

# turnUP YOUTH COUNCIL

## OVERVIEW

Founded in 2019 by Zev Shapiro, a current junior at Harvard, TurnUp, a multimillion dollar 501(c)(3) non-profit that comprises the **LARGEST YOUTH-LED VOTER REGISTRATION AND TURNOUT INITIATIVE**. TurnUp is powered by a diverse team of over **3,000** youth organizers, **20,000+** young volunteers, **HUNDREDS** of partner organizations, and **THOUSANDS** of individual donors from every corner of the Country. In 2020, TurnUp reached **36 MILLION YOUNG VOTERS**, sent over **1 MILLION TEXTS** to young Georgians, helped register **60,000 COLLEGE STUDENTS**, and graduated **3,000+ YOUNG PEOPLE** from our months-long training program who collectively contributed **13,000 VOLUNTEER-HOURS** registering new young voters. Youth turnout increased by 10 points. **MORE INFORMATION: [WWW.TURNUP.US](http://WWW.TURNUP.US)**

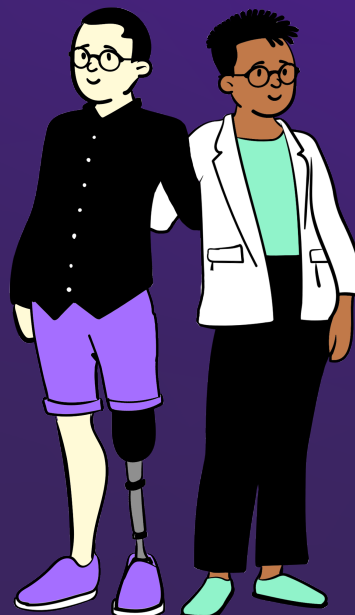
The TurnUp Youth Council is designed to educate young people about philanthropy, to bring the best and most exciting ideas to TurnUp and through its fundraising and networking goals, to expand and preserve TurnUp as a force for **STRENGTHENING DEMOCRACY FOR GENERATIONS TO COME.**

## GOALS & STRUCTURE

- Leadership group of 4-5 people who start the council, each with responsibilities.
- At some point, a specific amount of \$ given, raised, or services donated by each member.
- Speakers series of leading philanthropists or interesting individuals to educate this board.
- Briefings about the work of TurnUp and opportunities for input and program assistance.
- Regular gathering.

## RECRUITMENT

- ☒ Reach out to close friends.
- ☒ Reach out to existing donors.
- ☒ Members might join for their resume and/or professional career.



## GENERAL TYPES OF MEMBERS

- Relatives of existing donors
- Self-made successful entrepreneurs
- Gen Z leaders / TikTokers / others that bring value with work/services