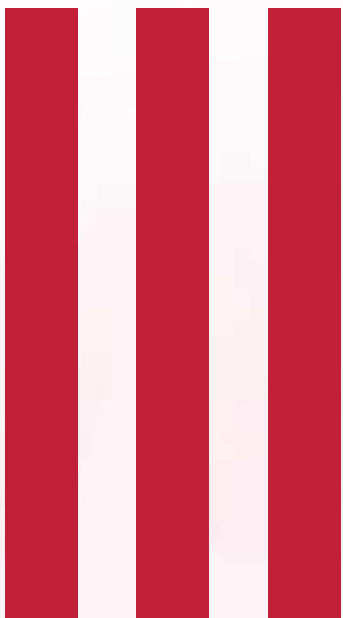




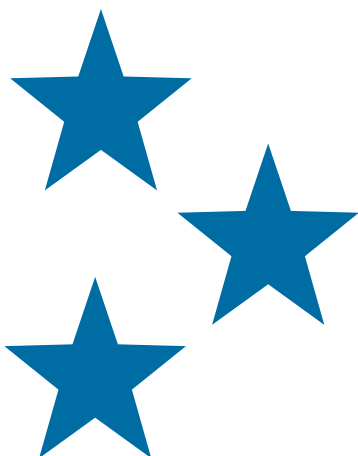
National Voter Registration Day

FINAL REPORT





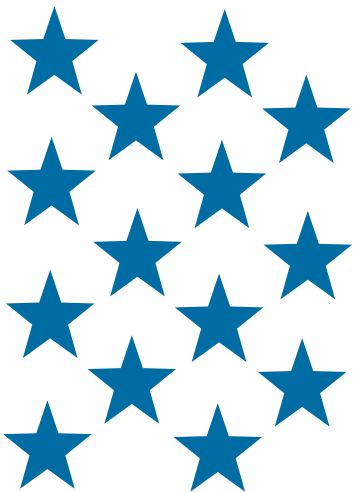
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Introduction



Our democracy works best when more people participate and vote – it's that easy. But ensuring that every eligible citizen can vote is not always easy, especially with every state having their own registration rules, processes, and deadlines. So we started National Voter Registration Day to bring national awareness to what is one of the most important things an American can do – cast a ballot.

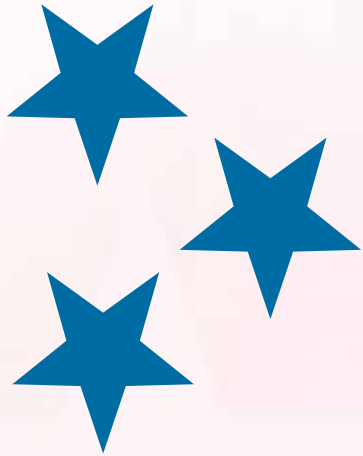
While midterms typically garner a fraction of the attention presidential elections do, we felt an unexpected energy in the air and decided to lean in. Our “Midterms on My Terms” call to action underlined the fact that registering to vote meant having a say in not only how your state is run, but how it is represented at the federal level.

Leaning in was the right choice as the midterm energy, coupled with broad and deep engagement from premier and community partners, helped fuel the BIGGEST National Voter Registration Day EVER! We broke records no one expected us to break in a midterm election year. This was followed six weeks later with the highest midterm voter turnout the nation has seen in over 100 years!

Thanks to the diligent work of an unprecedented number of volunteers, community, and premier partners, a record-setting 865,015 people registered to vote on the holiday! This report is a celebration of that work and the partners who made it possible.

By the Numbers

Voter Registrations



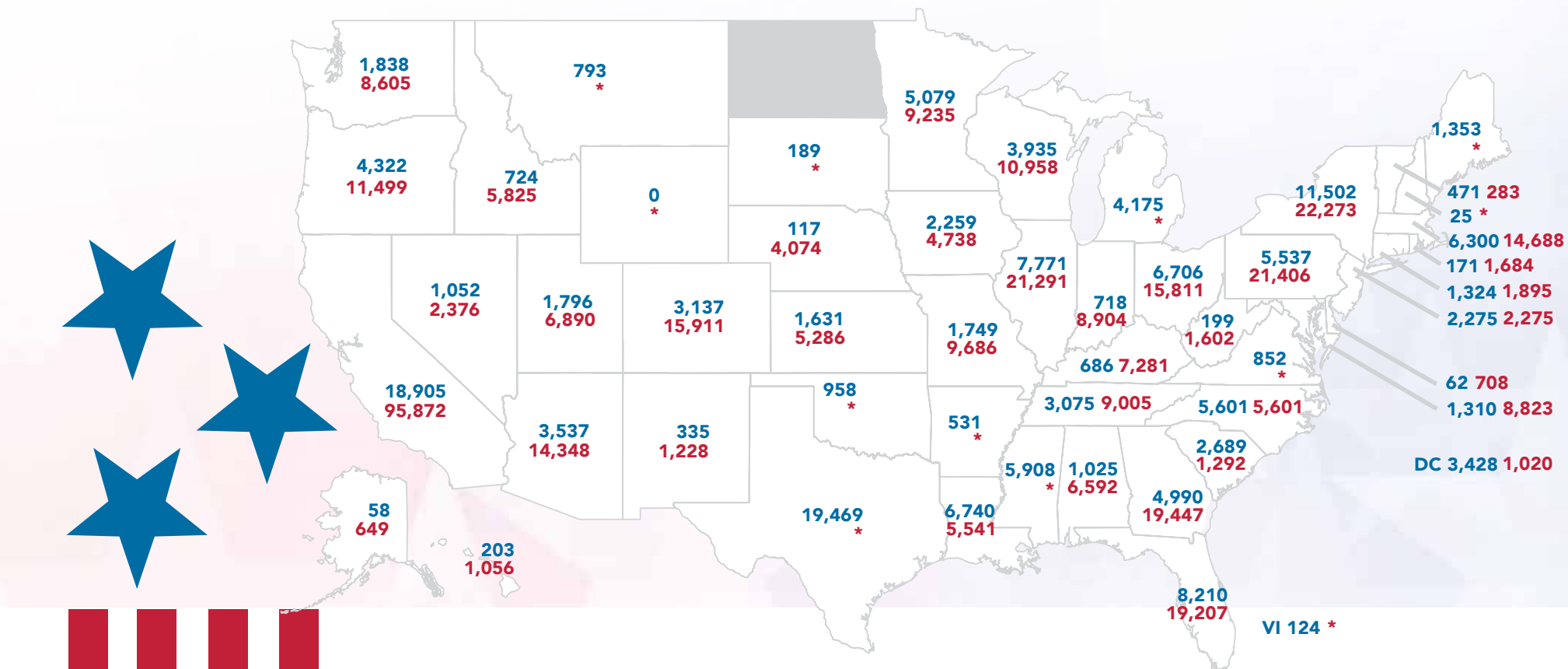
865,015

new or updated registrations

204,234 | 600,000+

registrations collected by
field partners

registrations collected by major digital
and media partners



By the Numbers

Voter Registrations

Blue: Registrations collected in the field by community partners

Red: Online voter registrations reported

* States where online registration is not available

North Dakota does not require registration to vote.

By the Numbers

Community Partners

Record number of community partners, volunteers, and staff!



4,087

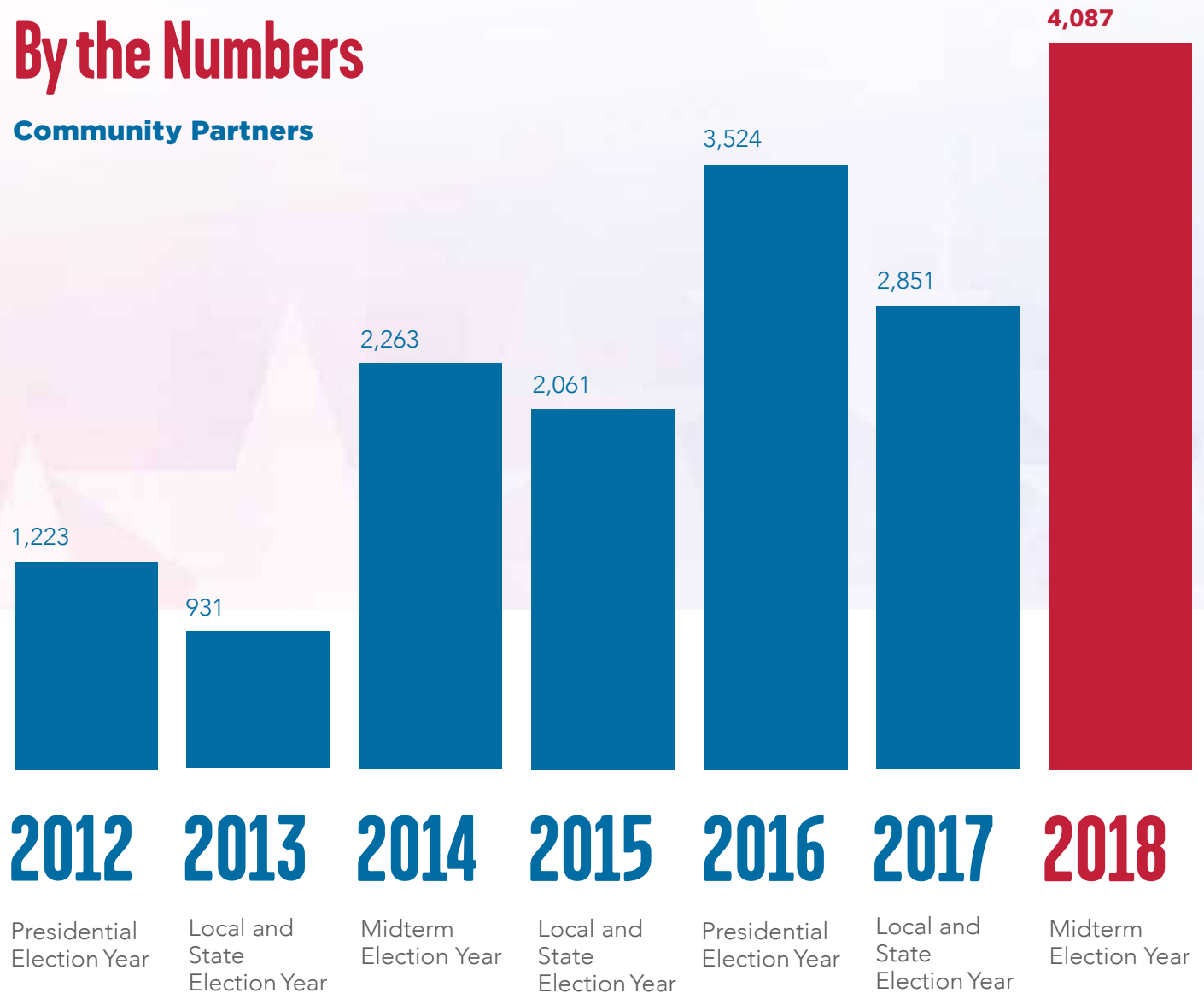
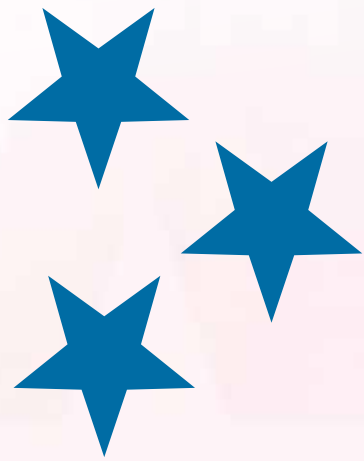
community partners

22,641

volunteers and staff

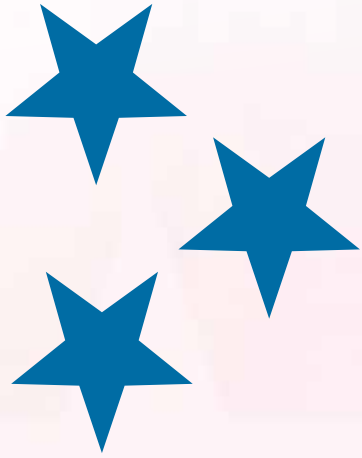
By the Numbers

Community Partners



By the Numbers

Social Media



2,596,789

engagements (likes, shares, comments)

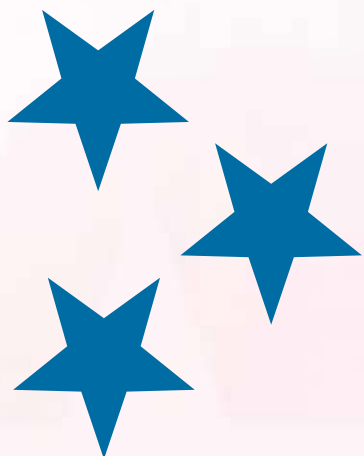
402,313 | 40,506

posts and reposts

original posts

By the Numbers

Traditional Media



33

major national stories

461

local print and online stories

3,781

TV and radio hits

832

unique TV & radio outlets



NASS

The National Association of Secretaries of State (NASS) has supported National Voter Registration Day since the beginning. NASS engaged Secretaries of State nationwide in support of the nonpartisan civic holiday.



NASED

The National Association of State Election Directors (NASED) passed a resolution in support of National Voter Registration Day in August 2017. In 2018, NASED collected online voter registration totals to help assess our impact.



Election Center

After passing its first resolution supporting the holiday, the Election Center gave National Voter Registration Day a key speaking spot at its national conference to energize local election officials from across the nation.



Election Officials

National Voter Registration Day has always enjoyed the endorsement and participation of elected officials across the country, but the endorsement of the National Association of Election Officials (Election Center) in 2018 marked the first time we received endorsement from all three major election official organizations – National Association of Secretaries of State (NASS), National Association of State Election Directors (NASED), and Election Center. Additionally, the U.S. Election Assistance Commission helped publicize the holiday through a Facebook streaming event the week before National Voter Registration Day.

Election Officials

**Secretaries of State from across the nation celebrated the day!
Here's a few examples:**



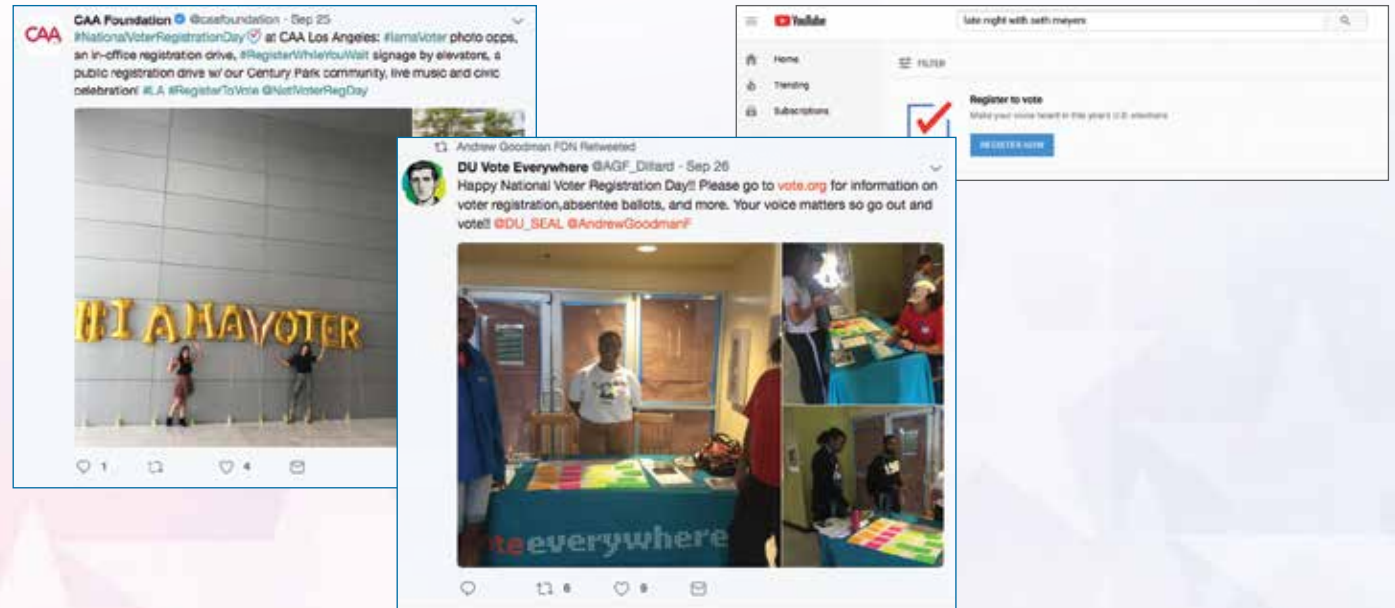
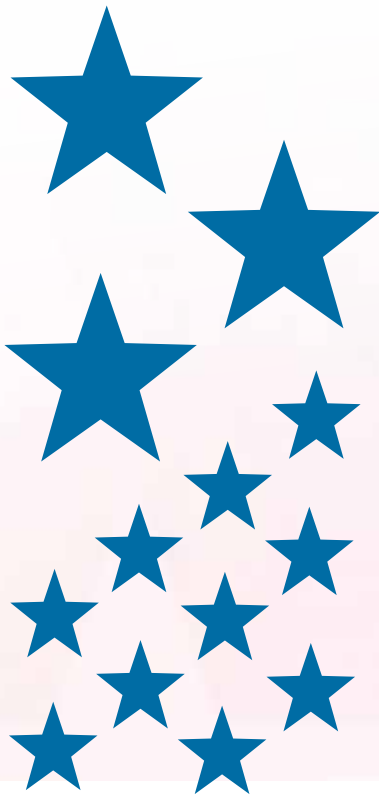
Washington and Minnesota – Secretaries Kim Wyman and Steve Simon headlined a Reddit “Ask Me Anything” event where they answered user questions about voter registration in real time.

New Mexico – Secretary Maggie Toulouse Oliver recorded and shared a video call-to-action on Twitter alerting Americans to be sure they register to vote.

Nevada – Secretary Barbara Cegavske celebrated the holiday and Nevada Voter Registration Week with three videos illustrating how to register to vote online, by mail and check your registration.

Alabama – Secretary John Merrill used National Voter Registration Day to push a ‘voter refresh’ effort to update state voter rolls with correct information.

Kentucky – Secretary Alison Lundergan Grimes gave shout outs to groups like Rev UP and Kentucky Protection & Advocacy!



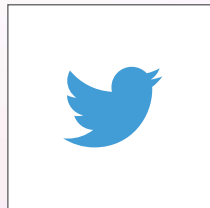
Premier Partners

2018 saw some of our most successful coordination of Premier Partner activity to date, with a total of 55 organizations all committed to spreading the word about National Voter Registration Day in a series of coordinated activations across the nation – both online and in-person.

Media and Tech Partners

Every year, we see some of the biggest names in mass media and technology lend their skills, dedication and brand to ensuring our democracy functions at its best. Just as we've seen a diverse range of companies like Google, Country Music Television, and Snap return year after year, we've seen newcomers like Lyft and Postmates joining the list of corporations eager to make National Voter Registration Day a success by reaching out to their unique and vast audiences.

This year, a diverse group of digital and media companies executed social media, on-air promotions, and live activations with record precision resulting in our biggest day of digital impressions yet!



Twitter

Though their promotions started before September 25, Twitter turned up the volume on September 25 with both a hashtag emoji and an all-day trending topic sponsored by HBO.

These wide-ranging efforts resulted in record-setting engagement with over 400k posts.



WeWork

WeWork added electronic voter registration hubs to all of their US locations for customers and supported the holiday via social media posts on Facebook and Twitter.



BET

BET engaged their audience via social media posts resulting in over 30,000 engagements and ran on-air crawls throughout the day promoting the holiday.





Snap Inc.

Snap Inc.

Snap incorporated National Voter Registration Day messaging into their popular Snapchat app, including direct links to the TurboVote registration tool, video messaging, and more, generating 400,000 registrations over a two-week period including National Voter Registration Day. Over 50% of voters they registered were young voters under 30!



Register to Vote in the 2018 Election

Share a voter registration link and help friends register. The deadline to register online to vote in the 2018 General Election in Washington DC is October 16. You can also register in person on Election Day.



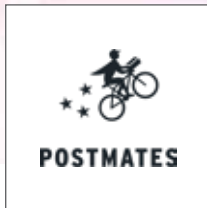
Facebook

Launched a voter registration promotion that appeared at the top of all user feeds throughout the day, utilizing the TurboVote tool, as well as activations on Instagram that drove a massive number of voter registrations. Afterwards, Facebook promoted state-specific registration deadlines tailored to users by state.



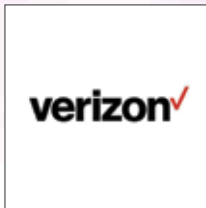
Reddit

Reddit launched several initiatives in support including a homepage interstitial ad linking to nationalvoterregistrationday.org, two "Ask Me Anything" events featuring Executive Director Brian Miller as well as Secretaries of State Steve Simon (Minnesota) and Kim Wyman (Washington), engagement with organic moderators, and promotion into "sticky posts" within their individual communities.



Postmates

Used in-app messaging to promote the holiday with both consumer and driver-facing activations including news and blog posts resulting in roughly 700 registrations.



Verizon Media

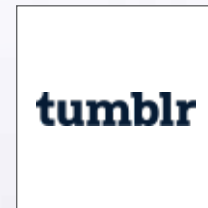
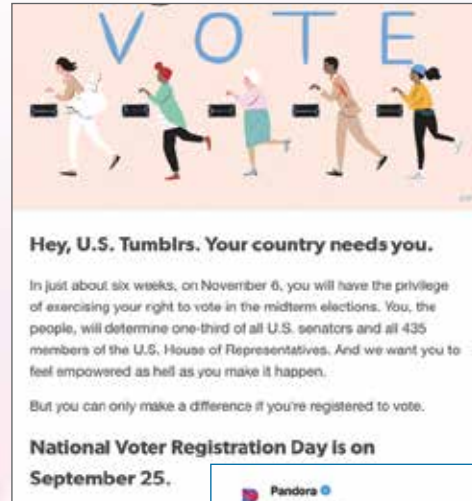
Ran AOL.com ad that garnered 3.6 million impressions, supported through social media, and encouraged 12,000 employees to register to vote.



Creative Artists Agency

Worked with major media companies to launch the multi-tiered I Am a Voter campaign across social media, live events and traditional media.





Tumblr

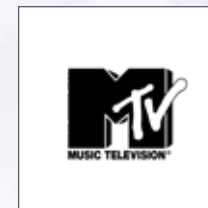
Tumblr drove the National Voter Registration Day messaging with a homepage ad unit, multiple staff-created posts, and a "Sponsor Day" ad that ran across all feeds.

These efforts garnered 25,610 engagements and 8,187,120 impressions!



Pandora

Pandora engaged their celebrity network and got rapper/actor Common to do an on-air promo that ran across multiple channels.



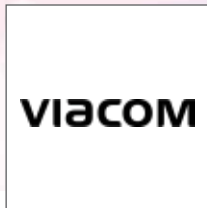
MTV

Ran an on-air promo, host mentions, and social media messages that got over 2 million views and 1,000 people initiating registration via TurboVote.



Google

Google kicked off the holiday with a registration-themed Google Doodle pointing users to state voter registration sites. Google also added register-to-vote messaging to the YouTube and Google search bars. In addition to the voter registrations these major promotions generated, the Doodle was featured in news reports across the country.



Viacom

Ran an on-air spot across all Viacom channels including MTV, CMT and BET as well as host mentions on Comedy Central's "The Jim Jefferies Show."



Country Music Television

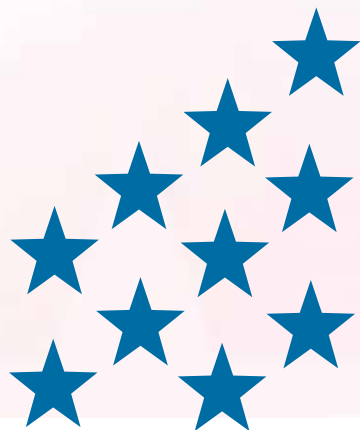
Spread the message via their CMT and CMT One social media accounts resulting in over 10,000 Facebook impressions and 10,000 Twitter impressions.



Lyft

Promoted holiday messaging across their social media accounts, ride receipts, direct emails, and signage at their physical hubs resulting in over 12,000 people registered.



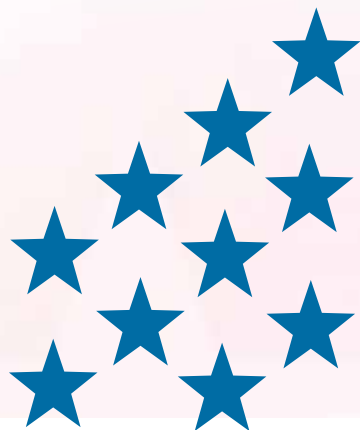


Premier Partners

Nonprofits

Major nonprofits and associations engaged their respective networks to promote the holiday and recruited the 4,087 community partners who did on-the-ground voter registration on National Voter Registration Day.





Asian Pacific Islander American Vote

On National Voter Registration Day, APIA Vote collected voter registrations in places like District of Columbia, Nevada, Seattle, and Inland Empire. The main highlight was

their ability to use national resources to help community members register and prepare to vote, particularly in Virginia where recent immigrants and AAPIs encounter challenges.



New Leaders Council

Members and alumni of the New Leaders Council hosted 38 events in their home cities.



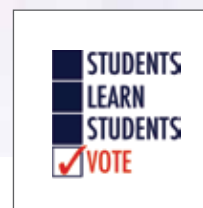
United Way

Dozens of United Way chapters helped to build awareness for voter registration, with a total social media reach of 449,850.



VotoLatino

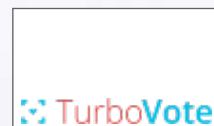
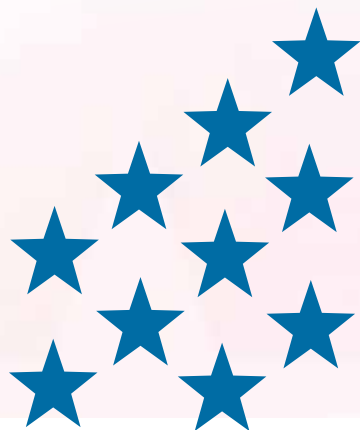
Engaged their communities through affiliate-run voter registration drives and promoted the day via press releases, website, social media, and traditional media outlets.



Students Learn Students Vote

A Campus Takeover partner, SLSV promoted Fair Election Center fact sheets to their coalition and signed up 98 higher education partners.

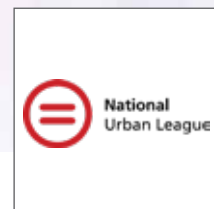




TurboVote

The TurboVote registration tool, a product of Democracy Works, was used by partners to register hundreds of thousands of voters on the holiday. Democracy Works also

built support for the holiday by coordinating member companies of the TurboVote Challenge, including key digital players like Snapchat, Twitter, Facebook, and Google.



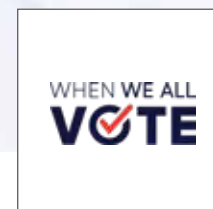
National Urban League

Supported members with a toolkit on voter registration and helped 52 local affiliates sign on to partner or host events.



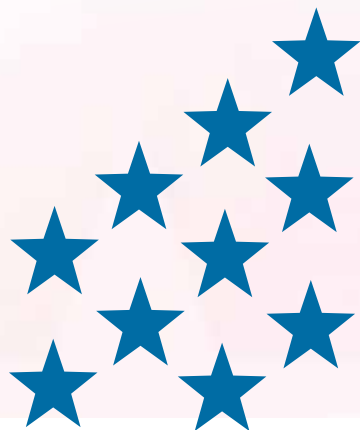
YWCA

49 local YWCA branches signed on as partners as part of their #YWomensVote campaign.



When We All Vote

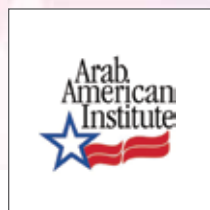
Recruited celebrities like Michelle Obama, Tim McGraw, and more to bring awareness to the holiday as well as hosting registration events.



EveryLibrary

Using targeted ads and outreach, EveryLibrary recruited 327 libraries to participate in 2018, representing more than half of all libraries that signed up as partners. EveryLibrary

provided access to Vote.org tools for locations that needed to register voters digitally and many libraries embedded forms on their sites to support voter registration year round.



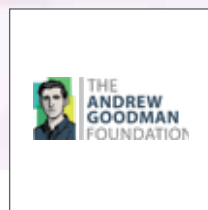
Arab American Institute

AAI's #YallaVote campaign coordinated with more than 30 local community partners to register people and raise awareness about upcoming elections.



Inspire US

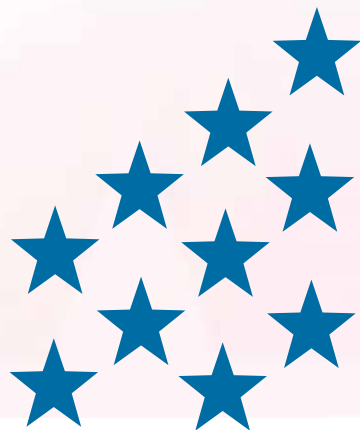
High school teams hosted 67 voter registration drives, registering and pledging 3,635 of their peers to vote.



The Andrew Goodman Foundation

Vote Everywhere chapters hosted 46 events and registered 4,019 students on college campuses in 22 states.





NALEO

NALEO Educational Fund engaged their community over 5 regions and through multiple methods including standalone voter registration drives, events and festivals with such draws

as Univision and Actor/Rapper Common, call centers, their website, swearing-in ceremonies and their internal marketing to register over 3,000 voters, thanks to the work over 90 of their partners and affiliates.



National Council of Nonprofits

Called on nonprofits to sign up as partners through their biweekly newsletter "Advocacy Matters" and a featured blog post.



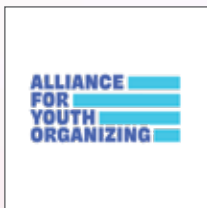
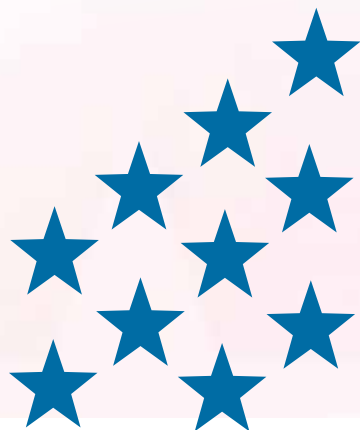
Vote.org

Vote.org set a new record on National Voter Registration Day for registrations using their tool, a record built on days later with the help of Taylor Swift.



Fair Elections Center

Provided state-specific legal guides on doing third-party voter registration drives that were used by partners across the country.



Alliance for Youth Organizing

The Alliance for Youth Organizing, in partnership with Young Invincibles, established a Campus Takeover initiative that reached 498 college campuses. By spreading the word through Students Learn Students Vote coalition, hosting twitter chats, and creating original webinars and toolkits, the Campus Takeover resulted in 600 events at higher education institutions.



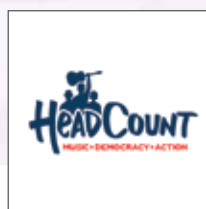
APALA

Multiple chapters did outreach via phone banking, canvassing, hosting workshops, texting, and translating materials in Vietnamese, Tagalog, and Chinese.



CenterLink

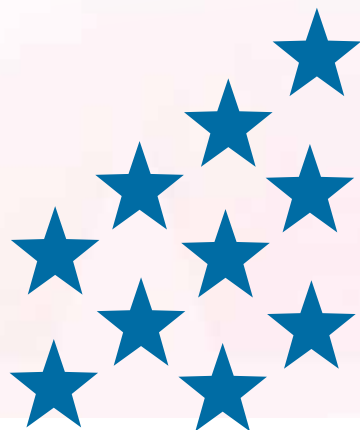
Approximately 35 LGBTQ community centers participated in National Voter Registration Day and registered over 500 new voters.



HeadCount

With the help of Ellen DeGeneres, Jimmy Kimmel, LeAnn Rimes and more, Headcount engaged online and hosted community events that gathered 15,513 voter registrations.





League of Women Voters

The League of Women Voters has been the single largest on-the-ground partner since the holiday's founding in 2012. In 2018, 400 chapters in 47 states participated and mobilized 4,318 volunteers. In total, Leagues helped 32,376 people register to vote.



Rock the Vote

Worked with HBO, Toms, Levis, and Tinder to launch national campaigns, and used its online tool to register voters. Rock the Vote also activated its volunteers to host registration events.



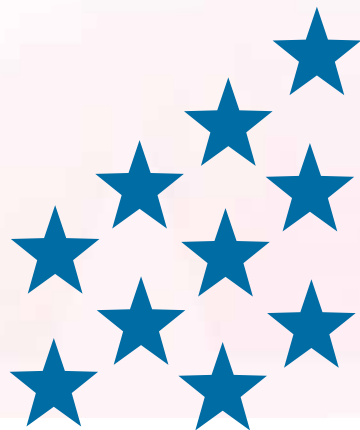
Independent Sector

Directed their membership of over 500 nonprofits and foundations to official resources encouraging them to get involved in voter engagement.



MOAA

Spread the word amongst active duty military, military families, and veteran groups to get them engaged in the National Voter Registration Day holiday.



National Action Network

Spread the word on social media and youth leaders co-hosted a community event in Harlem with their state senator.



Co-ops Vote

Roughly 75 rural electric co-ops engaged, whether as voter registration sites or spreading the National Voter Registration Day messaging via social media.



National Association for the Education of Young Children

15 state or regional chapters signed on as partners and their efforts were promoted on Twitter.



Mi Familia Vota

Held numerous events across six states and created digital content that helped to register 998 voters with over 175 volunteers.



National Disability Rights Network

Engaged disability rights groups across the country and promoted the holiday on social media.



Nonprofit VOTE

Promoted the holiday to nonprofit leaders nationwide, successfully recruiting 350 organizational partners.



Rise

Brought its RISE to Vote campaign to fans at major sporting events, while leveraging notable players and coaches as advocates.





Community Partners

Without the network of diverse community partners, National Voter Registration Day simply could not function. A record 4,087 partners signed up in 2018 with events across the country. Collectively, the community partners registered 204,234 voters through highly-effective, face-to-face engagement at libraries, universities, community centers, local businesses, co-ops, health centers, and more.

587

libraries

519

higher education

191

k-12 or pre-k

83

businesses

28

co-operatives

2,162

nonprofits

145

election offices

39

military and
veterans groups

Community Partners

Top 10 by Registrations Collected

MOVE Texas

5,375

NYC Votes

4,169

Mississippi Votes

3,000

League of Women Voters of New Orleans

2,600

League of Women Voters of New York State

2,386

League of Women Voters of Illinois

2,164

Advocacy Alliance Center of Texas (AACT)

2,097

LeadMN - College Students Connecting for Change

2,083

League of Women Voters of Palm Beach County

1,938

Cleveland Neighborhood Progress

1,804

**Thousands of Partners Collectively
Registered 204,234 Voters!**

18 | 194

number of registrations
collected by the typical or
median partner

number of partners that
registered over 200 people



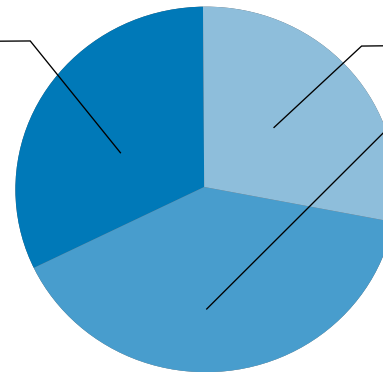
Community Partners

34%

share of partners doing
voter registration for the first time



● **Yes, this is our first time**



● No, we've held voter registration drives in the past

● No, we do voter registration year round

Community Events



Winston-Salem, NC **Wake the Vote**

"We had a huge ALL day block party and partnered with four other community organizations – Democracy NC, Urban League of Winston Salem, Perry Political Partnership and we had Free Ice Cream donated by Ben and Jerry's!"



Pearland, TX **Robert Turner College**

"For the past three years, government classes have come to the library during the week of National Voter Registration Day. In the past, less than 10 have registered but this year we had 26 registers and over 60 students pledged to register/vote!"



Portland, OR **Central City Concern**

"Oregon Bus Project provided volunteers who registered homeless and low-income folks at several Central City Concern health services and housing sites, and others throughout our neighborhood."



YAHOO!



The Washington Post

Sports Illustrated

Record Media Coverage

Leading with our messaging that the midterms offered voters a chance to determine how their state was run at both a local and federal level ("Midterms on My Terms"), National Voter Registration Day saw an unprecedented amount of press across the spectrum from national magazines to local papers!

33

major national stories

461

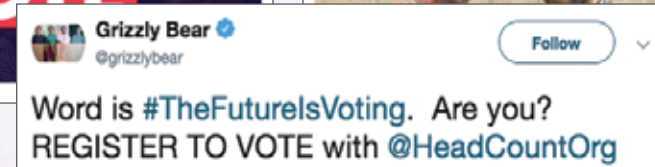
local print and online stories

Record Media Coverage

The
New York
Times



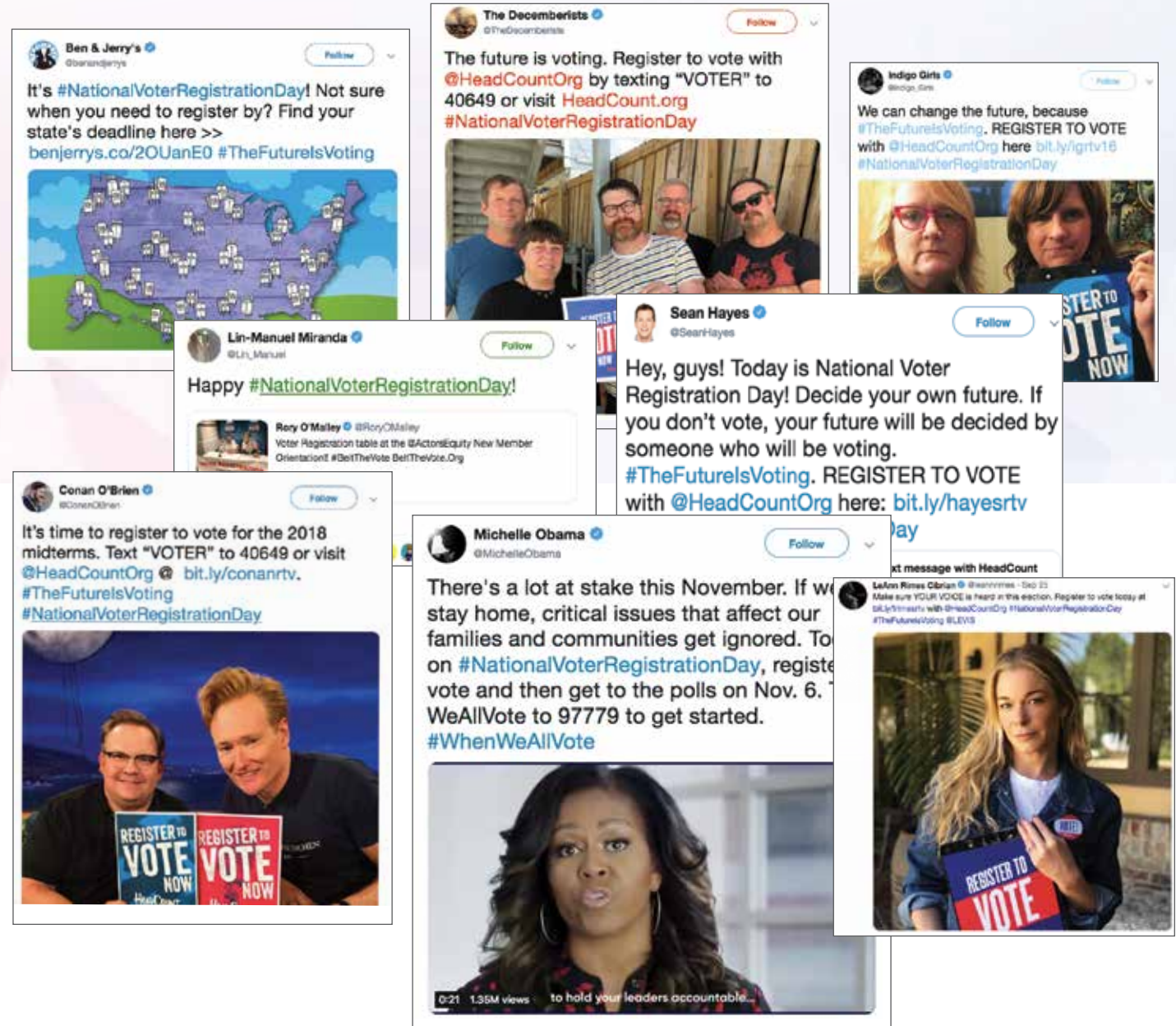
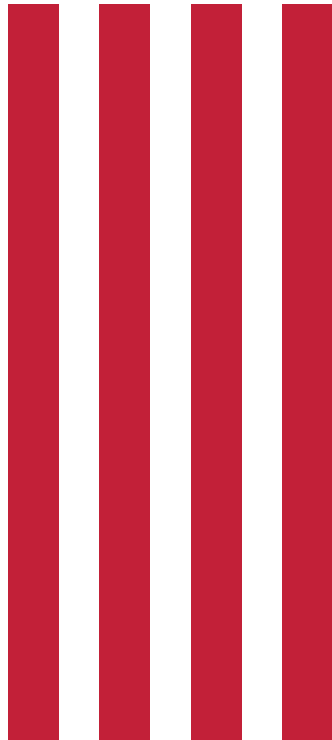
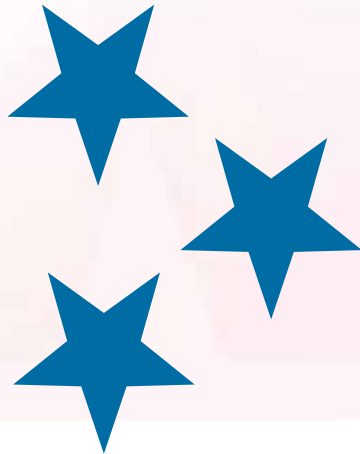
Forbes



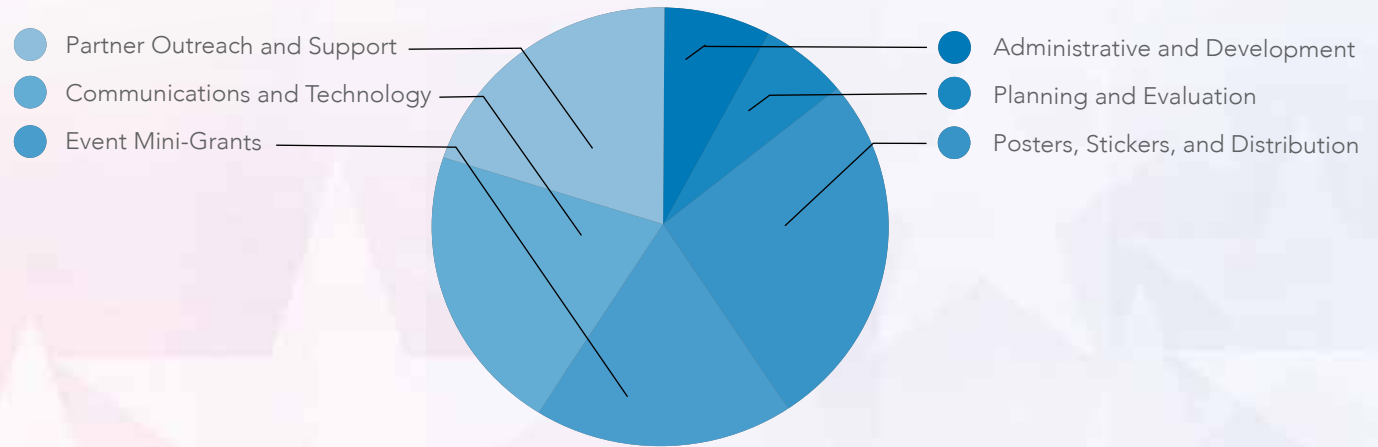
Influencer Engagement

From comedy to drama, country to pop, TV to film, celebrities across the spectrum used their substantial reach to spread the word about National Voter Registration Day. However, these celebrity activations could not have happened without Premier Partners like HeadCount, Rock the Vote, Voto Latino, Creative Artists Agency, and When We All Vote.

Influencer Engagement



Functional Allocation of Expenses



Financials

Special thanks to the supporters and donors who make National Voter Registration Day possible, including the Carnegie Corporation of New York, Democracy Fund, New Venture Fund, Wallace H. Coulter Foundation, State Infrastructure Fund of NEO Philanthropy, Facebook, Google, Viacom, Tumblr, Creative Artists Agency, Twitter, and BET Networks.

2018 Expenses*

Personnel	\$ 172,904
Professional Fees	\$ 65,496
Partner Grants	\$ 61,973
Printing and Postage	\$ 80,270
Travel and Events	\$ 14,413
Occupancy and Fees	\$ 19,157
Office Expenses	\$ 15,991
Total Expense	\$430,204

*Projected year-end expenses, unaudited.

About National Voter Registration Day



National Voter Registration Day is only possible due to the ongoing commitment, determination, and drive of thousands of individuals and organizations who work every year to ensure our democracy works for all its citizens. To all of you, we say thank you and we look forward to working together again in 2019!

America celebrates National Voter Registration Day every year on the fourth Tuesday of September. Go to NationalVoterRegistrationDay.org to learn more and get ready for National Voter Registration Day on September 24, 2019.

2018 Steering Committee Members

Steve Simon, Minnesota Secretary of State
Kim Wyman, Washington Secretary of State
Bridget Coyne, Twitter
Nneka Norville, BET Networks
Crystal Patterson, Facebook
Ramya Raghavan, Google
Michelle Bishop, National Disability Rights Network
Christine Chen, Asian Pacific Islander American Vote
Judd Choate, National Association of State Election Directors
& Colorado Director of Elections
Tammy Patrick, Democracy Fund
Lindsay Torrico, United Way Worldwide
Mike Turner, Military Officers Association of America
Arturo Vargas, NALEO Educational Fund

Staff

Brian Miller, Executive Director
Caitlin Donnelly, Education Director
Lamont Harrell, Partner Engagement Coordinator
Linda Hein, Administration and Data Coordinator
James Hill, Associate Director of Communications and Partnerships
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