconvinced.

And **you** can make the difference!

Scan for
additional
info:



FIRST, RESET THE MINDSET

What we might be getting wrong.

Distrust is not the same as apathy. Many younger voters are reacting to the institutions and outcomes they have actually experienced.

MYTH: They don't care.

REALITY: Low trust can be an informed judgment — not indifference.

MYTH: They just need to hear that voting matters.

REALITY: Acknowledge gridlock and skepticism before making the case.

MYTH: They're hard to talk to.

REALITY: They often resist being lectured, not the conversation itself.

MYTH: They're basically Democrats, just younger.

REALITY: 43% of Gen Z claims no party at all. The ones who lean left often sit well to the left of where the party's actually positioned.

Ask before telling.

Earn trust before asking for action.

CONNECT VOTING TO REAL LIFE

How it hits home.

Start with what is already affecting them. Then connect the issue to the offices and decisions on the ballot.

Paychecks

Wages, taxes and workplace rules.

Rent + housing

Zoning, renter rules and housing aid.

Education + debt Tuition funding and student-loan policy.

Healthcare Coverage and costs through federal and state choices.

Climate

Energy rules, funding and state targets.

Reproductive rights Federal limits and state-level protections.

Keep the connection specific.

Help them see which level of government and which part of the ballot touches the issue they named.

AGES 16 - 17

Pre-register now.

Minnesota activates the registration automatically when the voter turns 18.

THE CONVERSATION TOOLKIT

Make it genuine, useful and two-way

DO

- 1 Ask what is at stake for them before sharing your view.
- 2 Share a personal story instead of leading with a statistic.
- 3 Offer concrete help: registration, location or an early-voting plan.
- 4 Text first when reaching under-30 contacts, when possible.
- 5 Let the conversation go both ways.

AVOID

- ✗ "Kids these days," even affectionately.
- ✗ Assuming disengagement means disagreement.
- ✗ Data dumps, correcting or lecturing.
- ✗ Long, one-directional phone calls.

Best next question

“ Want me to help you check your registration? It takes about two minutes.”