

**NATIONAL VOTER
REGISTRATION DAY**

2020

**Partner Communications Toolkit
for Traditional and Social Media**





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Thank you for joining us for National Voter Registration Day 2020!

National Voter Registration Day is a collaborative effort that involves partners of all stripes and sizes across the country. This document provides longtime and new partners alike with the background and resources you need to promote your organization's participation in National Voter Registration Day through traditional and social media. The assets featured in this toolkit should be deployed at different stages throughout the period leading up to September 22, 2020.

This toolkit is a starting point, featuring suggested tools and timelines. Partners are encouraged to tailor it for their target audience(s), to put messages in their own words, and use language that will excite and inspire the communities they are working to register to vote!





National Voter Registration Day

BACKGROUND

National Voter Registration Day is celebrated every year on the fourth Tuesday of September. First celebrated in 2012, it is a nonpartisan civic holiday that celebrates our democracy, and one that involves the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries, election officials, and more from all over the country.

This year, National Voter Registration Day will take place on September 22. Together, we will aim to shatter all previous records and register more voters on the holiday than ever before through online efforts and thousands of in-person events in communities nationwide.

By engaging thousands of community and online partners and volunteers in a massive single-day event, we saturate the media, light up the internet, and reach hundreds of thousands of new voters who haven't yet registered or need to update their registration before the November elections.

National Voter Registration Day is supported by the National Association of Secretaries of State (NASS),

the National Association of State Election Directors (NASED), the National Association of Election Officials (Election Center) and the U.S. Election Assistance Commission (EAC). The holiday's Steering Committee is composed of a diverse, non-partisan group of civic and business leaders, as well as, election officials from both sides of the aisle.

Why We Celebrate National Voter Registration Day...

There is an information gap that prevents voting-eligible citizens from getting registered to vote, casting a ballot, and having their voices heard in our democracy. Voters need to register or update their registration for reasons such as moving to a new address, turning 18, becoming a citizen, or changing their names. Many Americans are unaware of this need and miss deadlines in their states that prevent them from voting.



In the last U.S. presidential election in 2016, over 34 million potential voters reported being unable to vote due to not being registered. In a 2020 study by the Knight Foundation, more than one in four unregistered voters (27%) reported not being registered because they didn't know how, they kept forgetting, they didn't have time, were too busy, or they recently moved. Among unregistered voters ages 18-24, this number was even higher: 42%.¹

National Voter Registration Day wants to make sure no one who wants to cast a ballot misses the opportunity due to a registration problem. Political parties and candidates tend to focus their outreach efforts on individuals with a track record of voting, thereby leaving out – and in turn, keeping out – many eligible voters from the political process.

To address this gap, National Voter Registration Day works through a vast network of partners, seeks to meet eligible voters where they are – on college campuses, in libraries, in coffee shops, online, and more – to encourage them to register to vote. Beyond registering voters, National Voter Registration Day also seeks to raise awareness of state-specific voter registration deadlines and policies, educate voters on election information and their different options for casting a ballot, and drum up enthusiasm for political participation.

...And How it's Celebrated

Despite its serious purpose, National Voter Registration Day is a holiday! Feel free to organize creative and fun events in your community, with your friends and family, and online, and to give your communications an informal and celebratory tone. The holiday is all about sharing in and celebrating our democracy.

Our partners are diverse and far-reaching. Our nonprofit partners are particularly well-suited to engage low-propensity voters without a history of electoral participation. Our corporate partners, through their employees and consumers alike, have a unique reach into potential voters who might not otherwise register to vote. And our election official partners are key actors in organizing events on the holiday and conferring legitimacy on it. Through partnerships with major digital platforms, users are activated to register to vote online or begin the registration process online, a reach that is particularly important this year due to the COVID-19 pandemic.

Our partners organize voter registration drives in their places of business, at community gathering points, and more. We've seen National Voter Registration Day-themed concerts, pub crawls, ice-cream fueled dance parties, and more. This year, more of you may choose to organize events online or incorporate an online outreach strategy into your National Voter Registration Day event. No matter what kind of event you are planning, the holiday is about building community while also building democracy!



¹ <https://knightfoundation.org/wp-content/uploads/2020/02/The-100-Million-Full-Topline-PDF.pdf>, p37.

Our Impact So Far

Since 2012, nearly three million voters have registered on the holiday. Demonstrating the holiday's quickly-growing momentum, almost half of those three million registrations took place in 2018 (865,000) or 2019 (474,000). Over 4,000 partners joined in each of the past two years, with 50 or more national-level Premier Partners also driving activities in person and online.

But National Voter Registration Day is more than just a single day of action and more than just collecting lots of new voter registrations. 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.

And What's On Tap for 2020

Here's the best news of all – we're just getting started! And we're so glad that you have decided to join us.

This year, we are shooting to make the holiday the biggest one ever and break the previous record for the total number of registrations collected. We're hoping to involve even more partners at all levels and to invest in activating hard-to-reach communities. As public interest in civic participation surges ahead of the November general election, we're hoping to capture this energy, channel it into a huge number of voter registrations on September 22, and motivate individuals and partners alike to register, vote, and mobilize their communities this year and beyond.

Due to the coronavirus pandemic, voter registration is also more important than ever. Many of the most common ways that Americans register to vote – including at DMVs and through in-person drives on campuses, at concerts, and in communities – came to a sudden halt in mid-March as social distancing policies went into effect. As a result, the number of new voter registrations in March and April plummeted across the country. Dropping voter registration numbers could be a big obstacle to what was shaping up to be record-setting turnout in November.

Voter registration is important, but safety comes first. We recognize that some events you choose to organize this year will be held online instead of in-person, depending on your preference and local conditions. This communications toolkit will help you promote your event no matter what it looks like.





National Voter Registration Day

WEBSITE AND SOCIAL MEDIA ACCOUNTS

Website

www.nationalvoterregistrationday.org

On our newly-revamped website, individuals and organizations can access an online voter registration tool, get additional information about in-person and mail-in voting options in their states, learn how to join in on the National Voter Registration Day effort, and access tools and resources to make their holiday events – big or small – a success. Site visitors can search for National Voter Registration Day events being held in their communities.

Hashtags

#NationalVoterRegistrationDay

#VoteReady

All partners are encouraged to use the official National Voter Registration Day hashtags – #NationalVoterRegistrationDay and #VoteReady across their social media accounts.

<https://www.facebook.com/NatIVoterRegDay>

Social media accounts

Follow our social media accounts for updates on the holiday, useful resources, countdown graphics, partner highlights, webinar reminders and more. Feel free to share and repost our content across your own social media accounts to help extend the holiday's reach and help us reach our collective goals for this year's holiday.

Facebook:

@NatIVoterRegDay /

Facebook.com/NatIVoterRegDay

Twitter:

@NatIVoterRegDay /

Twitter.com/NatIVoterRegDay

Instagram:

@NatIVoterRegDay /

Instagram.com/natlvoterregday

Reddit:

NatIVoterRegDay /

reddit.com/user/NatIVoterRegDay/

Tumblr:

@NationalVoterRegistrationDay /

nationalvoterregistrationday.tumblr.com/

Snapchat:

NatIVoterRegDay





COMMUNICATION GOALS

Across our communication efforts and yours, we have the shared goals of:

- **Encouraging voter registration and raising awareness of voter registration options;**
- **Bringing on new and diverse partners and individuals to participate in the holiday;**
- **Elevating reliable and trusted sources of information on voting;**
- **Building excitement about the holiday, elections and civic participation in general;**
- **Amplifying and celebrating the great work of our partners**





KEY PRINCIPLES

KEY PRINCIPLE #1

Keep it Nonpartisan, Positive, and Celebratory

National Voter Registration Day is about celebrating our democracy. We ask that all partners keep their communication positive and nonpartisan. This means that your messaging should not seek to appeal to people on the basis of party affiliation, a particular candidate, or ballot measure. Seek to push out messaging that is celebratory, unifying, and gets people excited about registering and voting.



 **elizabethbanks**

It's #NationalVoterRegistrationDay. These UPenn folks are getting out the vote. Visit iwillvote.com and be heard!

#nationalvoterregistrationday

KEY PRINCIPLE #2

Don't Bury the Lead - Get People Registered to Vote!

The overall goal of National Voter Registration Day is to – you guessed it! – get people registered to vote. This includes new registrations and reminding people to update their registration if they've moved since the last time they voted. There's a lot going on this year, so it can be easy to stray from this key ask. But, in all of the communications your group, organization, or company puts out, the primary ask should be to register, get friends and family registered, and otherwise contribute to efforts to get every eligible American registered to vote on the holiday and beyond.

If you're talking to the press, please encourage them to point audiences to voter registration options, whether a state-specific online voter registration tool (if applicable), a local elections office, a voter registration tool offered through your organization, a local National Voter Registration Day event, or on our website.





KEY 2020 MESSAGES

In your outreach to your communities, employees, consumers, and audiences, please keep the following key messages in mind. On social media, help us spread the word by using the two holiday hashtags and elevating the suggested messaging around them.

KEY MESSAGE #1

Celebrate #NationalVoterRegistrationDay

Every year, millions of eligible voters are unable to cast a ballot because of a missed registration deadline, outdated registration information, or other problems with their voter registration. Potential voters are caught in a vicious cycle that sees unregistered citizens become non-voters who are then ignored by political campaigns which, in turn, leaves them uninterested in the electoral process.

In the presidential election of 2016, over 65 million people – or one in four eligible voters in the country – were unregistered, over half of which reported never even being asked to register. For communities already underrepresented in the electorate, the numbers were abysmal – those in the Latino, Asian and Black communities saw lagging participation with high numbers of unregistered voters at 30%, 27% and 17% respectively.³

By joining in the national celebration on September 22, we hope that Americans across the country will celebrate #NationalVoterRegistrationDay and get themselves and their communities registered to vote and ready to cast a ballot.

KEY MESSAGE #2

Are You #VoteReady?

Our secondary hashtag of #VoteReady, which rolled out in 2019, is about bridging the gap between being eligible to vote, registering to vote, and then actually doing it. As National Voter Registration Day partners, you're taking a huge first step in helping citizens prepare to vote in these pivotal elections and get #VoteReady.



³ <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-580.html>

First, that means making sure they are properly registered to vote – whether that means a new registration or updating an existing one – which is the focus of September 22. But being “vote ready” isn’t just about registration. Knowing where your polling place is, what issues are on the ballot, understanding candidate positions, educating yourself about the different options for casting a ballot before or on Election Day – all of this goes into being “Vote Ready.”

So on National Voter Registration Day, as you go out into the communities you serve – on-the-ground and online – be sure to sound the horn and ask the question: “Are You #VoteReady?” Especially for voters who are already registered, use this opportunity to ask them if they know how to request a mail-in ballot, if they have a plan for voting, if know where their polling place is, if they plan to vote in-person, know what races and initiatives are on the ballot, and know where to go to find reliable and trusted information on elections.



KEY MESSAGE #3:

Voter Registration is More Important Than Ever This Year Due to COVID-19

With DMVs across the country shutting down and field-based voter registration drives largely on hold as of mid-March due to COVID-19, there is a huge “backlog” of voter registrations that would have normally happened but didn’t. But here’s the good news: large-scale voter registration drives such as #NationalVoterRegistrationDay can help close this gap. This year more than ever, it’s important to use our holiday as a much-needed big push to help states get updated and accurate voter rolls ahead of the November election.

The changes to voting policy being adopted at the state level in response to COVID-19 make it even more crucial that voters register or update their registrations as needed well in advance of Election Day. Only voters that are registered in advance may be able to take advantage of options such as mail-in voting and will receive absentee ballot request forms if that is something their state chooses to pursue. Registering to vote well in advance of your state’s deadline – as well as voting by mail or early, if you choose to – can be another way of doing your part to flatten the curve and help our country tackle the COVID-19 crisis. And in an electoral environment that may likely feature lots of last-minute changes to voting policies and procedures, our holiday is a great opportunity to share this information with voters.





The timeline below is a suggested and sample timeline by which you can share information about National Voter Registration Day, promote your participation, and build a successful event through your organization's communications channels. Depending on your goals, you can incorporate some, all, or none of these dates into your communications efforts, while also using other key moments in the summer and early fall that are important in your community.

Two Months Out - July 28, 2020 (4th Tuesday of July)

- **Announce your participation in National Voter Registration Day. Let's get #VoteReady for #NationalVoterRegistrationDay!**
- **Create and promote your official National Voter Registration Day events**
Create a National Voter Registration Day event on the website's event registry (www.NationalVoterRegistrationDay.org/events), then promote the link through your organization's communications channels. Use this link to attract volunteers, participants, and local media.
- **Post on social media and/or send an email to your memberships lists encouraging partner sign-on**
Send an email to your affiliate organizations or chapters, if applicable, encouraging them to sign up as partners on our website and to organize events either on or offline on September 22. Use this date to post on social media about the importance of getting your community #VoteReady on this year's #NationalVoterRegistrationDay.



One Month Out - August 25, 2020 (4th Tuesday of August)

- Remind your communities about your role in this year's #NationalVoterRegistrationDay on September 22. Encourage them not to wait and to get #VoteReady today!
- Through social media and email lists, continue to promote your participation and encourage more partner sign-ons. In the Resources section on our website and below, we've included some sample materials you can use or adapt to rally support.
- **Issue a press release:** One month to go! Now could be a good time to issue an initial press release and to begin intensive social media promotion. A sample press release and social media posts can be found in the "Resources" section of this packet and on our website.
- **Consider a smaller or internal voter registration push:** Test-drive messaging and approach so that it's all systems go on September 22! Build excitement among your employees or organizational members and encourage them to get registered today so that they're freed up on September 22. On that day, they can get involved in National Voter Registration Day through organizing a voter registration drive, volunteering at a local event, and more now that they themselves are #VoteReady.
- **Remind your audience that it's never too early to get #VoteReady ahead of #NationalVoterRegistrationDay.** For those who are already registered, this is a good time to research options for how to cast a ballot on or before Election Day, including requesting a mail-in ballot.

Three Weeks Out - September 1, 2020

Issue a Press Release: Welcome to National Voter Registration Month! Our election official partners use the entire month of September to celebrate National Voter Registration Month, with a culminating event being National Voter Registration Day on September 22. Use September 1 to remind your communities on and offline about the start of this big voter registration month and encourage partner sign-on.

Promote Your National Voter Registration Day Event: National Voter Registration Day partners can create or find event listings on the National Voter Registration Day website. This year, events will be both on and offline.



Here's how:

To find an event or to create an event for National Voter Registration Day, visit NationalVoterRegistrationDay.com/events

Using the National Voter Registration Day events directory has many benefits, among them being:

- Potential voters can easily find an event in their community to register to vote
- Potential volunteers can find an event and contact the person(s) planning it to offer a few hours of community service
- Partners can promote their event(s) directly from the events directory
- Local journalists and press can visit your event and highlight the great work you're doing, driving more volunteers and voters to your celebration

Two Weeks Out - September 8, 2020

Promote Your National Voter Registration Day Event & Registering to Vote

Messages in this period will begin to increase in frequency and the sense of urgency around upcoming National Voter Registration Day events in the community, on the airwaves, and on the Internet will rise.

- **Remind your membership lists**
Send another email to remind people about events you are hosting, including both in-person and/or virtual events. This is a good time for you to recruit and train volunteers and make sure everyone knows all the specifics about your activities. A sample email is provided in the "Resources" section of this packet.
- **Continue your social media push**
Keep your followers informed of upcoming events through social media. It is important for them to hear about your activities over time leading up to National Voter Registration Day. By reminding them, they become more likely to participate.



One Week Out – September 15, 2020

The Final Push!

The final push towards September 22 should consist of frequent, daily postings to social media and repeated calls to register to vote and celebrate #NationalVoterRegistrationDay.

- **Alert the media again**

Send another press release or media alert similar to the one from the previous week. Including new information is not necessarily needed, but you want to make sure they have the details. Many times, these documents can be overlooked the first time, so think of this as a friendly reminder to these outlets.

- **Increase social media posts**

As you near your event, it is important for your audience to be aware of what you are planning. Review our sample social media posts for ideas of how you can keep your followers engaged. Remember to promote your specific events and voter registration in general.



**** National Voter Registration Day - September 22, 2020 ****

Flood social and traditional media, and your communities with calls to register to vote, get #VoteReady ahead of November, and everything else about National Voter Registration Day.

- **REGISTER TO VOTE!!** It is MOST important that everyone tuned into your social media channels, on your email lists, and in your community registers to vote TODAY! And once they've done so, they need to get everyone else they know to do the same. Share the link to the voter registration tool on our website OR whatever tool(s) or methods your organization uses to help us make today a success!
- **Spread the word about National Voter Registration Day:** Since 2018, #NationalVoterRegistrationDay has been the #1 trending hashtag on Twitter on the holiday, and in its inaugural usage last year, #VoteReady trended high as well. Help us make that happen again this year! We'll be sharing sample social media posts and shareable graphics on our website in order to provide a consistent message the day of, and allow for greater exposure.
- **Invite your membership lists to your event:** This is your last chance to let people know about your event and get them to come out for it or to participate online if you're holding a virtual event. A sample email is available in the "Resources" section below.
- **Push your event to the public:** Send out a final media alert to ensure that your event is getting the coverage it needs. This is the best way to reach out to the general public beyond your regular distribution lists. A sample media alert can be found in the "Resources" section below.
- **Know your stuff:** Review the key messages and talking points included earlier in this toolkit. It is likely that you will be asked questions by the media and general public at your event, so make sure you are well versed about National Voter Registration Day. Review the state-specific resources on our website and consult your state or local election office's website to learn more about registration in your community.
- **Stay engaged! Plan to help your community get #VoteReady starting today:** We hope that National Voter Registration is just the start of your group's civic engagement efforts this year and beyond. On the day, in addition to calls to register to vote, you could also include key #VoteReady information about options in your state for voting by mail, voting early in-person, and polling site information for Election Day. Our website will have resources and links about how to get #VoteReady in many different ways, no matter how you want to vote, and no matter where you are in the country!





RESOURCES & ASSETS

Sample Social Media Copy and Graphics

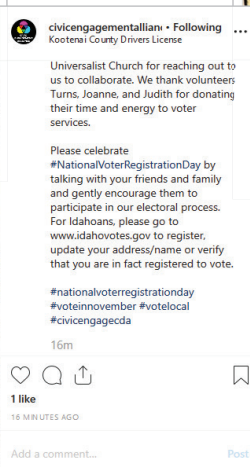
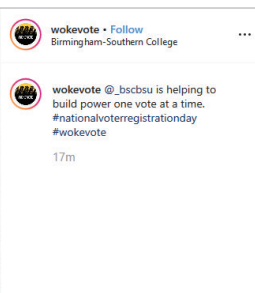
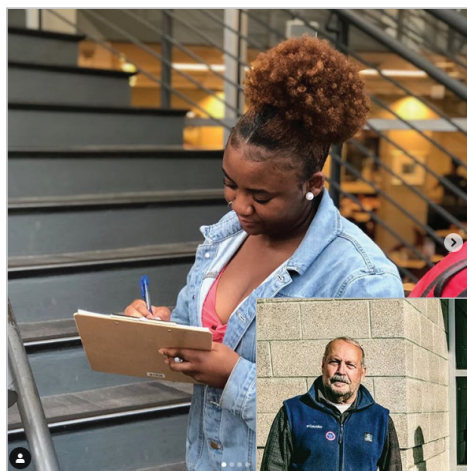
The following are sample social media posts to share leading up to the campaign. Posts can be modified and customized to fit your organization's needs, but we recommend that you always provide a link to the site and include the hashtag #NationalVoterRegistrationDay. We have also provided graphics you can share in the "Resources" section on our website.

- Celebrate democracy in America by registering to vote on September 22. www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- Are You #VoteReady? Make sure you are by getting registered on #NationalVoterRegistrationDay on 9/22!
- Have you moved since last Election Day? Make sure you're registered to vote with your new address! www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- National Voter Registration Day is in just [INSERT AMOUNT OF TIME]! Find a voter registration event near you or online at www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
- What are you doing September 22? Join us at a National Voter Registration Day event near you, or at a virtual event! [LINK TO FB RSVP LISTING] #NationalVoterRegistrationDay #VoteReady
- Did you know [ORGANIZATION NAME] is helping register voters in our community today? We're part of National Voter Registration Day. www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
- We may not be hitting the streets this year, but we're still working hard to register voters on today's #NationalVoterRegistrationDay! Register to vote on our website and the pass it on! www.NationalVoterRegistrationDay.org



Sample Social Media Posts for September 22

- It's National Voter Registration Day! Take 30 seconds to register to vote, check your registration status, or find a registration event on or offline near you! www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- Want to vote this year? Make sure you're #VoteReady NOW at www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
- If you've recently moved, turned 18, or changed your name you may not be #VoteReady! Take this opportunity to update your voter registration at www.NationalVoterRegistrationDay.org/register-to-vote/ [FEEL FREE TO SUBSTITUTE YOUR ORGANIZATION'S OWN REGISTRATION TOOL HERE]
- Voter registration is more important than ever this year, as COVID-19 has changed the landscape. Be part of the solution and get your community #VoteReady today on #NationalVoterRegistrationDay
- Already registered and wondering how you can celebrate #NationalVoterRegistrationDay today? Tag a friend or 10 and tell them to pass it on! Or get #VoteReady yourself! Look into options available in your state for voting by mail, voting early, and more on our website www.NationalVoterRegistrationDay.org



Sample Emails for Affiliates or Supporters

Sample Email for Supporters and Affiliates to be sent on August 25 (one month out)

Sender: Name, Organizational Name (Should read "Samantha, Organization.com" for example)

Suggested Subject lines:

- Celebrating Democracy in America - Register to Vote!
- [ORGANIZATION NAME] and National Voter Registration Day: Let's Get #VoteReady!
- Mark your calendar: September 22 is National Voter Registration Day!

Dear [ORGANIZATION NAME] supporter,

We're excited to once again be part of a national effort to strengthen our democracy by registering voters on September 22, 2020, also known as National Voter Registration Day.

First celebrated in 2012, National Voter Registration Day has become a national holiday when thousands of organizations and volunteers organize to ensure our family, friends, and neighbors are registered to vote and ready to cast a ballot.

As a nonpartisan holiday celebrated by a diverse coalition of organizations and individuals, across sectors and across the country, National Voter Registration Day is the perfect opportunity to get involved no matter what party you support or which issues matter most to you.

I invite you to register to vote and learn more at NationalVoterRegistrationDay.org and use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you're registered to vote, there's a lot of other ways you can get involved:

- Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online
- Step up to host your own local in-person or online event with your family, friends and neighbors to make sure everyone you know is registered
- Get reminders via email or text message so you don't forget September 22 is the big day!
- If you want to vote by mail, request your ballot today. Or use the day to research what's on the ballot in your community and how else you can get involved in this year's elections.

We're really excited to be able to join thousands of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME]

[ORGANIZATION]



Sample Email to be sent on or around September 8

Sender: Name, Organizational Name (Should be like "Samantha, Tumblr.com" for example)

Suggested Subject Lines:

- Where will you be on September 22?
- Our National Voter Registration Day events near you--or online!
- [ORGANIZATION NAME] in your town
- Celebrate #NationalVoterRegistrationDay on September 22!

Dear [NAME],

We're committed to strengthening our democracy by getting voters registered on National Voter Registration Day this September 22.

It's not just important, but it's also fun and you can join us! On September 22, come out to a voter registration event we're hosting near you: NationalVoterRegistrationDay.org/Events.

[OR, IF YOUR EVENT IS ONLINE, NOTE DETAILS HERE]

We all know voting is important, period. And on top of voting for president, there are nearly 500 other elected offices up for grabs this year!

RSVP now to an event in your area, then ask a friend to join you:

[EVENT NAME 1]

[EVENT LOCATION OR URL]

[TIME]

[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]

[EVENT LOCATION OR URL]

[TIME]

[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers like you – people that value civic participation and are willing to take a few hours for one day to help make the bonds of our communities stronger.

Visit www.NationalVoterRegistrationDay.org/events to RSVP and invite a friend!

See you on September 22!

[NAME]

[ORGANIZATION]



P.S. If events aren't your thing, no big deal. Just don't miss out on the most important part of National Voter Registration Day – take 30 seconds to make sure you're registered to vote at your current address

Sample Email to be sent the morning of September 22

Sender: [ORGANIZATION]

Subject line: TODAY is National Voter Registration Day! Join us!

Dear [FIRSTNAME] / Supporter,

Voting is a core principle of being American, but to exercise this basic right, we must be registered to vote!

That's why [ORGANIZATION NAME] is a proud partner and supporter of National Voter Registration Day, which happens to be today.

And you can be part of this amazing day!

Register to Vote Online: It's simple, it's free, and it's secure. If online voter registration is not available in your state or if it doesn't work for you, you can easily start the process online no matter where you live.

Attend a National Voter Registration Day event: Find one near you, or search for an online event.

Spread the word: Once you make sure you're registered, forward this email to a friend, ask them to join you and use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts.

Get #VoteReady: Already registered? Even better! If you want to vote by mail this year, request your ballot today. Or take ten minutes today to learn more about what's on the ballot, where your polling station is, and other ways to get involved ahead of Election Day.

Thanks for taking a few moments to strengthen your community – and our country – with your voice.

Sincerely,

[ORGANIZATION NAME]



Sample Press Releases/Media Alerts

Sample Press Release – Distribute the week after Labor Day or September 8

Headline: September 22, 2020 is National Voter Registration Day

Subheadline: [ORGANIZATION NAME] plans to register voters in [CITY/ONLINE] to celebrate the national holiday.

[CITY, STATE – DATE] – On September 22, 2020, Americans will celebrate National Voter Registration Day with a massive cross-country effort to register voters well in advance of Election Day this November.

With a historic presidential election approaching, every eligible American voter should exercise his or her right to be heard at the ballot box, and National Voter Registration Day is the right day to start by getting registered. This is why communities across the country are planning to use National Voter Registration Day to increase voter participation.

Thousands of national, state, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2020. Partner organizations will coordinate hundreds of National Voter Registration Day events on and offline nationwide, and leverage #NationalVoterRegistrationDay in all social media platforms to drive attention to voter registration.

[ORGANIZATION NAME] is proud to be a National Voter Registration Day partner. On September 22, [ORGANIZATION NAME] will engage its community and register voters at the following events:

[EVENT 1, TIME, LOCATION OR URL]

[EVENT 2, TIME, LOCATION OR URL]

[EVENT 3, TIME, LOCATION OR URL]

The effort's website, www.NationalVoterRegistrationDay.org, provides a listing of National Voter Registration Day events across the country, in communities and held virtually.

Founded in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote. Nearly 3 million Americans have registered to vote on the holiday since the inaugural National Voter Registration Day in 2012.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT]



Sample Media Alert

Sample Media Alert – Distribute on September 15 & 22

Headline: September 22 is National Voter Registration Day 2020

Subheadline: [ORGANIZATION NAME] plans event(s) to register voters in time for the [MY STATE, COUNTY OR CITY] election.

WHAT:

At [00:00 p.m. EST/CST/PST], Tuesday, September 22, 2020, [ORGANIZATION NAME] will host a National Voter Registration Day 2020 event at [LOCATION NAME] as part of a massive nationwide effort to register hundreds of thousands of new voters.

WHY:

National Voter Registration Day seeks to increase civic participation by encouraging Americans to register to vote and then turn out to vote in record numbers this year.

["Insert quote here from organization representative/president/executive director."]

As a non-partisan national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote.

Americans can register at hundreds of events across the nation and online at NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 22 by searching #NationalVoterRegistrationDay and #VoteReady.

WHEN:

National Voter Registration Day

[00:00 p.m. EST / CST / PST]

Tuesday, September 22, 2020

WHERE:

[LOCATION NAME]

[ADDRESS]

[CITY, STATE, ZIP CODE]

MEDIA CONTACT:

[FIRST LAST]

[(555) 555-5555]

[firstlast@organization.org]



Sample Media Alert –

Sample Media Alert – Distribute the morning of September 22 before 9 a.m.

Headline: September 22 is National Voter Registration Day 2020

Subheadline: [ORGANIZATION NAME] plans event(s) to register voters and encourage record-setting participation in this year’s election

WHAT:

At [00:00 p.m. EST/CST/PST,] Tuesday, September 22, 2020, [ORGANIZATION NAME] will host a National Voter Registration Day 2020 event at [LOCATION NAME] as part of a massive cross-country effort to register thousands of voters.

WHY:

National Voter Registration Day seeks to increase civic participation by encouraging Americans to register to vote and turn out to vote in record numbers this year.

["Insert quote here from organization representative/president/executive director."]

As a non-partisan national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise one of their most basic rights – the right to vote.

Americans can register at hundreds of events across the nation and online at NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 22 by searching #NationalVoterRegistrationDay and #VoteReady.

WHEN:

National Voter Registration Day
[00:00 p.m. EST / CST / PST]
Tuesday, September 22, 2020

WHERE:

[LOCATION NAME]
[ADDRESS]
[CITY, STATE, ZIP CODE]

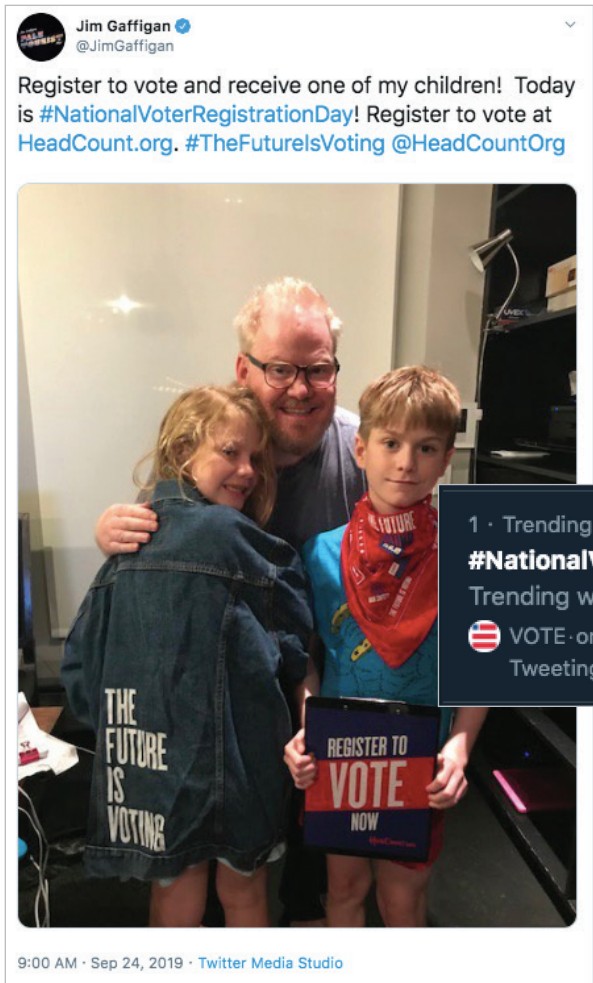
MEDIA CONTACT:

[FIRST LAST]
[(555) 555-5555]



Sample Newsletter Blurb

Celebrate National Voter Registration Day this September 22: National Voter Registration Day celebrates our country's democracy and helps register every eligible American to vote! Help the community you serve get #VoteReady on #NationalVoterRegistrationDay by getting your university, library, nonprofit, government agency, or business to organize a voter registration drive in person or online. All partners have access to online tools, live and recorded training webinars, and additional resources to help them plan and organize a successful celebration. Partners who sign up by September 1 will receive free National Voter Registration Day posters and stickers. Sign up at this link: <https://nationalvoterregistrationday.org/partner/>.



1 · Trending
#NationalVoterRegistrationDay
Trending with: #VoteReady
🇺🇸 VOTE.org, Why Tuesday?, and 1 more are Tweeting about this

