

BUILDING BIPOC YOUTH POWER TO TRANSFORM TEXAS



Supported by:



INTRODUCTION

Created in the spirit of collaboration, the Texas Youth Power Alliance (TYPA) was founded by the largest youth civic engagement organizations in Texas - Jolt Initiative, MOVE Texas, Texas Rising, and Youth Rise Texas. TYPA is an innovative, proven, and necessary presence in Texas, cultivating and harnessing the power of young leaders and organizers to empower youth across the state.

Young people under the age of 35 make up [51%](#) of Texas' total population, and almost 1/3 of eligible voters in the state. With a younger voting bloc, comes a need for a more innovative strategy. The key to transforming Texas lies with the state's young and diverse population. The Texas Youth Power Alliance's existence is vital.

Since its founding in 2018, TYPA has generated momentum and energy and developed a clear theory of change that is delivering results designed for long-term power-building and transformational change. TYPA has secured close to \$7 million to expand and sustain the current youth organizing movement, but still remains severely underfunded in relation to organizations focused on populations over the age of 35. In order to bridge the gaps in youth organizing infrastructure in Texas, TYPA has collaboratively developed a roadmap for our future as an alliance that will lead us into a new phase, position ourselves to tackle the future head on, and solidify TYPA as a central and powerful stakeholder for the long run. The current expansion of our alliance will prioritize the following:

- **Priority 1:** Grow the capacity of TYPA to support member organizations and create internal structures for strategic work.
- **Priority 2:** Expand TYPA to grow in memberships that include other youth-led or youth-serving institutions that align with our broader strategy and values to build power.
- **Priority 3:** Carve out a space for Young Texans that provides political education, youth organizing strategizing, and young professional networking and leadership development.

As an alliance led entirely by people of color, TYPA is a unique organization, not just in Texas, but nationwide. TYPA's success is due to the fact this coalition came together organically in 2018 through trust-based relationships among state-based, youth-organizing causes, that are steadfast in our commitment to building youth power in the Lone Star State. TYPA is dedicated to growing our movement, driving a unified strategy, and building long-lasting youth power and leadership for Texas.



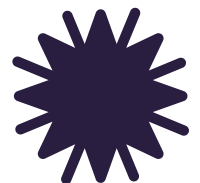
2023-2024 GOALS & PLAN

- **Vision for TYPA**

- Create a powerful, diverse representative youth movement led by young people of color
- Transform youth power in the state by expanding TYPA membership to partners and allies
- Serve as the leading entity for youth civic engagement
- Scale up partner organizations' capacity and scope through increased fundraising
- Build the youth leadership pipeline
- Represent a national example for state-based youth power

- **18-month plan**

- 2023
 - Ensure all communication between core member groups is happening on a consistent basis in order to plan and check in on progress to cycle goals
 - Structure creation for TYPA membership expansion
 - Planning for 2024 electoral efforts
 - Plan for youth collective trainings in 2024
 - Create and begin to attempt fundraising goals
- 2024
 - Launch TYPA as the official youth table in Texas
 - Conduct electoral campaigns in coordination with state infrastructure
 - Conduct a state-wide youth conference
 - Onboard new organizations into TYPA
 - Continue long-term strategic planning process



TEXAS YOUTH POWER ALLIANCE COMBINED BUDGET

Expense	Description	Budget
Civic & Voter Engagement	Voter registration; GOTV; digital and radio ads; influencers + content ambassadors; content creation + design; travel	\$4,800,000
Leadership Development & Base Building	Trainings, conferences + convenings (digital + in-person); data + research; design, collateral + products; digital acquisition; travel	\$375,000
Issue Advocacy & Policy Change	Youth Justice Agenda; community organizing; local and statewide advocacy campaigns; digital content/design	\$350,000
Communications, Digital & Tech	Engagement tools (CRMs, TMC, VAN, etc.); SMS + phone banking platforms; advertising + digital acquisition; traditional comms	\$310,000
Personnel Salaries & Wages	TYPA Director; Leadership team; full-time organizers; part-time field staff; communications, digital + admin support; employee benefits	\$3,675,000
Admin & Operations	Legal + compliance; general overhead (insurance, taxes, rent, accounting); recruitment + onboarding; annual retreat, facilitator and monthly meetings	\$215,000
Combined Table Budget		\$9,725,000

