National Voter Registration Day

Tuesday, September 24
Thank you, featured sponsors!
National Voter Registration Day

Planning for September 24th
What You are a Part of

• Helping hundreds of thousands of people nationwide:
  • Register before their voter registration deadline
  • Learn more about an upcoming election they can vote in
  • Celebrate a civic national holiday!

• A holiday endorsed by NASS and dozens of elected officials on both sides of the aisle

• Recognized by Congress in 2018!
Some of the 2019 Premier Partners
REMEEKABLE GROWTH
Since its founding in 2012, National Voter Registration Day has grown into a massive cultural and civic event with national reach. In 2018, the holiday had more participants and reached more eligible voters than ever before.

Goals for 2019:
• 200,000 new or updated registrations on September 24th either online or on paper
• 3,000 partners signed up to promote the holiday
• 10,000 volunteers mobilized
The Impact We Make

OVRs Increase by 5-fold on NVRD
Questions?
We've got answers.

Use the Q&A box to chat us your questions
The Countdown

6 Weeks until National Voter Registration Day
Determine your...

Team  |  Goals  |  Location
Building your team

- Who is helping you organize and run this?
  - A good team has people who are enthusiastic, committed, and willing help out
- Who else is celebrating in your community?
  - Encourage more groups to sign up as partners on our webpage and collaborate with them

Find your partners!

- Reach out to your local League of Women Voters
- Working on a college or university campus? Get in touch with Campus Takeover by visiting https://www.studentslearnsstudentsvote.org/national-voter-registration-day
- Approach “unexpected partners” like businesses, clubs, and local rec leagues
Setting your goals

- How many people do you hope to register?
  - Between 20% and 30% of eligible voters are not registered nationwide.
  - You can only register people who will attend or walk by your table
  - Estimate the “traffic” and divide by 5 for a goal
- How many volunteers will you involve?
- Who will you engage as partners in your community?
Choosing your location

Given who is helping you and who you are trying to register…

• How long can you run your event?
• Where are the people you want to register going to be? (E.g. High-Traffic Areas)
• When are they most frequently around?
The Countdown

5 Weeks until National Voter Registration Day
What do you need to know?

Make sure you’re running a voter registration drive that follow’s your state’s laws: www.FairElectionsCenter.org
Your Homework

• Are there “Training Requirements” in your state?
  • Ex: In TX you must to be trained by your county voter registrar

• Online voter registration?

• “Obtaining Application” forms?
  • Ex: In NH you must get paper forms from the city or town clerk, you cannot print yourself

• “Handling Applications” and returning forms?
  • Ex: FL requires a voter reg. drive to provide its own unique ID # on each form it collects to submit
Local Election Officials

• Provide forms & resources
• Valuable information on website
• Marketing/Communications messaging
• Remember: limited staff, realistic expectations

Federal or State form?
If you think you may help someone from out of state register like on a college campus or in a downtown location that tourists visit?

Have federal forms available: www.eac.gov/voters/national-mail-voter-registration-form
Do NOT Pay to Register to Vote

• Federal law makes it illegal to offer anything of value in exchange for registering to vote (or voting).

• Example: Don’t offer freebies, like food or items only to people who register to vote. Must be available to anyone.
Contact Us

www.FairElectionsCenter.org

info@fairelectionscenter.org

202-331-0114
The Countdown

4 Weeks until National Voter Registration Day
Promoting Your Event

Promoting Your Event Webinar on August 27 at 4pm ET

Spread the word!

• Who am I celebrating with?
• When/Where is it happening?
• Use social media, your website, newsletter, posters, local and in-language media
The Countdown

3 Weeks until National Voter Registration Day
Recruiting Volunteers

• Use both online outreach and phone calls
• Have specific dates, times, locations for volunteer shifts
• Best time to call volunteers is between 5:30-9pm
• Give callers scripts, food, and goals to reach
• Record responses and no-answers so you can try again
Training volunteers

- What to include in a training:
  - Who can register in your state
  - How to fill out forms and required fields
  - Where to look for common mistakes
  - Staying nonpartisan
  - Who to call if questions come up
  - Script training and role play
  - Time for Q&A
The Countdown

2 Weeks until National Voter Registration Day
What am I bringing?

Prepare in advance:

• Will you have a table? A banner for the table?
• A laptop/tablet/phone for people to check their registration?
  • Check if charged or if there’s an outlet and also wifi
  • Go to Vote.org or the state election website for checking registration
• Paper voter registration forms? How many?
• Free food? (Allergens?) Our recommendation: Welsh’s Fruit Snacks
What am I bringing?

• Working Black/Blue Pens
• Folder/Large Envelope for complete forms
• Your free stickers and posters when you register with NVRD!
• Stamps for people to submit their own later or for you to mail
Logistics
Event Logistics

• Create a day-of checklist and event rundown

• Get contact #s for all volunteers and send a reminder about the event and share format, call time, and logistics
  • Build in time for training volunteers before getting started!
How are forms being returned?

*Within 48 hours of the event*
- Who is submitting the forms?
- Are you mailing or returning them in person?
  - If you collect forms from people living in different cities you'll need to mail them to the state election office so they can send it to the appropriate county elections offices
- What time does your elections office or post office close?
The Countdown

1 Week until National Voter Registration Day
Final Stretch

• Confirm your day-of coordinator and volunteers.

• Confirm logistics such as table set up, AV equipment, signage and banners, and make sure that everything is in place.

• Final promotion push – make sure people know where and when your event is.
National Voter Registration Day

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Talking to voters

• Just smile and be friendly – it goes a long way no matter what age you are
  • Get out from behind the table and invite people to talk to you

• Be the kind of person you’d want to talk to
  • Have a conversation instead of talking at people
  • Talk to everyone and don’t get discouraged
Special Cases and Resources

• Who can register in your state
  • Students: [campusvoteproject.org/studentguides]
  • Individuals with a Felony Conviction: [campaignlegal.org/restoreyourvote/]
  • Stay nonpartisan

Staying nonpartisan means:
• No candidate or party flyers buttons stickers etc on the table
• No advocating on behalf of a candidate or ballot measure
• Keep messages positive
• Target people, not parties
What happens when I have a Question?

Call the local elections board!
• Where is the elections board?
  • usvotefoundation.org/vote/eoddomestic.htm
• What is the Local Election Official’s Phone?
*Another reason to partner locally so they know in advance!
Keeping track of forms

• Keeping voter registration forms safe and secure is one of the most important considerations of the day
• Establish a system of collecting and securing forms throughout the day
• Don’t allow volunteers to go home with forms
• Turn in forms to appropriate election office within 48 hours
Questions?
We've got answers.

Email us at info@nationalvoterregistrationday.org
National Voter Registration Day

September 26th

Register to vote here!

www.lamega877.com

10 a.m. to 3 p.m. at Joes Plaza

National Voter Registration Day
www.RegisterToVoteHere.org

Others available

ACE
RSVP Today!

Tuesday 8/27: Promoting Your Event
Monday 9/16: Talking to Voters

If you haven’t signed up as a partner yet…
Nationalvoterregistrationday.org/partner-2019-sign-up/