Welcome! The webinar will begin shortly

Please use the Q&A box to ask today’s featured speakers questions about promoting your National Voter Registration Day event.

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
Promoting Your National Voter Registration Day Event

**Agenda**

- National Voter Registration Day update
- Resources and support from the team at National Voter Registration Day
- Stories from the field: Promoting voter registration in Ohio
National Voter Registration Day 2020

September 22, 2020!

- Our goal: biggest National Voter Registration Day ever!
- 100 Premier Partners; 3,100+ community partners
- Navigating the new normal
  - Webinars
  - Training resources
#NationalVoterRegistrationDay

- Use the official hashtag – #NationalVoterRegistrationDay – across your social media accounts. Yes, we know it’s long!
- Tweets and Instagram photos with #NationalVoterRegistrationDay will appear on NationalVoterRegistrationDay.org in one of two feeds.
- Keep posts nonpartisan and pro-democracy please.

#VoteReady

It’s up to us to make sure eligible citizens are “vote ready.” This means:

- Being registered to vote – whether a new registration or updating an existing one –
- Knowing where your polling place is, what issues are on the ballot, your plan to vote either in-person or by mail, and understanding candidate positions
- Be sure to ask the question: “Are You #VoteReady?” in your promotions and to the voters you register on September 22
TOOLKIT KEY FEATURES
September 22, 2020!

Use the 2020 Communications Toolkit for assets and inspiration to promote your participation, event, and registering to vote!

Find it at bit.ly/2020_Comms_Toolkit

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Every year, millions of eligible voters are unable to cast a ballot because of a missed registration deadline, outdated registration information, or other problems with their voter registration.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 are lagging participation with high numbers of unregistered voters at 30%, 27%, and 17% respectively.

KEY MESSAGE #2

Are You #VoteReady?

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.

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.
Sample Social Media

Looking for some ready-made social media to help promote the day? We’ve got you covered at nationalvoterregistrationday.org

INTERESTING STATS

REMINDERS

COUNTDOWN
Sample Press Release

A good press release can do wonders for alerting your networks about your National Voter Registration Day plans. Little time to write one up? We’ve got a sample in our Communications toolkit.

2020 Sample Press Release

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, ST — 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
National Voter Registration Day 2020

TIMELINE
Three Weeks Out – Sept 1, 2020

PROMOTE YOUR EVENT

- Create a National Voter Registration Day event on the our event tool, then promote the link through your organization’s communications channels.
- Put up your posters around your building, campus, town, etc.
PROMOTE YOUR EVENT & REGISTERING TO VOTE

Increase frequency and the sense of urgency around upcoming National Voter Registration Day events.

- Remind your membership lists by sending another email about events you are hosting.
  - This is a good time for you to recruit volunteers and make sure everyone knows all the specifics about your activities.
  - A sample email is provided in the Comms toolkit

Keep your followers informed of upcoming events through social media

- Follow up with influencers. Remind them that the event is just two weeks away, and ensure the date is on their social media calendars for September 22.
One Week Out – September 15, 2020

FINAL PUSH!

- Alert the media again by sending another press release or media alert. Make sure they have the details they need.
- Increase social media posts with frequent, daily postings to social media and repeated calls to register to vote.
- Review our sample social media posts for ideas of how you can keep your followers engaged on Facebook and Twitter.
- Remember to promote your specific events and voter registration in general.
THE BIG DAY -- September 22

BEFORE THE EVENT

- Let’s make #NationalVoterRegistrationDay trend again this year! Use our sample posts to keep messaging consistent
- Invite your membership lists to your event or to register online
- Send out a final media alert to ensure that your event is getting the coverage it needs
- Know your stuff: Review the talking points included in the communications toolkit so you can answer media questions
THE BIG DAY -- September 22

AFTER THE EVENT

- Take the Post-Event survey and tell us about your event
- Post photos to social media, give shoutouts to partners, volunteers, and voters
- Write about your event in your next newsletter
In the age of COVID-19, many of this year’s National Voter Registration Day events are expected to be 100% virtual. With this in mind, Action Network (the program we use for events and communications) has built in an easy workaround for you to register digital events on our interactive 2020 map so people RSVP and you can promote. To begin registering an event, select the “CLICK TO HOST” button on our events page.
From there, you'll be directed to Action Network’s website to begin building your event. Make sure to have ALL the details (Zoom link, conference call codes, time, date, RSVP goal etc.) for your event locked down and at the ready **before clicking the “OKAY!” button.**

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**Host Guidelines - Register Your National Voter Registration Day 2020 Event!**

Hi event host!

Please use the page you're about to see to fill in all of the details of your event. Make your National Voter Registration Day event sound compelling. Include information on where to go, what to bring, and why this event is taking place. You will also want to provide prospective volunteers with proper contact information.

Good luck!
- The team

[OKAY! button]
Once you’re on the Action Network site, fill out the TITLE, START DATE and TIME, HOST CONTACT INFORMATION, and EVENT DESCRIPTION fields as you normally would with all of your event’s relevant details. In the LOCATION NAME field, paste the URL for your virtual event (Ex. Zoom link, Google Meet link, Microsoft Teams, Skype, etc.). Type “123 Main Street” in the ADDRESS field, but use your organization’s ACTUAL city, state, and zip code of where your organization is based. Once you’ve filled in all of the fields, click on the “SAVE AND GO TO NEXT STEP” button to submit your event.
Once you have submitted your event, it will appear on interactive map of our events page, including all of the relent meeting location information and a hyperlink for users to RSVP. While you won't have any control over where the location pin is placed, the marker will be in the general area of your organization.

This year, National Voter Registration Day is on September 22, 2020. This page will feature a directory of all planned events so that future voters and those interested in volunteering can find local events near them.

Register Your National Voter Registration Day 2020 Event!
Getting the word out for NVRD

Maria Bruno, COHHIO - Ohio Votes
Rev Joan Van Becelaere - UUJO
Two distinct audiences

The press, elected officials, influencers, the general public

» “Formal channels”: News media, social media, through official announcements

The underserved communities we hope will attend the activities

» Work with people with credibility in the community
The underserved community:
POINTS OF CONTACT DURING A PANDEMIC

- Drive-thru events
- Tabling
- Literature stuffing
- Newsletter announcements
- Posters and voter education materials
- Voter education events – remote or with social distancing
- Phone banks, phone trees
- Foot traffic “hotspots” – beauty salons, barber shops, parks
General Public - Use Your Networks

- Your Organizational Network
- Your Communities of Faith
- Your Personal Network
- Community leaders
- Business leaders
- Local entertainers
- Local news media
- Local community “hot spots”
- Create a spider web of communications
Tell a story & let the people lead the discussion

- Consolidation is important: people want one calendar, one contact, one banner group
- *Pick the right medium*
  - *Recruit volunteers*: Direct contact through calls and text
  - *Keeping volunteers moving*: social media
  - *Recruit new voters*: Find places with natural traffic
  - Live-streaming works, and is free
- Pictures & videos are impactful – more than text
- Relational organizing works best, which happens through peer-to-peer conversations – outvote, PSA’s from community leaders
- News programs almost always want to talk to someone experiencing the issue they’re exploring – someone who was evicted, someone who is between jobs, etc. Local organizations can identify those people and speak to the on-the-ground impact
Main Take-aways in 2020

● **This year is different.**
  ○ Folk are no longer reading email because of overload.
  ○ Webinar/video call fatigue

● **Not all outreach is created equally**
  ○ The Videos are getting more play than other ways of reaching out.
  ○ FB ads are worth the effort of getting approval.
  ○ And social media and texting is good for organizing and keeping things moving, but not great for bringing in more new people.

● **Safety comes FIRST:** Way more safety considerations than previous years

● **Not all technology is necessary or even helpful**
Questions?
National Voter Registration Day

THANK YOU!