



NATIONAL VOTER REGISTRATION DAY

# ELECTION OFFICIALS FACTSHEET

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

– National Voter Registration Day Steering Committee members  
Steve Simon (Minnesota Secretary of State) & Kim Wyman (Washington Secretary of State)

## What is National Voter Registration Day?

Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, don't update their registration, or aren't sure how to register. National Voter Registration Day was created in 2012 to help address this issue, serving as a nonpartisan rallying point to help eligible voters across the country register and give them the option to participate in our democratic process. Since then, nearly 3 million citizens have registered to vote on the holiday, which takes place every year on the fourth Tuesday of September.

## This year's holiday will take place on September 22, 2020!

On this day, thousands of diverse organizations from across the country will participate in a single day of coordinated field, technology, and media efforts to create broad awareness of voter registration opportunities and reach voters who may not register otherwise. National Voter Registration Day has been endorsed by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASED), the U.S. Election Assistance Commission (EAC), and the National Association of Election Officials (Election Center).





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**SEPTEMBER 22, 2020**

### **Why should election officials participate in National Voter Registration Day?**

Over the years, National Voter Registration Day has been increasingly recognized by election administrators at all levels and used as an opportunity to raise awareness of state-specific voter registration policies and deadlines, bolster community relationships, and broaden understanding of the electoral process.

Held in advance of every state's voter registration deadline, the holiday can be a high-visibility rallying point to educate the voting public about registration policies and information. By activating community partners and saturating media with voter registration calls to action and information, the holiday can also help election officials front-load voter registration, build a more accurate voter registry, and ultimately save time and money in the leadup to election day. This early push can result in fewer provisional ballots and same-day registrations (where applicable), helping to mitigate what will likely be extremely high turnout and resulting administrative load at the polls in 2020.

National Voter Registration Day is more crucial than ever this year due to the coronavirus pandemic. As DMVs shuttered and field-based registration drives were placed on hold beginning in mid-March, millions of new voter registrations that would have otherwise happened ceased to take place. A large-scale voter registration drive such as National Voter Registration Day, relatively

early in the election cycle, can help address this backlog. It can also help to "flatten the curve" by reducing provisional ballots and same-day registrations on election day, which lead to delays and lines at polling stations. Accurate and updated voter rolls will also lead to more eligible voters being able to take advantage of options for casting a ballot ahead of election day, limiting public health risks related to crowded polling stations.

Last but not least, the holiday can elevate the essential role of election offices in administering high-quality and participatory elections, and their critical place as the go-to source for trusted information related to all aspects of the electoral process.

### **How can election officials support National Voter Registration Day?**

- **Sign up to be a 2020 National Voter Registration Day partner and organize a voter registration drive on the holiday.** Receive free branded materials and support, all while setting an example for other elections officials across your state and the nation and elevating the role of your office with the public. Consider co-hosting a voter registration drive with a local nonprofit, student group, or other community organization. Sign up at <http://nationalvoter-registrationday.org/2020-nvrd-partner-sign-on/>





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- Pass or steward the passage of a state- or local-level resolution in your jurisdiction endorsing the holiday to bring attention to the holiday and build awareness of the ways in which your community can celebrate. National organizations such as NASS, NASED, the EAC, and the Election Center have all passed resolutions of this nature, and in 2019 a growing number of state and local-level bodies did the same. For a sample 2020 resolution, visit <https://nationalvoterregistrationday.org/2020-sample-national-voter-registration-day-resolution/>.
- Issue a press release and call to action for others in your community to join in the National Voter Registration Day effort. Election officials can play a leadership role in getting nonprofits, businesses, libraries, schools, and others to join in this broad, nonpartisan effort to register every eligible voter. There were over 4,000 community partners in both 2018 and 2019. For a sample press release, visit <https://nationalvoterregistrationday.org/2020-sample-press-release/>.
- Promote National Voter Registration Day via your social media channels in the days and weeks leading up to September 22, 2020, and on the day itself. Last year, election officials played a key role in promoting #NationalVoterRegistrationDay and #VoteReady on social media and helping us trend #1 on Twitter for most of the day. For our 2020 communications toolkit, <https://nationalvoterregistrationday.org/documents/2020/07/communications-toolkit-for-partners.pdf/>.

### Supported By



### 2020

#### National Voter Registration Day Steering Committee Members

**Steve Simon**

Minnesota Secretary of State

**Kim Wyman**

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And representatives from:

Asian Pacific Islander American Vote

Democracy Fund

EveryLibrary

Facebook

Google

Military Officers Association of America

NALEO Educational Fund -

National Disability Rights Network

National Rural Electric Cooperative Association

Twitter

Snap Inc

United Way Worldwide

For more information: Visit

[www.nationalvoterregistrationday.org](http://www.nationalvoterregistrationday.org)

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