

**YOUNG INVINCIBLES:
CAMPAIGN FOR YOUNG AMERICA**

**THE STATE OF
YOUNG AMERICA**

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They say we'll be the first generation worse off than our parents—we won't let that happen.

Young Invincibles is proud to announce the next step in our work to expand opportunity for all young Americans between 18 and 34. The “Campaign for Young America” is designed to build off the State of Young America report, to turn the energy, hope and frustration about the lack of opportunity in the economy into concrete policy and a way forward for our generation and country. The Campaign will ultimately highlight the specific changes that young people want and demand of their leaders to ensure that our generation is not, as many are predicting, left worse off than our parents. Through youth engagement and action, the Campaign will push our political leaders and the media to address the barriers to opportunity facing young people in this country.

Over the last several months we've spent countless hours gathering the latest data and polling, but we also went out and talked face-to-face to our peers about the problems facing young Americans. Young Invincibles and our many partners held over 15 in-depth roundtable discussions around the country to hear young people's economic concerns and ideas. We heard from all types of young people from around the country: from San Jose, California to Wayne, Nebraska; from young entrepreneurs to community college students to soldiers. Despite the differences, we consistently heard the same messages ring out loud and clear. Young people are anxious about their economic future. They know firsthand that jobs are scarce. They have less money in their pockets even as the price of education, rent, and health care rise beyond reach. They worry that very few can succeed in today's economy and that the middle class is getting squeezed. But there is also a consistent feeling of hope that somehow, someday they will find a way to succeed and so will the country. Importantly, they saw the problems but also had ideas and solutions that they thought could help. They had a powerful voice that deserves to be heard.

THE PLAN:

The Campaign for Young America will roll out over the course of the next 15 months to help give young adults a voice in identifying specific solutions to the economic problems facing our generation and country. We believe it is our generation's responsibility to not only describe the problems, but to use all our skills, insights, passion and hard work to create the way forward. We will work with hundreds of thousands of young adults to develop concrete solutions and a mechanism to get involved, be heard, and make a difference at the federal, state and local level.

With the release of this report, we will launch the Campaign for Young America website (www.CampaignForYoungAmerica.org). A major national social media campaign will follow this winter that will allow young people to vote on and share their economic solutions with their social networks and then take action. In early Spring 2012, Young Invincibles will host a Youth Jobs Bus Tour across the country, with dozens of youth roundtables discussions, events on campuses and off, and direct action bringing the voices of young adults to our political leaders. In May of 2012, we'll present the culmination and synthesis of the youth roundtables, a coherent, specific agenda on federal policy—the Young American Dream Agenda—that will describe the changes hundreds of thousands of our generation demand. With youth partners around the country, we will bring the Agenda directly to our state and national political leaders, to demand that they do their part in making that Dream a reality.

To sign up for updates on the Campaign for Young America, offer your own ideas or if you just want to learn more, go to www.CampaignforYoungAmerica.org.

A SPECIAL THANKS

Young Invincibles would like to thank the many partners who helped us reach out to members of our generation across the country to learn about the challenges they face day today. The organizations include: the Center for Community Change, Mobilize.org, The Greenlining Institute, Voto Latino, Working America, League of Young Voters, Black Youth Vote, Ivy Tech Community College, Asian Pacific American Labor Alliance, Center for Rural Affairs, Local 657, MomsRising, the Greater Richmond Chamber of Commerce, the Illinois Education Foundation, and the Roosevelt Institute. Thank you for your leadership.