

Take the Field & The Black Youth Renaissance Tour

Empowering the Next Generation of Black Voters

Black Voters Matter's *Take the Field* and *Black Youth Renaissance* initiatives are about equipping and inspiring young people, especially students at historically Black colleges and universities (HBCUs) and other campuses and high schools to become active, informed participants in the democratic process.

What We Do

- **Campus Engagement:** We partner directly with colleges and high schools to host on-site voter registration drives, town halls, and civic education workshops, breaking down barriers to voting and connecting students to the resources they need.
- **Culturally Relevant Events:** From public conversations to block parties, we create spaces that celebrate Black culture, build community, and spark dialogue about power and participation.
- **Leadership Development:** Through training and mentorship, we help students develop organizing skills, strengthen their voices, and step into leadership roles on and off campus while also providing funding.
- **Relational Organizing:** We empower students to reach their peers through peer-to-peer and friend-to-friend outreach, creating powerful networks of trusted messengers and mobilizers.
- **Voter Mobilization:** We provide tools, transportation, and direct support so students can get to the polls and make their votes count.
- **Creative Campaigns:** We leverage digital platforms, storytelling, and direct action to make civic engagement feel urgent, accessible, and powerful for young Black and brown voters.

Our Impact

- In Pennsylvania and North Carolina, 87% of HBCU students (ages 18–24) we engaged turned out to vote. On Georgia campuses, 84% of the young people we reached cast their ballots.
- Through our network of over 56,000 engaged volunteers and young voter contacts, we've partnered with more than 25 institutions to mobilize young Black and brown voters at scale.

Why It Matters

Young Black voters are shaping the future. When they turn out, they transform elections and change the narrative. Whether you're a student, a volunteer, or just passionate about democracy, there's a place for you in the movement. We're building something bigger than a campaign; we're building a movement.

Learn more and get involved at <https://blackvotersmatterfund.org/take-the-field/>