



**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](http://www.nationalvoterregistrationday.org)  
[info@nationalvoterregistrationday.org](mailto: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



# Our Speakers



**James Hill**  
Nonprofit VOTE



**Rev. Joan Becelaere**  
UUJO



**Travis Morin**  
Nonprofit VOTE



**Maria Bruno**  
COHHIO



# National Voter Registration Day 2020

## #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](https://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



National Voter Registration Day 2020

# TOOLKIT KEY FEATURES



# National Voter Registration Day 2020

**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](https://bit.ly/2020_Comms_Toolkit)



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.<sup>3</sup>

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.





# National Voter Registration Day 2020

## Sample Social Media

Looking for some ready-made social media to help promote the day?  
We've got you covered at [nationalvoterregistrationday.org](https://nationalvoterregistrationday.org)

### INTERESTING STATS

 [Nationalvoterregistrationday.org/register](https://Nationalvoterregistrationday.org/register)

**DID YOU KNOW...**  
**IN 2018, OVER 65 MILLION PEOPLE DIDN'T VOTE DUE TO REGISTRATION PROBLEMS?**

THAT FILLS AMERICA'S LARGEST STADIUM OVER

**600 TIMES**

### REMINDERS

**CHANGED YOUR NAME RECENTLY?**



**JUST MARRIED**

Register to vote: [nationalvoterregistrationday.org/register](https://nationalvoterregistrationday.org/register)

### COUNTDOWN

Sign Up to Partner at [nationalvoterregistrationday.org/partner](https://nationalvoterregistrationday.org/partner)

**1 day**  
to National Voter Registration Day



**Get #VoteReady**

**SEPTEMBER 22**



# National Voter Registration Day 2020

## 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**



# National Voter Registration Day 2020

## 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.





# National Voter Registration Day 2020

## Two Weeks Out – September 8, 2020

### 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.



# National Voter Registration Day 2020

## 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.



# National Voter Registration Day 2020

## 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





# National Voter Registration Day 2020

## 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.


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!

SEARCH FOR EVENTS IN YOUR AREA BELOW

ZIP/Postal Code or City \*

SEARCH




EVENTS NEAR YOU

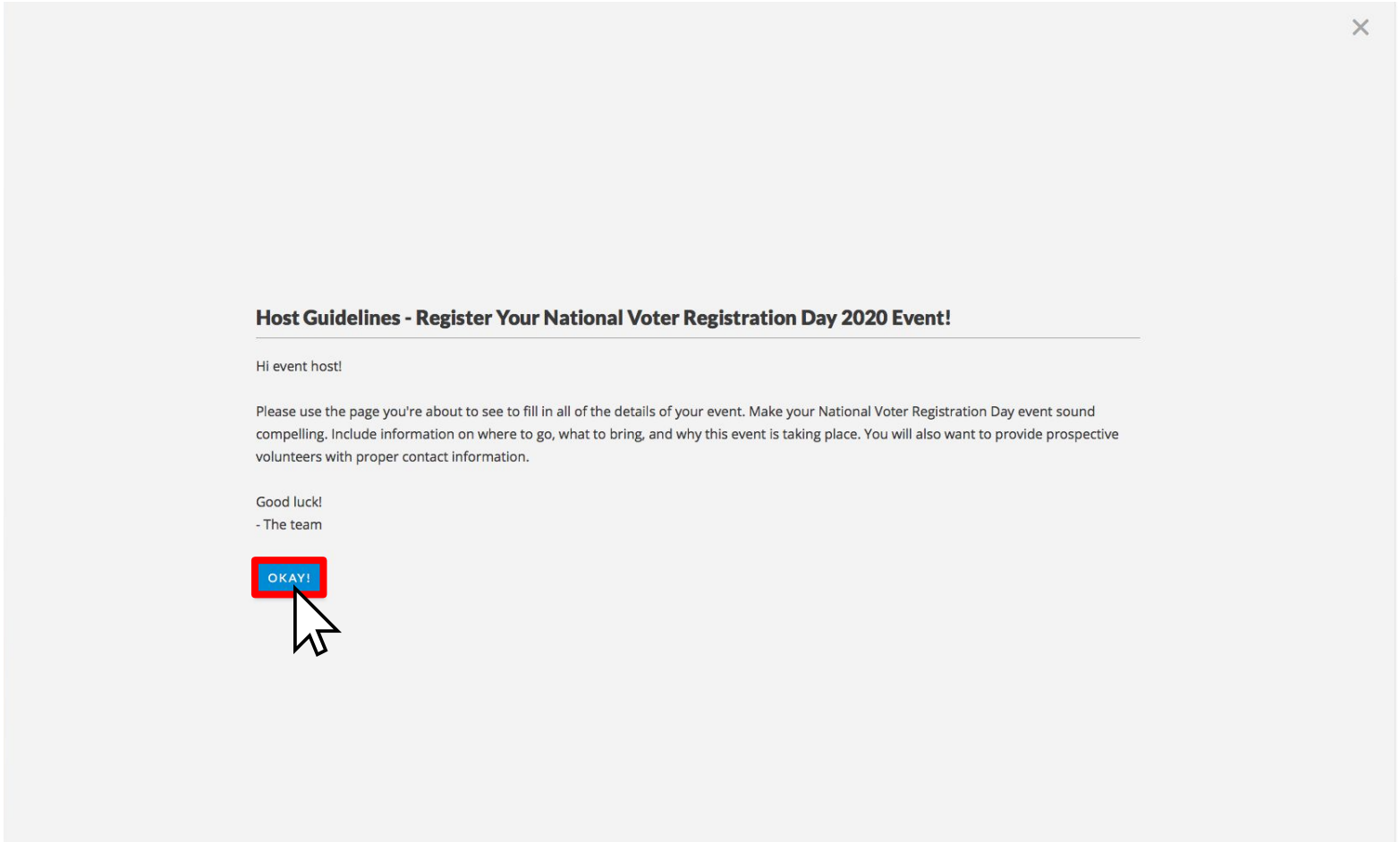
Enter your ZIP/postal code or city to begin

WANT TO HOST AN EVENT?


CLICK TO HOST




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.**



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.**



START ORGANIZING



YOUR DASHBOARD > MANAGE EVENT > EVENT RSVP > EVENT THANK YOU

Action Language: English

Edit Event - Register Your National Voter Registration Day 2020 Event!

Administrative Title (Optional)

VIEW GUIDELINES +

TITLE OF YOUR EVENT \*

Voter Registration Palooza 2020

☐ This Event Has An End Time

START DATE AND TIME \*

August 17, 2020 - 02:00 PM

LOCATION NAME \*

zoom.us/LINK

ADDRESS \*

123 Main Street

CITY \*

Cambridge

STATE \*

Massachusetts

ZIP/POSTAL CODE \*

02140

HOST CONTACT INFORMATION (OPTIONAL)

Not in the US?

Demos Kratia's cell: (617) 867-5309

ADD BANNER IMAGE (OPTIONAL)

HTML

Format

Align

B

/

S

Lists

Image

Video

Table

Link

Line

EVENT DESCRIPTION \*

Hi event host,

Use this area to describe your event to potential volunteers.

ADD GOAL SLIDER

ATTEND THIS EVENT

First Name

Sample

Last Name

Sample

Email \*

Sample

Zip/Postal Code \*

Sample

Not in the US?

☐ Allow Attendees To Bring Guests

EDIT FORM

ADD CUSTOM FORM HTML

Send RSVP

SAVE AND GO TO NEXT STEP

Once you have submitted your event, it will appear on interactive map of our events page, including all of the relevant 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.

Find an Event

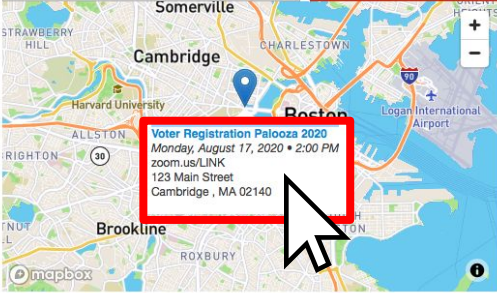
This year, National Voter Registration Day is on September 22, 2020. This page will feature a directory of all planned events so that future voters and those interested in volunteering can find local events near them.

### Register Your National Voter Registration Day 2020 Event!

SEARCH FOR EVENTS IN YOUR AREA BELOW

ZIP/Postal Code or City \*

SEARCH



Voter Registration Palooza 2020  
Monday, August 17, 2020 • 2:00 PM  
zoom.us/INK  
123 Main Street  
Cambridge, MA 02140

EVENTS NEAR YOU

Enter your ZIP/postal code or city to begin

WANT TO HOST AN EVENT?

CLICK TO HOST

Home

Join Us

Register to Vote

Special Thanks to Our Sponsors

About

Organizations

Donate

2020 Partners

Individuals

# 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!