

WE ARE TEXAS

& we won't back down

Jolt 2025 Impact Report

Jolt's impact in 2025 was undeniable. This report shows the full scale of our work, detailing how we met a moment of political pressure with people-powered impact like never before. Through innovative digital outreach, direct voter contact, and cultural programs, we forged new paths for engagement and registered a resounding win for democracy.

VOTER OUTREACH

Quince To The Polls

Our Quince to the Polls event united cultural pride and democracy, celebrating four quinceañeras and engaging **65 attendees** in a powerful, community-rooted introduction to voting.



Social Media

In 2025, Jolt gained **1,262 new Instagram followers**, with strongest engagement around affordability issues and the 2025 Texas ballot. This growth reflects the demand for clear, accessible civic information for Latino voters.

LEADERSHIP DEVELOPMENT

Levántate y Lucha

Our Levántate y Lucha voter education series partnered with the Texas Civil Rights Project, Sierra Club, Young Invincibles, and Deeds Not Words to turn complex policy issues into clear pathways for advocacy and civic action.

Student Chapters

Jolt's power is rooted in the next generation, with active student chapters across **15 campuses in Texas**. Through a network of **16 student coordinators**, we are building a pipeline of young Latino leaders organizing for change from the ground up.

VOTER TURNOUT

Voter Registration

Latinos now make up **40.2 % of Texas' population**, yet remain underrepresented in political participation. Jolt's voter registration work closes that gap by meeting young Texans where they are and ensuring their voices are counted.

3,598
new voters
registered

2,994
pledges to vote
collected

A voter registration represents a new voice, prepared to participate in shaping Texas' future.

THE IMPACT

The following is a summary of Jolt Action's impact, mobilization strategies, and performance during the 89th Texas Legislative Session, where we focused on protecting voting rights, defending nonprofits, and strengthening education.

828

Calls To Legislators

700

Youth Capitol
Takeover Participants

606

Emails To Legislators

228

Messages via online
advocacy form

Get Out The Vote (Nonpartisan)

Jolt's GOTV strategy focused on non-partisan, direct, high-impact voter contact during critical elections across Texas. Our teams delivered timely information and trusted reminders at scale, ensuring voters knew when, where, and how to cast their ballot.

Harris County GOTV Reach

18,499 texts sent **7,580** doors knocked **506** phone calls

10,176 mailers sent **5,690** emails sent **18.63%** email open rate

Through door knocking, mail, and digital outreach, Jolt turned information into action and helped young Texans show up at the ballot box when it mattered most.