



Welcome! The webinar will begin shortly

Please use the Q&A box to ask today's featured speakers questions about partnering with election officials.

This webinar is being recorded. The video, slides, and referenced resources will be sent out next week and posted on our website.



National Voter Registration Day

Tuesday, September 22, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org



Webinar: Planning Your Event During the COVID Crisis

Agenda

- National Voter Registration Day update
- Resources and support from the team at National Voter Registration Day
- Stories from the Field: In-person and online voter registration work during the pandemic



National Voter Registration Day 2020

September 22, 2020!

- Our goal: biggest National Voter Registration Day ever!
- 80+ Premier Partners; 2,400+ community partners
- Navigating the new normal
 - Webinars
 - Training resources



Our Speakers



Caitlin Donnelly

Program Director
Nonprofit VOTE



Kevin Shanker Sinha

Founder
CivicGeorgia



Tappan Vickery

Director of Voter Engagement
HeadCount



Best Practices for Planning Your Event



Build 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





Set 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 your event, be contacted by your volunteers, or see your messages.

Estimate the “traffic” and calculate your goal

- In person: 1 in 5 people will register with you
- By phone/text: 1 in 10
- Online outreach: 1 in 20





Choose Your Location

In person...

- 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?



Online....

- Which channels have the biggest audience for you? Which get the most engagement?
- How many messages about registering to vote will you send?





Use Our New and Updated Resources

- Communications Toolkit
- Social media graphics
- Field Organizer toolkit
- COVID-Proofing Your In-Person Voter Registration Event
- Guide to Online Voter Registration Tools

Coming soon:

- 50-state rules for voter registration drives
- 50-state rules for vote by mail drives



Stories from the Field

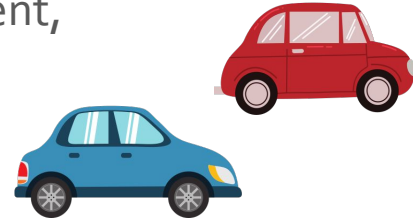


Why did we
choose to
pursue
in-person voter
engagement
work despite
the obvious
challenges?



New Types of Engagement & Collaboration

- Re-think the overall environment, like having a drive-thru registration event



- Partner with community organizations & venues who are already connecting with people. Provide and ask for support!



Teamwork & Team Culture

- Understand your team's comfort level with different types of interactions



- Take stock of your volunteer base & expected community audience - brainstorm ideas for team fun & safety

- Provide & train on proper usage of masks, gloves, & sanitizing supplies



Your New Voter's Experience

- If there's potential for lines, use outdoor spaces and mark waiting distances at 8-10 ft



- Create materials to replace close-contact interactions like FAQ or check-list documents in plastic sleeves

- Keep it fun & CELEBRATE – signs & selfie-stations!





Questions?





National Voter Registration Day

THANK YOU!