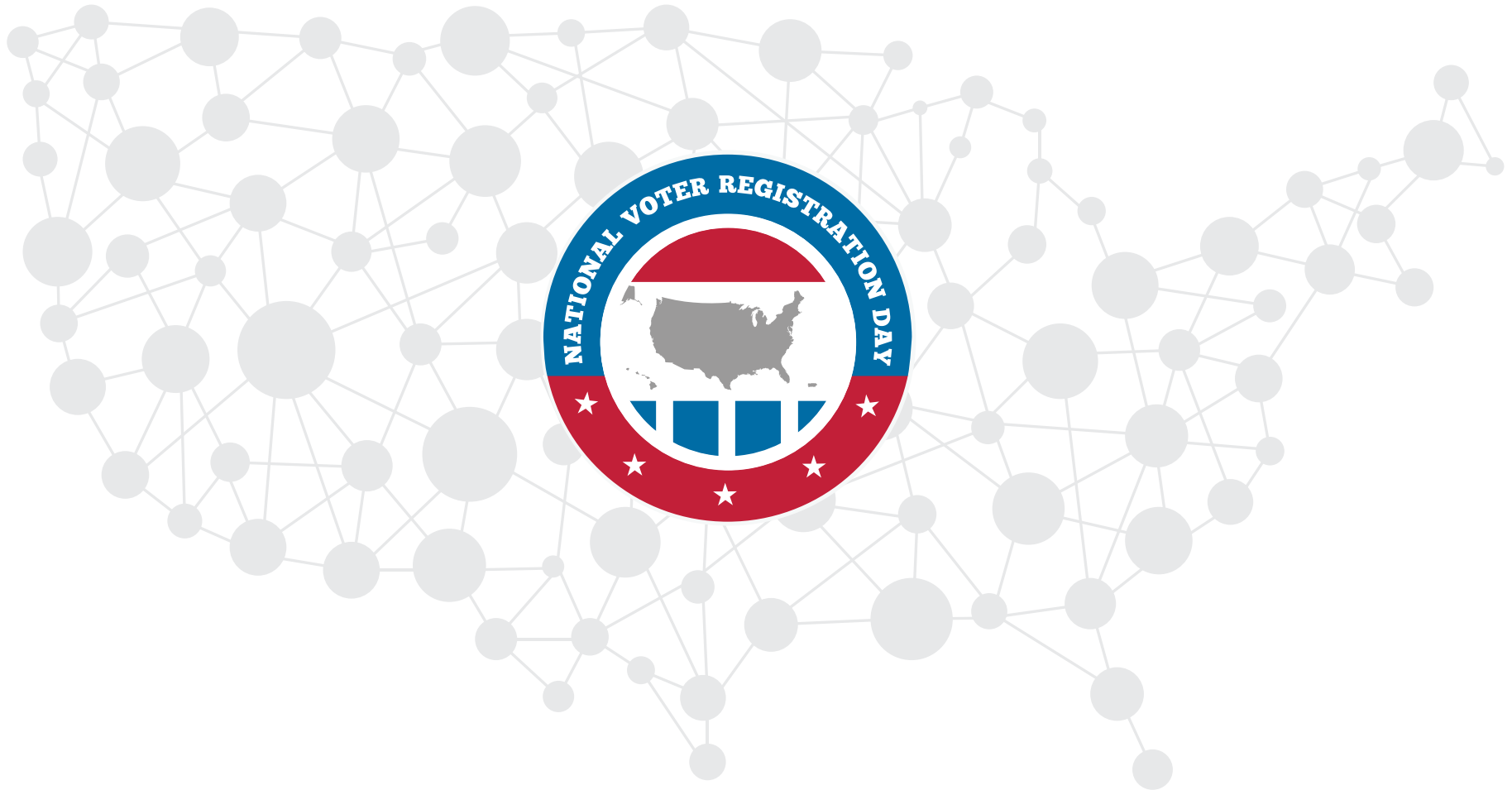


# National Voter Registration Day

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## 2019 FINAL REPORT



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# Introduction



**A very special thanks to all of the partners across the country who hit the streets, the airwaves, and the Internet on September 24 to make 2019's National Voter Registration Day a success beyond our wildest expectations.**

With this report, we celebrate the success of the holiday and its growing role in strengthening our shared democracy.

With your help in 2019, we registered over 470,000 voters, had one million face-to-face conversations about the importance of voting, and brought new voters and organizations into the political process.

As we head towards 2020, the lessons learned and enthusiasm generated by this year's holiday have us poised for another year of record-breaking success.

*The National Voter Registration Day Team*

As members of National Voter Registration Day's Steering Committee, we are pleased to share results from the 2019 holiday. This year's success demonstrates the holiday's growing momentum and place as a milestone in local and national electoral processes alike.

National Voter Registration Day provides election officials like us, and our many civically-minded community partners, an opportunity to raise awareness of deadlines and let citizens know where to turn with questions about voting in their states. We spent this year's holiday out in the communities we serve, alongside longtime voters and new ones, talking about how and why to get registered to vote.

We are glad to see the important work of National Voter Registration Day grow and blossom year after year, and look forward to its continued success in 2020 and beyond.

*Secretary Steven Simon*  
*Minnesota Secretary of State*

*Secretary Kim Wyman*  
*Washington Secretary of State*

# Background



**Every year, millions of Americans are unable to vote because of a missed registration deadline or other problems with their registration.**

Recognizing this challenge, National Voter Registration Day was created in 2012 as a single day of coordinated media and field events to help eligible voters get registered, or update their registration, ahead of state deadlines. Thanks to the work of thousands of partner organizations and tens of thousands of volunteers each year, over 2.9 million voters have registered to vote as part of the holiday.

But National Voter Registration Day is more than just a single day of action. It's the start of a conversation. It's about engaging citizens who have been left out of the democratic process, sparking civic volunteerism, educating voters, and promoting shared democratic values. And most importantly, it's about Americans across the political spectrum setting aside their differences to celebrate the rights and opportunities we all share as participants in our country's democracy.

Year after year, we are heartened by the stories we hear about groups organizing voter registration activities for the first time, new voters who register simply because this is the first time they've been asked to do so, and individuals and organizations alike for whom the holiday is the start of a new way of interacting with elections and civic participation in their communities.

In 2019, National Voter Registration Day reached unprecedented heights for an "off-year" in which national elections did not take place. Its reach spanned across the public and private sectors, with activities organized online and in communities across the country – with the holiday clearly making its way into the mainstream and onto the national map.

# By the Numbers

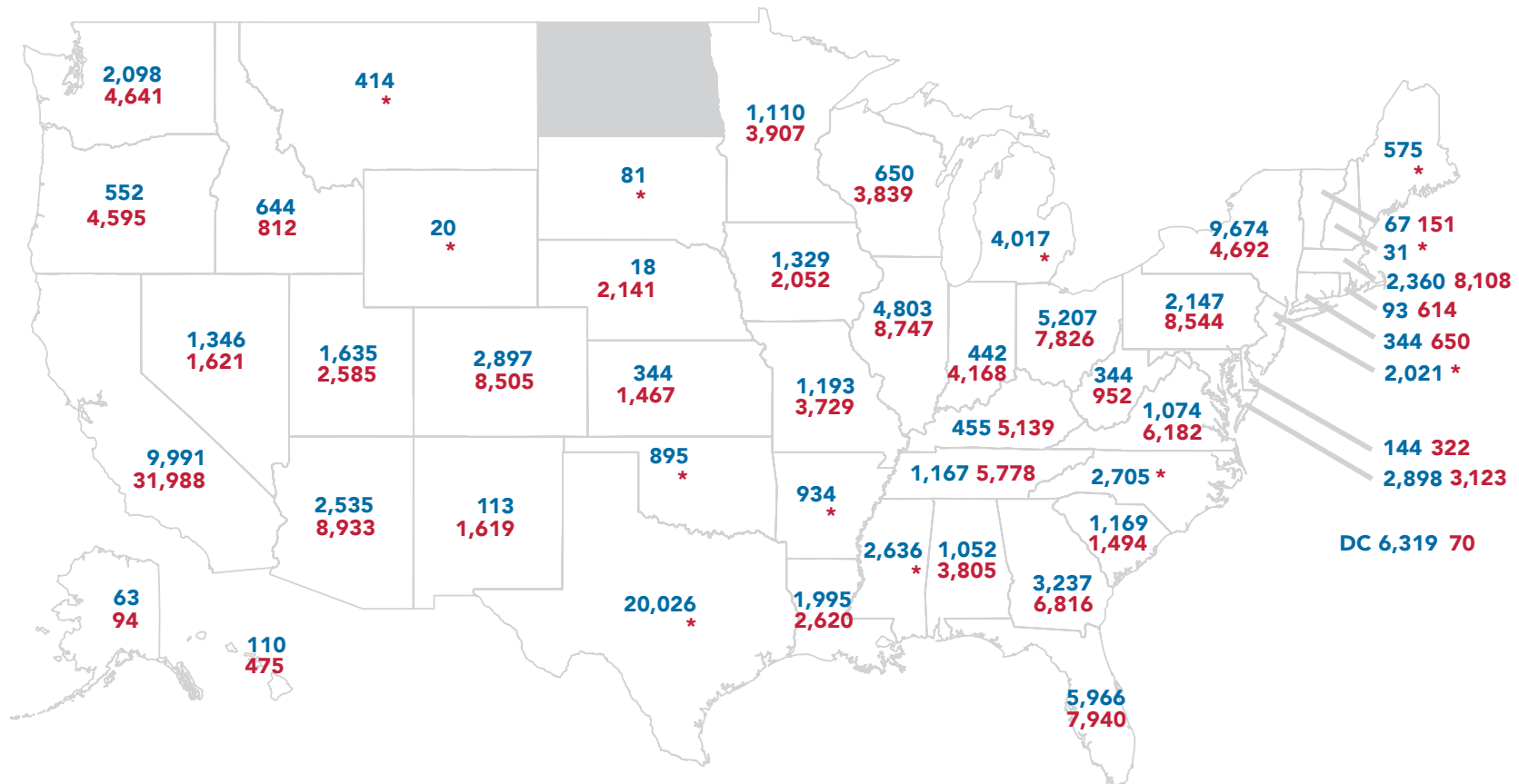
# 473,725

new or updated voter registrations

**This is more than three times the previous record for an “off-year” without a federal election.**



# Voter Registration



Blue: Registrations reported by community partners in the field

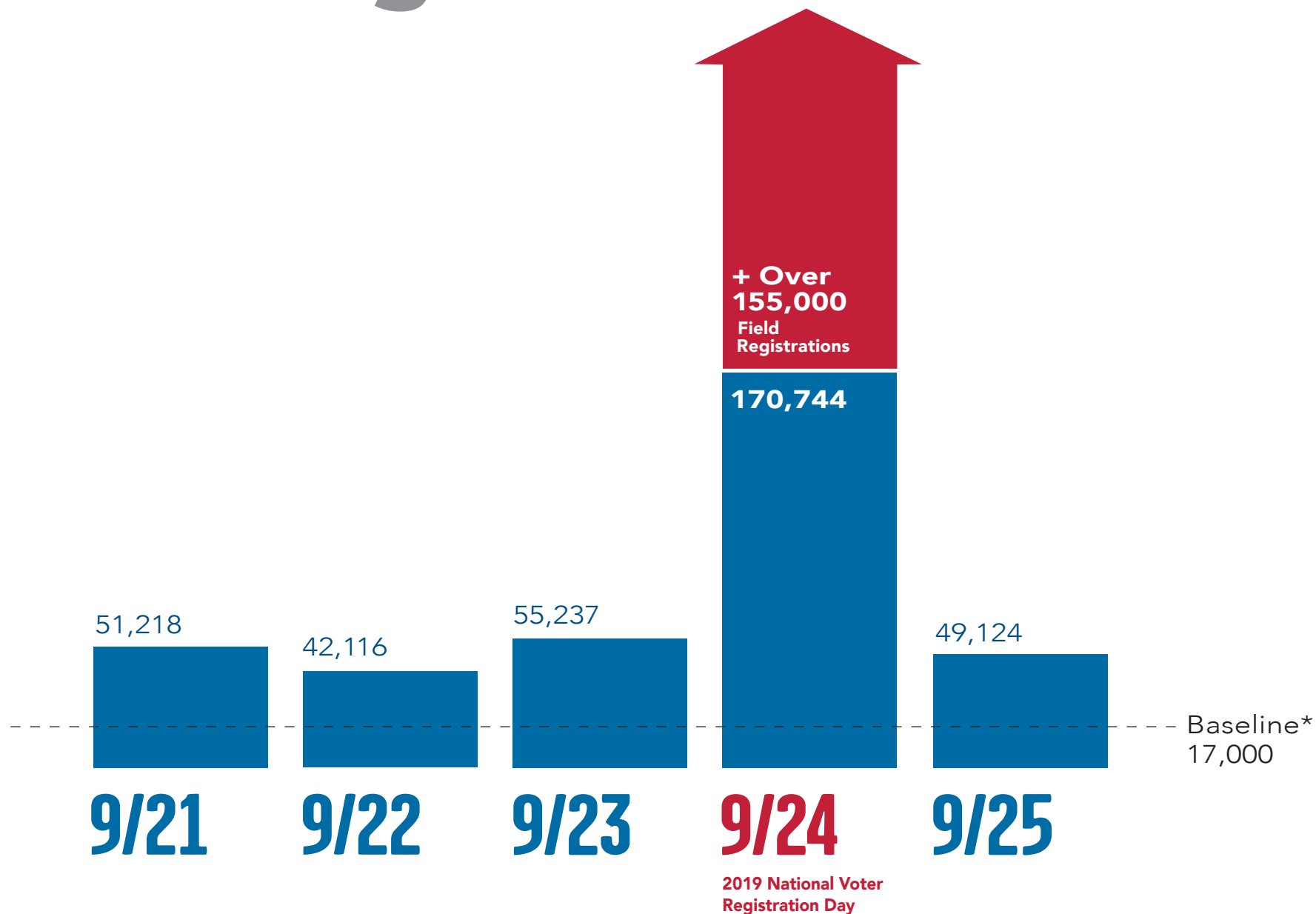
Red: Online voter registrations reported

\* States where online registration is not available

North Dakota does not require registration to vote.

All state-level online voter registration data provided courtesy of NASED

# Online Registrations



\* Daily state online registration totals are typically closer to 17,000. The surge associated with National Voter Registration Day can be seen in the days before and after the holiday as well as on the day itself.

By the Numbers

# Community Partners

4,083

official community partners

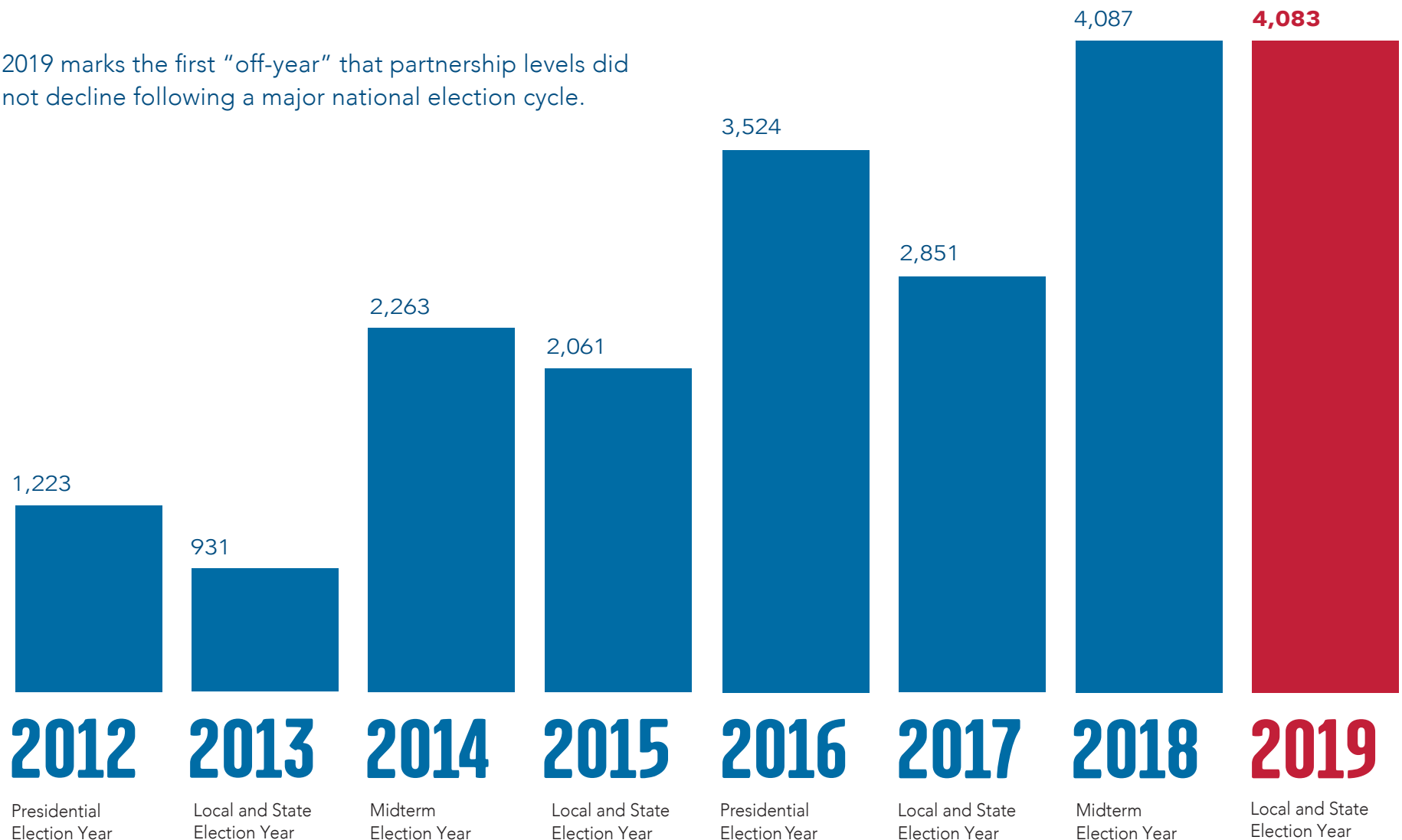
19,816

volunteers and staff



# Community Partners

2019 marks the first “off-year” that partnership levels did not decline following a major national election cycle.



# Traditional Media

27

major national stories

2,536

TV and radio stories

1,348

local print and online stories

By the Numbers

# Social Media

2,596,789

engagements (likes shares, comments)



40,506

original posts

402,313

posts and reposts

# Election Officials

## National Voter Registration Day enjoyed the support of election administrators at every level.

The holiday is increasingly used by election officials as an opportunity to raise awareness of state-specific voter registration policies and deadlines, bolster community relationships, and broaden understanding of electoral processes.

In addition to resolutions issued by major national-level bodies, scores of state and local election offices, municipal governments, and others issued statements in support of the holiday. At the federal level, the U.S. Senate passed a bipartisan resolution recognizing this year's holiday. At least 33 of the 38 Secretaries of State in charge of elections actively promoted the holiday online, and many local election officials did the same, often partnering with community groups to conduct voter registration events.

### **National Association of Secretaries of State (NASS):**

NASS issued a press release highlighting National Voter Registration Day, complementing the association's 2019 resolution recognizing the holiday. With leadership from NASS, Secretaries of State across the nation championed the holiday within their states.

### **National Association of State Election Directors (NASED):**

To complement its current resolution recognizing National Voter Registration Day, NASED encouraged its members to plan activities on the holiday, and also used its digital presence to raise awareness of the holiday and direct voters to their state election offices for accurate information

### **U.S. Election Assistance Commission (EAC):**

In 2019, the EAC passed a resolution recognizing the holiday on a standing basis, and shared content online on how and why to participate in voter registration. The holiday was used by the EAC as the culmination of a month-long effort to raise awareness of voter registration opportunities.

### **Election Center:**

After passing its first resolution supporting the holiday in 2018, the Election Center – a national professional organization for election officials and voter registration administrators – promoted National Voter Registration Day across its network.

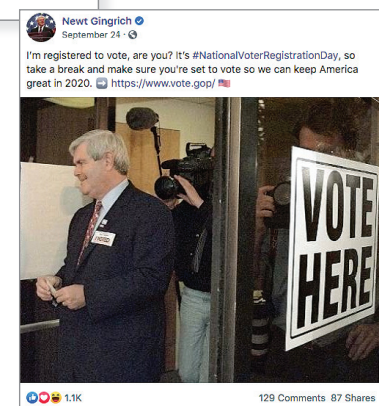
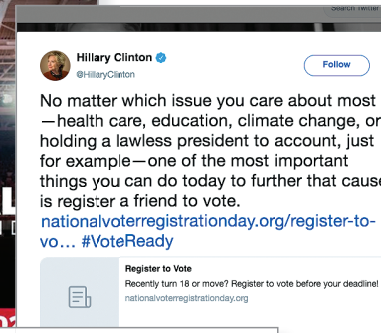
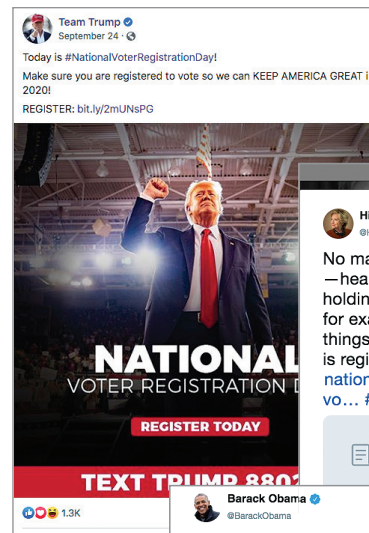


# Across The Aisle

Parties and political actors from across the political spectrum celebrated National Voter Registration Day this year.

All major political parties recognized the holiday this year through social media activity and in-person events. Countless members of Congress and local-level elected officials used their official social media accounts to encourage voters to register on the holiday, as did almost all of the 2020 presidential candidates from both major parties.

High-profile political figures from across the political spectrum likewise urged their followers to celebrate National Voter Registration Day.



# Premier Partners



# Premier Partners

At the core of National Voter Registration Day's success this year were the holiday's 54 Premier Partners. These national groups engaged their affiliates and chapters, registered voters directly, and/or promoted the holiday online and in the media.

## New Premier Partners:

- American Library Association
- Anonymous Content
- Asian Americans Advancing Justice
- Comic Relief USA
- eBay
- Logo
- U.S. Election Assistance Commission
- VH1

# 54

**premier partners**

# Nonprofits

**From National to Local: Recruiting Affiliates and Chapters. Many Premier Partners played a key role in championing the holiday by encouraging their affiliates and local chapters to sign on as community partners for National Voter Registration Day.**

Thanks in part to these collective efforts, 1,600 nonprofit organizations, 883 libraries, and 579 colleges or universities groups signed on from across the nation as National Voter Registration Day partners.

The 2019 effort was also arguably the most inclusive National Voter Registration Day since the holiday's inception. The diversity of the holiday's field-based partners and the communities they serve is helping to build an electorate that is as diverse as America itself.



# Nonprofits

## Military Officers Association of America:

MOAA conducted outreach to active duty families in five states and encouraged them to visit MOAA's voter registration and absentee voting portal. National Voter Registration Day was the anchor for this advocacy campaign, accounting for a spike in registrations on the holiday itself.

## League of Women Voters:

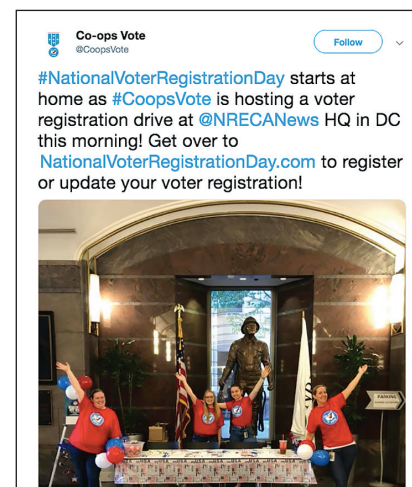
The League of Women Voters has been the single largest on-the-ground partner since the holiday's founding in 2012. In 2019, at least 400 chapters participated and mobilized thousands of volunteers. The League also used the holiday to promote Vote411.org, its newly redesigned website for voter registration and election information.

## United Way:

Over 30 United Ways signed on as partners, and over 140 participated using social media, blogs, and email campaigns. At the state and local level they engaged in many ways – from promoting the day to hosting voter registration drives. Nationally, United Way Worldwide organized a digital campaign and provided online resources for the United Way network.

## Co-ops Vote:

Co-ops Vote, a program of the National Rural Electric Cooperatives Association, organized a voter registration drive in its national headquarters while also assisting Youth Leadership Council members to organize registration drives in high schools and promoting the holiday on social media. Its digital engagement reached 220,500 people.



# Nonprofits

## EveryLibrary:

EveryLibrary activated its membership to encourage at least 348 public libraries to sign up as partners and organize events in conjunction with the holiday, while raising awareness among hundreds of thousands of followers of voter registration opportunities at public libraries on the holiday as well as year-round.

## American Library Association:

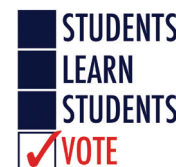
In its first year as a premier partner, the American Library Association used its online presence, targeted emails, and a press release to encourage its affiliates to participate in the holiday, with 437 libraries signing on as event partners.

## Fair Elections Center:

The Fair Elections Center created National Voter Registration Day fact sheets and co-led a webinar for the holiday's partners on voter registration laws. Its **Campus Vote Project** engaged 85 Democracy Fellows and 124 partner campuses across the country in celebrating the holiday and registering over 4,000 students.

## Alliance for Youth Organizing and the Students Learn Students Vote Coalition

created the Campus Takeover initiative, which this year included 550 events on college and university campuses on the holiday. The program had weekly national calls, regular Twitter chats, and produced a campus-specific toolkit. The Alliance for Youth Organizing delivered \$50,000 in mini-grants to 115 organizations, reaching 200 campuses in 30+ states.



# Nonprofits

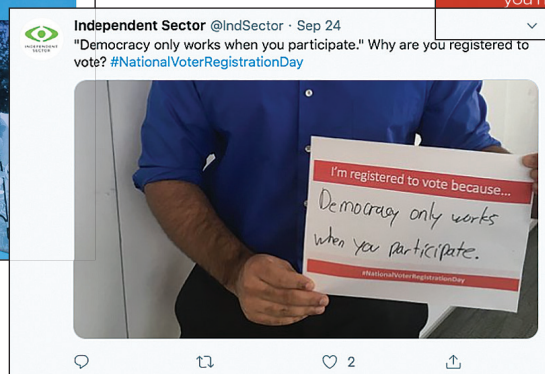
## National Council of Nonprofits:

The council included promotions of the holiday in its bi-weekly newsletter to more than 46,000 subscribers. On the day itself, the National Council and some of its state associations used their digital presence to raise awareness of the holiday and encourage nonprofits to participate.



## Independent Sector:

In addition to promoting the holiday online, Independent Sector brought the registration spirit into its office. Doughnuts, stickers, music, and candy adorned the conference room, where Independent Sector staff registered new voters and helped already-registered voters verify their status and reaffirm their commitment to voting.



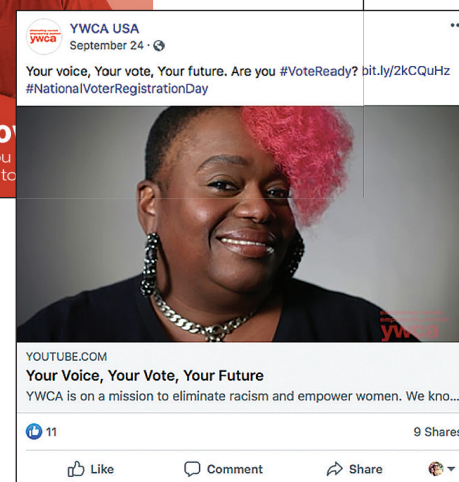
## National Urban League:

The organization helped 62 local affiliates sign on to partner or host events on the holiday, surpassing last year's number and helping urban communities nationwide register and prepare to vote in 2019 and beyond.



## YWCA:

Mobilizing under the banner of its #YWWomenVote campaign, 51 YWCA affiliates participated as National Voter Registration Day partners this year and promoted voter registration on the holiday.



# Nonprofits

## Andrew Goodman Foundation:

Andrew Goodman Campus Teams worked to rally their peers on campus, with 47 Campus Teams registering over 2,900 voters on the holiday. At Arizona State University, the Campus Team was joined by Arizona Secretary of State Katie Hobbs, who assisted the group with voter registration.

## Nonprofit VOTE:

Nonprofit VOTE promoted the holiday to its network of civically-engaged nonprofits across the nation, helping to sign on over 300 nonprofits as National Voter Registration Day partners to organize events in their respective communities.

## New Leaders Council:

Participating chapters took part in the holiday across the country. From Sacramento to San Antonio to Rhode Island, NLC members engaged their peers and worked with partner organizations to register almost 4,000 individuals to vote. Volunteers in Atlanta phone banked to inform individuals of their voter status and members in Houston registered students to vote at local community colleges.

## NALEO Educational Fund:

NALEO celebrated National Voter Registration Day from coast to coast, with 59 partner organizations in California, Texas, Florida, North Carolina, and New York organizing voter registration drives on college campuses and in community centers. NALEO affiliates also hosted press conferences, drove local and national media coverage, and fielded more than 4,000 calls to the bilingual Ve y Vota election information hotline.



# Nonprofits

## Voto Latino:

Through online engagement, Voto Latino registered almost 1,000 people on the holiday, and more than 350 people downloaded its voter registration app, Voter Pal. Social media reach hovered near 240,000.

## Arab American Institute:

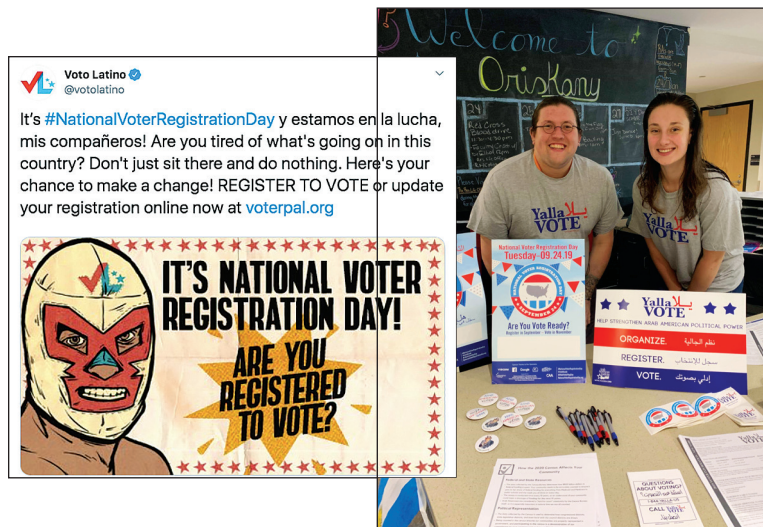
Through its #YallaVote campaign, AAI coordinated with more than 30 local partners. Arab American community organizations, small businesses, student groups, and places of worship hosted registration drives outfitted with #YallaVote swag, National Voter Registration Day voter materials, and #YallaCount-MeIn 2020 Census materials.

## APIA Vote:

On this year's holiday, APIA Vote collected voter registrations through the coordinated participation of over 80 of its local affiliates. Chapters used national resources to help community members register and prepare to vote.

## National Disabilities Rights Network:

16 NDRN chapters joined the effort this year to help people with disabilities register to vote and educate them about their individual rights in electoral processes.



# Nonprofits

## Asian Americans Advancing Justice:

AAAJ promoted the holiday online to its 14,000+ followers, and shared information on the holiday with its 160 community partners via email and social media, encouraging them to organize local voter registration drives.

## CenterLink:

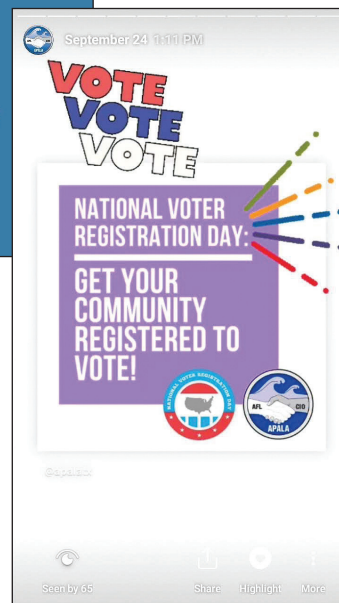
CenterLink produced an original video highlighting the work conducted by at least 20 of its affiliates across the country to organize voter registration drives, and used its social media platforms to actively promote the holiday.

## Asian Pacific American Labor Alliance:

Multiple APALA chapters did voter outreach in their communities via events, canvassing, texting, social media, and translating materials. Chapters reached community college students in Virginia, grocery shoppers in Nevada, and prospective voters across California, Pennsylvania, Texas, and Washington state.

## Higher Heights for America:

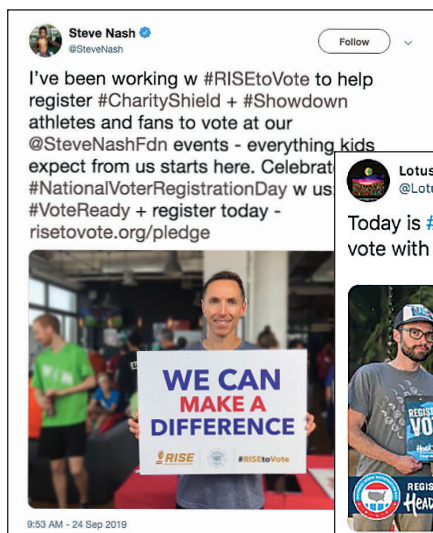
Under its broader #BlackWomenVote initiative, a nonpartisan voter activism campaign, Higher Heights used its digital presence to encourage its network of Black women to register to vote on the holiday.



# Nonprofits

## RISE To Vote:

RISE to Vote worked with professional athletes and college athletic departments to raise awareness of the holiday and register voters through social media. Sports figures and teams with millions of followers posted about the holiday online to encourage voter registration, including players from the NFL, NBA, and WNBA.



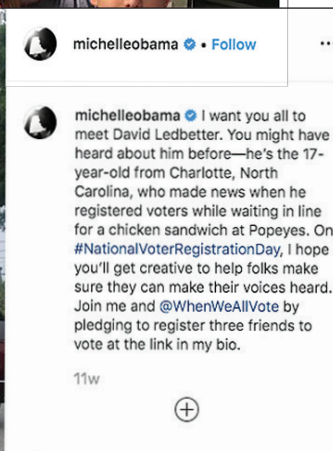
## HeadCount:

Through field events, social media, email blasts, and television segments, HeadCount registered nearly 6,500 voters nationwide on the holiday, its best-ever total for a year without a federal election. HeadCount volunteers held 59 in-person voter registration drives in coffee shops, beer halls, and more. Over 100 musicians and entertainers posted on social media about the holiday, including new participants such as Jim Gaffigan, The Lumineers, Ariana Grande, and Dashboard Confessional.



## When We All Vote:

Led by Michelle Obama, When We All Vote engaged over 40 celebrity ambassadors including Faith Hill and Tracee Ellis Ross through a digital campaign to encourage voter registration and to bring overall awareness to the holiday.



# Nonprofits

## Facilitating Online Voter Registration

More and more states now offer online voter registration, accessible through the [Vote.gov](https://www.vote.gov) portal and individual state-level sites. National Voter Registration Day partners are also developing and refining online tools that enable citizens to take advantage of this opportunity or by downloading a completed paper registration form where online is not available. These tools make registration and voting easier and more accessible for citizens across the country.

### Democracy Works / TurboVote:

TurboVote, the voter registration and election reminder tool built by Democracy Works, partnered with colleges and universities, companies and brands, and nonprofits to power voter engagement campaigns and help register thousands of voters on this year's holiday. On National Voter Registration Day, Verizon Media launched "Election 2020," a central location for its election coverage that prominently features TurboVote.

### Rock the Vote:

Rock the Vote worked with corporate partners like Hulu and HBO on national campaigns, launched its 2019 Democracy Class curriculum, registered voters using its online tool, and activated volunteers to host registration events on this year's holiday.

### Vote.org:

Vote.org, which uses technology to simplify political engagement and increase diverse voter participation, saw its most successful National Voter Registration Day ever during a year without a national election. Registrations received via its [Vote.org](https://www.vote.org) voter registration toolset were on par with the amount received in 2018.



# Media & Tech Partners

## From the Field to Your Feed

National Voter Registration lit up the internet and social media platforms throughout the day. #NationalVoterRegistrationDay was the #1 trending topic on Twitter for most of the day, and the newly-created #VoteReady hashtag also trended high throughout the holiday. The holiday also saw massive engagement on Facebook, tallying over 260 million impressions and 2 million engagements. Other platforms likewise saw robust engagement around the holiday.

## Facebook:


Facebook launched its registration tool the Thursday before National Voter Registration Day and kept it active throughout the week, resulting in a huge early spike in online registrations that lasted through the holiday. As a sponsor, Facebook also supported the holiday's organizing effort and field partners.

## Snap Inc.:

Snap Inc. incorporated National Voter Registration Day messaging on Snapchat by raising awareness through a national filter that helped users express themselves as registered voters and share it with their closest friends and linked directly to TurboVote's registration tool.




**Snap Inc.**



**It's National Voter Registration Day!**

Celebrate by registering to vote or sharing a voter registration link.



**Brian, Share You Registered to Vote**

Celebrate National Voter Registration Day by registering to vote or sharing a voter registration link.

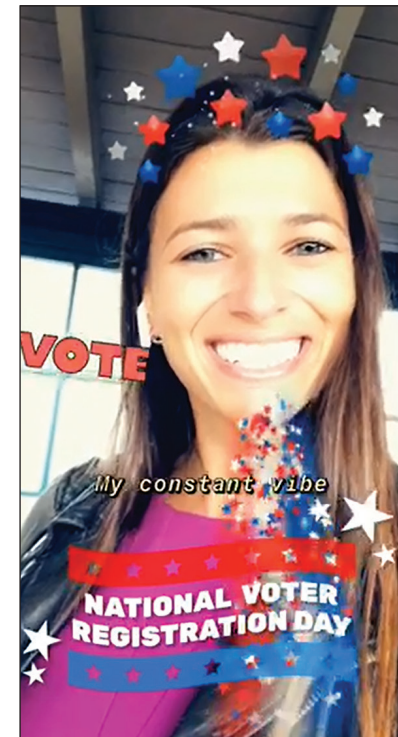
Registering with Massachusetts · [Change State](#)

07904105

People around the world who've shared that they're registered to vote.

[Share You Registered](#)

[Register to Vote](#)



# Media & Tech Partners

## Twitter:

From its TwitterGov account, the platform encouraged users to register to vote or verify their status.



## Google:

Google was a premier sponsor of the holiday, enabling enhanced outreach to partners and supporting field-based efforts. The platform also used its digital presence to promote the holiday, challenge users to a series of voting and election-themed quiz questions, and encourage people to register to vote.

## Reddit:

Reddit created a homepage interstitial referring visitors directly to [nationalvoter-registrationday.org](http://nationalvoter-registrationday.org). It also hosted “Ask Me Anything” events featuring Nonprofit VOTE Executive Director Brian Miller, Secretaries of State Steve Simon (Minnesota) & Kim Wyman (Washington), and members of the Democracy Works team (a holiday premier partner).

## Tumblr:

Tumblr promoted the holiday on its national dashboard with a banner driving users to [nationalvoterregistrationday.org](http://nationalvoterregistrationday.org). Additionally, the holiday was promoted via original posts on the “Explore” page and promoted via social media posts on Twitter, resulting in 9 million impressions and 25,000 engagements.



1 · Trending

**#NationalVoterRegistrationDay**

63.6K Tweets



VOTE.org, Reddit, and 2 more are Tweeting about this

19 · Trending

**#VoteReady**

7,093 Tweets

Election Protection



Happy **#NationalVoterRegistrationDay**! Your vote matters. ☒ Register today → [bit.ly/2kO3A4H](http://bit.ly/2kO3A4H)

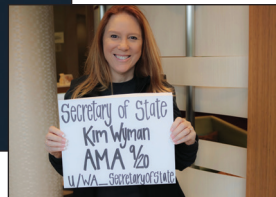


Happy National Voter Registration Day!

GIF

Google

@googlepolitics



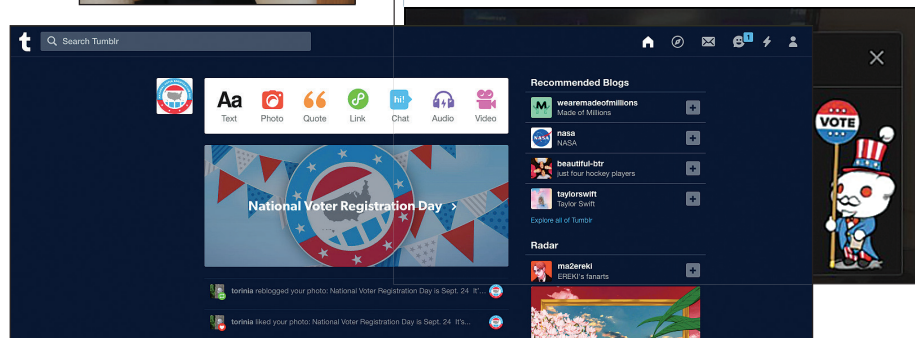
Reddit  
@reddit

Make like a redditor and get your ~vote on~

Register or update your registration here:  
[goo.gl/e07Li3](http://goo.gl/e07Li3)

**#NationalVoterRegistrationDay #VoteReady**

stacy-marie ishrael @s\_m\_i · Sep 24, 2019  
Nice one, @reddit



NationalVoterRegistrationDay.org



# Media & Tech Partners

## Voting is Everyone's Business: Corporate Voter Engagement

Companies are increasingly heeding the demands of consumers and employees alike to leverage their resources to promote civic engagement. 2019 saw an uptick in corporate engagement in National Voter Registration Day through internal employee-focused initiatives as well as actions that engaged companies' broader customer bases and the general public.

### eBay:

eBay engaged its eBay Mainstreet community, composed of more than 1 million individuals, for the month prior to National Voter Registration Day, and used its social media channels to highlight the holiday. eBay Mainstreet members received information and tools for registering themselves and others to vote.



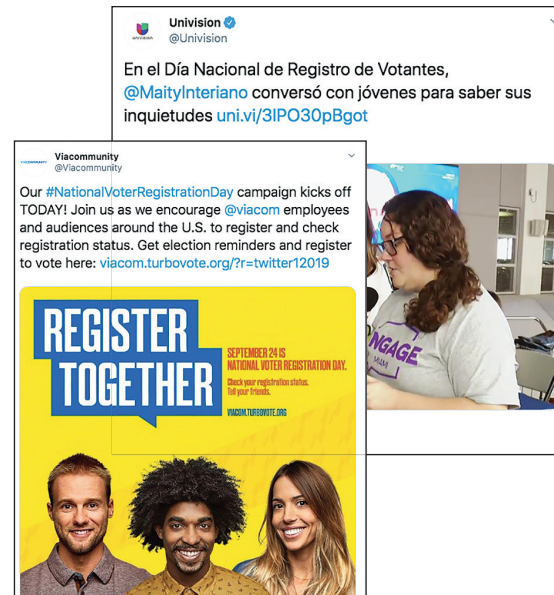
### Viacom:

Working with Headcount, Viacom—and its brands including MTV, Comedy Central, Nickelodeon, Paramount Pictures and BET—inspired more than 1,000 of its U.S. based employees to take an action on National Voter Registration Day. Viacom also launched a massive outdoor holiday promotion in Times Square and across the country. Viacom also was a premier sponsor of the holiday.



### Univision:

In addition to robust media support, Univision had a company-wide roadblock on National Voter Registration Day where all platforms (Network, TUDN/Sports, Unimas, local news, radio, and digital) had stories, interviews, talent calls to action, public service announcements, and on-site activations.



# Media & Tech Partners

## Country Music Television:

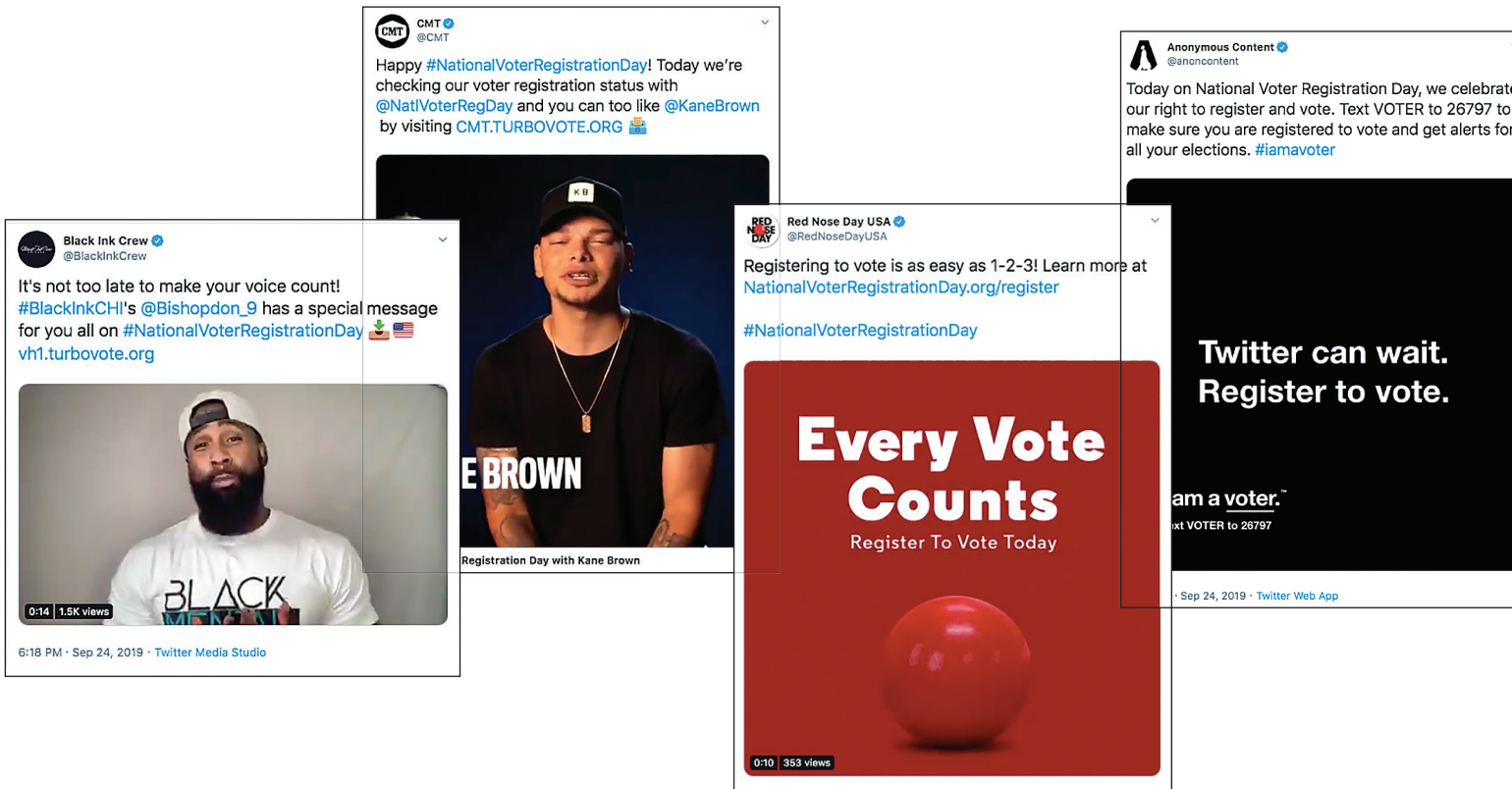
CMT created a three-tiered approach with social media PSAs featuring artists like Kane Brown reaching over 30,000 users, an on-air lower-third graphic throughout the day, and an employee-based voter registration drive at the CMT/Viacom Nashville office hosted by HeadCount.

## Comic Relief USA:

First-time premier partner Comic Relief USA (the organization behind Red Nose Day USA) supported National Voter Registration Day primarily via social media, creating an original promotional video that ran on its Twitter and Facebook accounts.

## Anonymous Content:

The entertainment company joined the National Voter Registration Day team by becoming a premier partner this year and supported the holiday with social media posts on Facebook and Twitter.



# Social Media Influencers

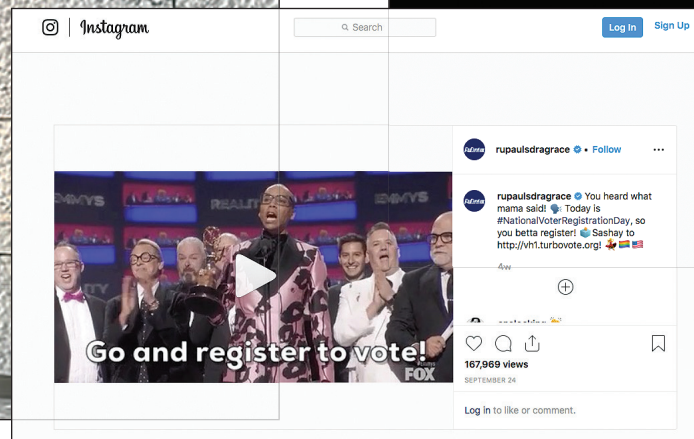
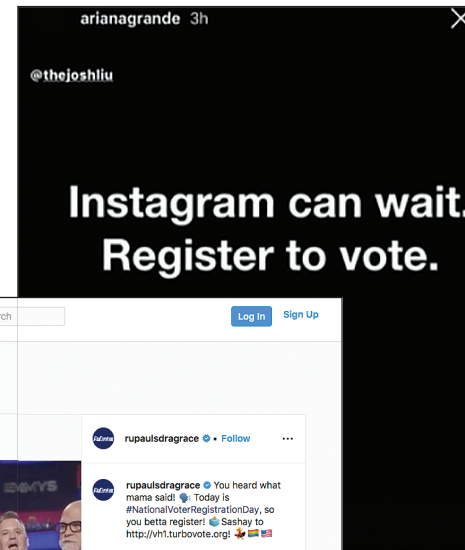
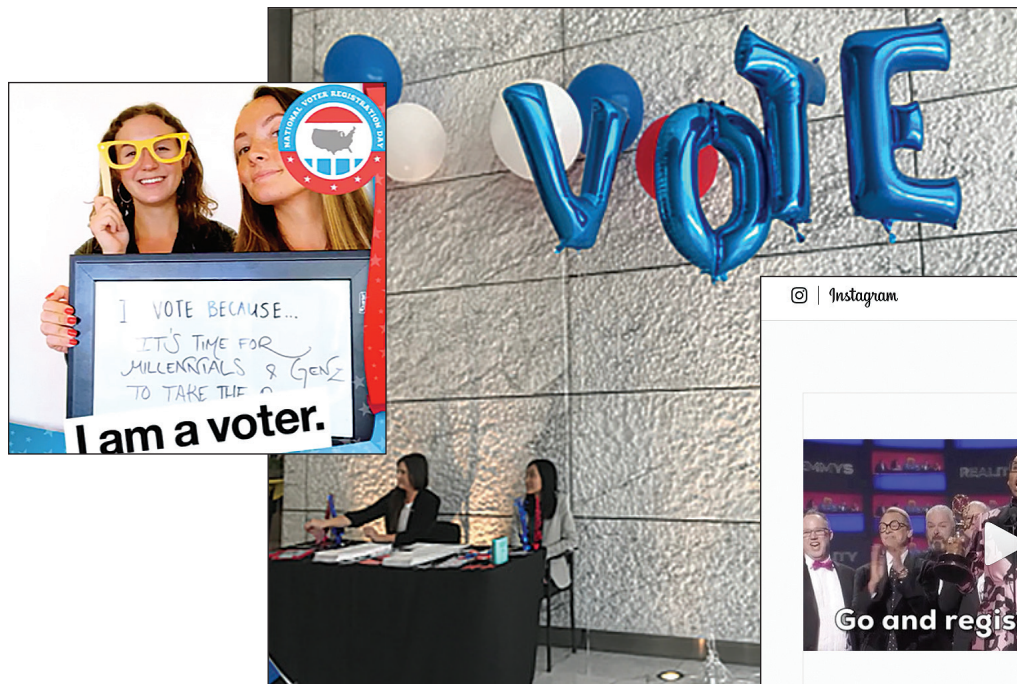
Special thanks to Premier Partners like CAA, HeadCount, When We All Vote, RISE, Rock the Vote, and others for leveraging their connections with celebrity voices and social influencers.

## Creative Artists Agency:

Via the Civic Culture Coalition, CAA activated the I AM A VOTER campaign for a National Voter Registration Day takeover, which encouraged celebrity and social media influencer engagement to amplify the campaign's reach online. CAA also set up a voter registration table in the lobby of its Los Angeles office, and employees received several emails about voter registration. CAA is also a key holiday sponsor.

## MTV/VH1/Logo:

National Voter Registration Day was the launch day for MTV's "Leaders for Change" campaign profiling young people fighting for voter access in their communities. Additionally, MTV, VH1 and Logo engaged celebrities to promote the day across social media. Promotion included Black Ink Crew, Siesta Key, Dinah Jane, Soju, Marti Gould Cummings and more. Altogether, the networks reached over 5 million people with messages about the holiday.



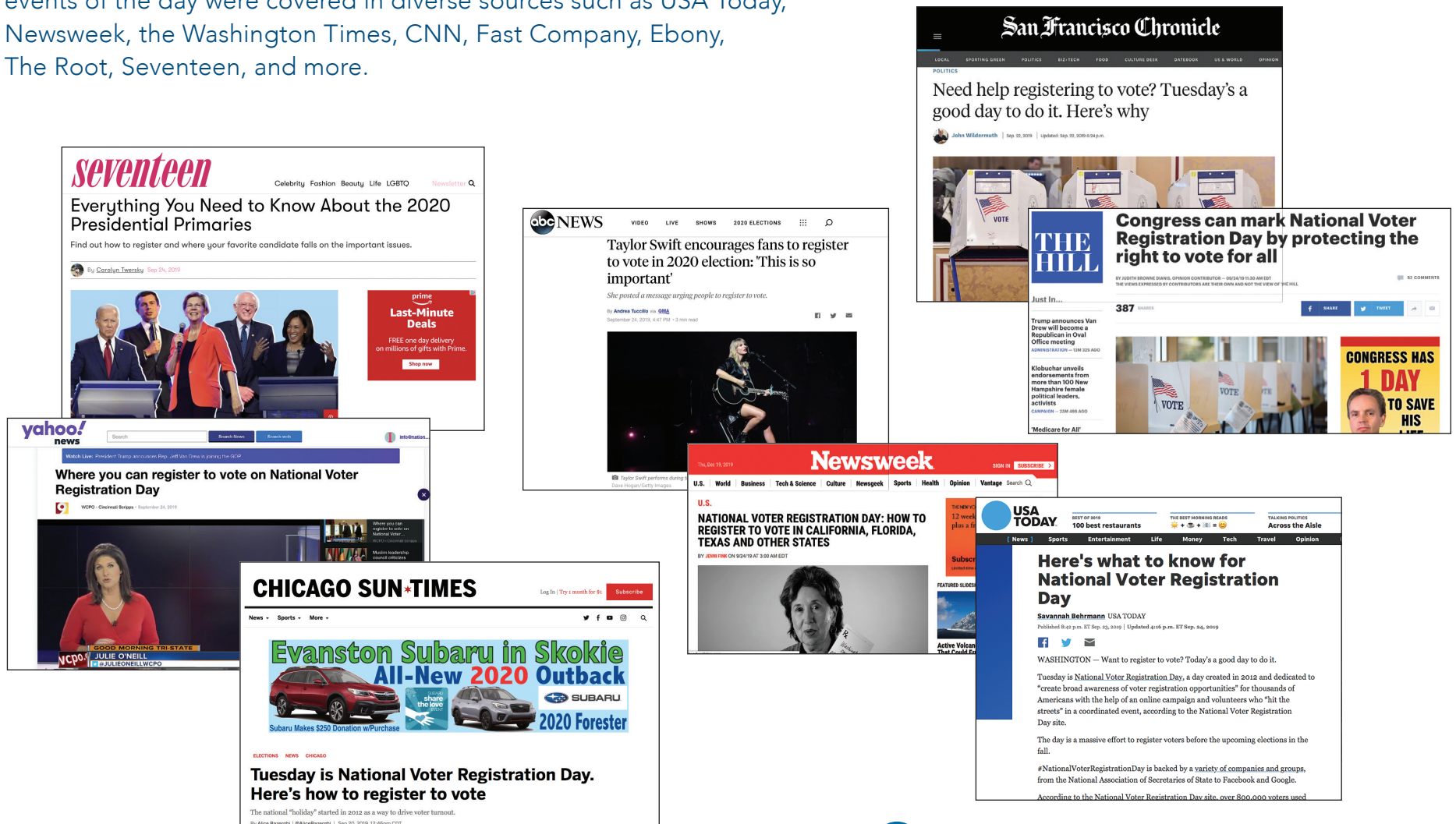
# Social Media Influencers

From sports stars to music industry giants to pop culture icons, everyone was abuzz about National Voter Registration Day this year. By enlisting non-traditional messengers to spread the word about the importance of voting and civic engagement, the holiday's reach expanded to new and different audiences and further diversified the pool of new voters.



# On the Airwaves and in Print

National Voter Registration Day enjoyed significant coverage across digital and on-air press. From mainstream to niche media outlets, the events of the day were covered in diverse sources such as USA Today, Newsweek, the Washington Times, CNN, Fast Company, Ebony, The Root, Seventeen, and more.



# Stories from the Field

**National Voter Registration Day owes much of its success to its vast network of community partners that register voters on the holiday through in-person events.**

4,083 community partners signed up in 2019 to receive support from National Voter Registration Day to organize events across the country on the holiday. Nearly 20,000 volunteers assisted in these efforts, talking to voters through highly-effective, face-to-face engagement at libraries, universities, community centers, local businesses, co-ops, health centers, and more.

These events succeeded in registering and activating more than 155,000 voters across the country. The number of registrations recorded in the field in 2019 alone nearly beats the previous record for all registrations, online and in the field, for a year without a federal election. In collecting these registrations, partners engaged in over one million face-to-face conversations with citizens and prospective voters about the importance of voting and distributed voting information.

# 4,083

**community partners signed up for support**

# 23%

**of community partners were engaging in voter registration for the first time**

# Stories from the Field

**"Our event was hosted in partnership with our YMCA. We had good foot traffic but most of the neighbors were already registered or not yet a citizen. There were many questions and thankfully our local District Leader stopped by our table when a neighbor needed specific information about her polling site. Community partnership at its best!"**

*– Brooklyn NAACP, New York*

**"Of the 94 people registered, four of them recently received their U.S. citizenship! We were extremely excited to be a part of their journey!"**

*– Gibson D. Lewis Library, Fort Worth, Texas*

**"Good news is many more students at CA State University Long Beach were registered this year. They were more aware of the need to be registered."**

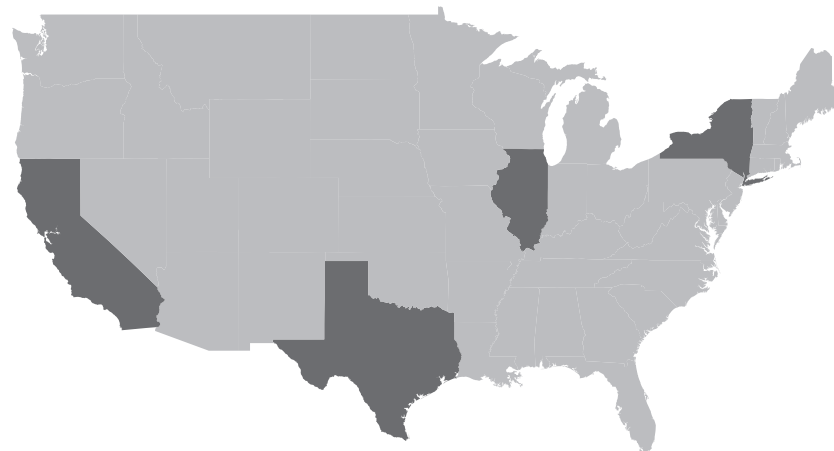
*– Long Beach Gray Panthers, Long Beach, California*

**"Since this was our first time doing voter registration, we only set up a table for 2 hours. Next time, we will plan for the entire day."**

*– University of Laverne, California*

**"Our biggest response by far has been to register first-time voters at local high schools... it was a fantastic day and we can't wait to double our numbers next year!"**

*– League of Women Voters, Wilmette, Illinois*



# Top 10 Community Partners

1. **MOVE Texas** **3,194**
2. **Texas Rising/Texas Freedom Network** **2,600**
3. **Cleveland Neighborhood Progress** **2,481**
4. **Advocacy Alliance Center of Texas** **2,316**
5. **League of Women Voters Palm Beach County** **1,754**
6. **Mississippi Votes** **1,686**
7. **Phoenix Union High School District** **1,589**
8. **Black Girls Vote** **1,570**
9. **Student PIRGs' New Voters Project** **1,410**
10. **League of Women Voters New Orleans** **1,400**

**\* Number of in-person registrations on National Voter Registration Day**

# Supporting, Innovating, and Scaling Up

Despite being a single day of action, National Voter Registration Day's success depends on a year-long effort to recruit, train, and provide ongoing support to partners.

To ensure that partners are prepared to organize effective voter registration activities in the field, they are invited to participate in webinars, access customized resources and toolkits, receive holiday-specific messaging, and get free branded materials to assist in their efforts around the holiday.

This year, National Voter Registration Day materials such as posters and stickers were available in English and seven additional languages, including Spanish, Chinese, Arabic, Vietnamese, Korean, Tagalog, and Hmong. 51 percent of partners requested additional non-English materials to support their outreach efforts.

**50,000**  
posters printed and distributed

**450,000**  
stickers printed and distributed



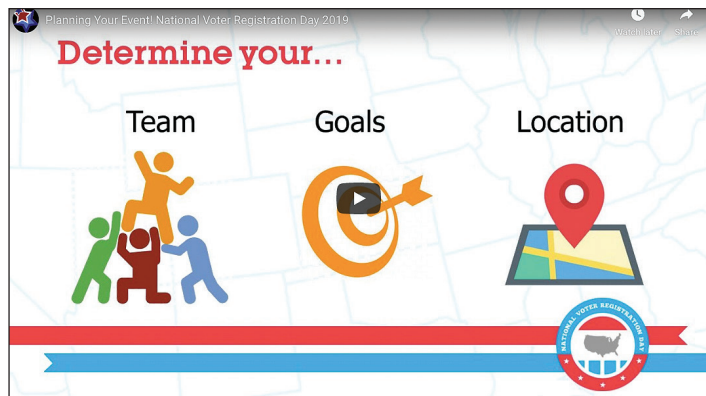
## Supporting, Innovating, and Scaling Up

### Webinars

National Voter Registration Day hosted three webinars for partners on how to plan for, promote, and execute a successful voter registration event. 723 people attended at least one of these webinars and all partners had access to the recordings online.

# 723

**webinar attendees**



### Mentorship

For the first time this year, a select number of organizations that signed up as first-time National Voter Registration Day partners were paired up with an experienced group in their state or locality as part of a pilot mentorship program. About 139 organizations took part in this program.

The five mentor organizations included **CivicTN** (Tennessee), **Florida PIRG** (Florida), **LULAC Council #22325** (Texas), **Mi Familia Vota** (California), and **NYC Votes** (New York City). Mentors provided in-person and online trainings, conducted phone check-ins with first time partners, supplied extra materials, and recruited additional organizations to participate in National Voter Registration Day.



# National Voter Registration Day 2020

**With your help, we aim to shatter all prior records on September 22, 2020!**

## Goals

- Over 1 million voter registrations
- Over 5,000 partner organizations
- 25,000 volunteers
- 1,000,000 in-person contacts
- 4,000,000 social media engagements

## Do you want to be a part of next year's holiday?

We are looking for individuals and organizations of all stripes and sizes to celebrate National Voter Registration Day with us in 2020. This can include volunteering at an event near you, organizing a voter registration drive in your community, supporting the civic day of action with financial support, helping us gain traditional and social media traction, becoming an official National Voter Registration Day partner organization, and more.

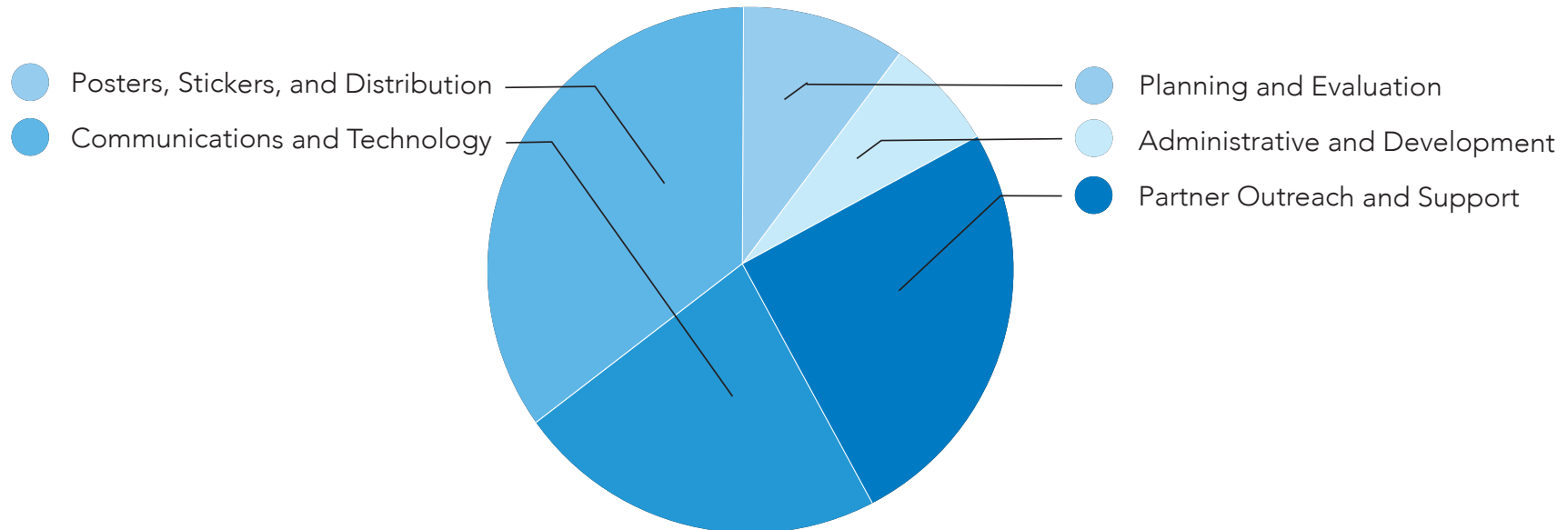
Visit [www.nationalvoterregistrationday.org](http://www.nationalvoterregistrationday.org) for more or email [info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org)

# 92%

**of surveyed partners in 2019 said they would participate again**

# Financials

## Functional Expenses



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

National Voter Registration Day is a collaborative project that is fiscally sponsored and managed by Nonprofit VOTE. Audits and 990s are filed as part of Nonprofit VOTE's broader financials and IRS reporting

## 2019 Expenses\*

Salaries, Taxes, and Benefits	\$ 170,090
Partner Grants and Consultants	\$ 49,355
Printing and Postage	\$ 88,187
Communications and Supplies	\$ 21,422
Occupancy and Fees	\$ 19,897
Travel and Events	\$ 13,470
<b>Total Expenses</b>	<b>\$362,420</b>

\*Projected year-end expenses, unaudited

# Acknowledgements

## 2019 Steering Committee Members

Steve Simon, Minnesota Secretary of State  
Kim Wyman, Washington Secretary of State  
Michelle Bishop, National Disability Rights Network  
Christine Chen, Asian Pacific Islander American Vote  
Judd Choate, Colorado Director of Elections  
Bridget Coyne, Twitter  
Sofia Gross, Snap Inc.  
Nneka Norville, BET Networks  
Tammy Patrick, Democracy Fund  
Crystal Patterson, Facebook  
Ramya Raghavan, Google  
Patrick Sweeney, EveryLibrary  
Lindsay Torrico, United Way Worldwide  
Col. Mike Turner, Military Officers Association of America  
Arturo Vargas, NALEO Educational Fund  
Laura Vogel, National Rural Electric Cooperative Association  
Brian Miller, Nonprofit VOTE (ex-officio)  
Matt Singer, Impactual LLC (ex-officio)

## Staff

Brian Miller, Executive Director  
Caitlin Donnelly, Program Director  
Lamont Harrell, Partner Engagement Coordinator  
Linda Hein, Administration and Data Coordinator  
James Hill, Associate Director of Communications  
and Partnerships  
Lauren Kunis, National Voter Registration Day  
Program Director  
Caroline Mak, Research Coordinator  
John Park Williams, Communications Associate

## 2019 Premier Partners

Alliance for Youth Organizing American Library Association Andrew Goodman Foundation  
Anonymous Content Arab American Institute Asian Americans Advancing Justice  
Asian and Pacific Islander American Vote Asian Pacific American Labor Alliance  
Campus Vote Project Carnegie Corporation Creative Artists Agency CenterLink CMT  
Comic Relief Co-ops Vote Democracy Fund Democracy Works ebay Election Assistance  
Commission Election Center EveryLibrary Facebook Fair Elections Center Google  
HeadCount Higher Heights for America Independent Sector League of Women Voters  
Logo Military Officers Association of America MTV NALEO Educational Fund  
National Association of Secretaries of State National Association of State Election Directors  
National Council of Nonprofits National Disability Rights Network National Urban League  
New Leaders Council Nonprofit VOTE Reddit RISE Rock the Vote Snap Inc.  
Students Learn Students Vote Tumblr TurboVote Twitter United Way Worldwide  
Univision VH1 Viacom Vote.org VotoLatino Wallace H. Coulter Foundation  
When We All Vote YWCA

## The 4,083 Partners

For the full list of national and community partners visit:  
[nationalvoterregistrationday.org/2019partners/](https://nationalvoterregistrationday.org/2019partners/)

**Thank You** to our nonprofit data and media partners for providing in-kind support and tools to make the holiday a success.

**TurboVote | Rock the Vote | Vote.org | ReThink Media**

# Sponsor Opportunities for 2020

## Help National Voter Registration Day Smash Records in 2020!

To register over one million voters in 2020, we are ramping up recruitment and support of the thousands of partners across the nation, building out robust communications plans, and more. With this additional work, expenses are anticipated to top \$800,000. You can help National Voter Registration Day shatter records in 2020 with a donation at [nationalvoterregistrationday.org](https://nationalvoterregistrationday.org) or contact us at [info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org) for more information on sponsorship opportunities and benefits for your organization.



# 1 Million

help us reach our goal of 1 million new registered voters in 2020



# Thank You to Our Premier Sponsors

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