

NATIONAL VOTER REGISTRATION DAY

2020 Interim Final Report





INTRODUCTION

National Voter Registration Day is a nonpartisan civic holiday that celebrates our democracy and involves the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries and election officials from all over the country.

The dust is still settling on the biggest-ever National Voter Registration Day, which took place on September 22, 2020. And while the country heads towards a historic election this November 3, we are issuing this report now to celebrate the achievements of our nationwide coalition of partners and a record-setting number of voters gaining a voice in our democracy on this year's holiday.

Held during uniquely challenging times, including a global pandemic and national movements for racial justice, **National Voter Registration Day in 2020 was powered by a coalition of nearly 5,000 partners of all stripes and sizes across the country.** Election offices, nonprofits, companies and brands, digital platforms, libraries, campus and youth groups, and more were out in their communities this September 22--either through safe in-person events or virtual ones--to reaffirm that every voice matters, and every vote matters, and the COVID-19 pandemic would not stop their determination to keep our democracy strong.





VOTER REGISTRATION IN THE NEW NORMAL

Photo credit: Cleveland Votes

How COVID-19 changed the landscape

National Voter Registration Day's work was more urgent than ever this year. COVID-19 caused new voter registrations across the country to drop dramatically, as DMVs shuttered and in-person field programs were put on hold.

An estimated 2 million new voter registrations per month were lost during the early days of the pandemic.

National Voter Registration Day partners rose to the challenge, masking up for safe in-person events and also pivoting to virtual registration drives. Election offices forged on with community outreach and voter registration efforts. Nonprofits incorporated voter registration into services they were providing to the community in places like food pantries and health clinics. Essential businesses such as grocery co-ops, pharmacies, and banks also held storefront voter registration drives on the holiday.

Many groups held creative and engaging online events, such as Zoom trivia nights or dance parties, and others designed COVID-conscious events such as drive-through registrations, drive-in movie screenings, or displaying voter registration websites and QR codes on murals and posters. Digital platforms and media partners flooded the internet and airways to shine a spotlight on the urgency of getting registered ahead of state deadlines for this crucial election.





BY THE NUMBERS

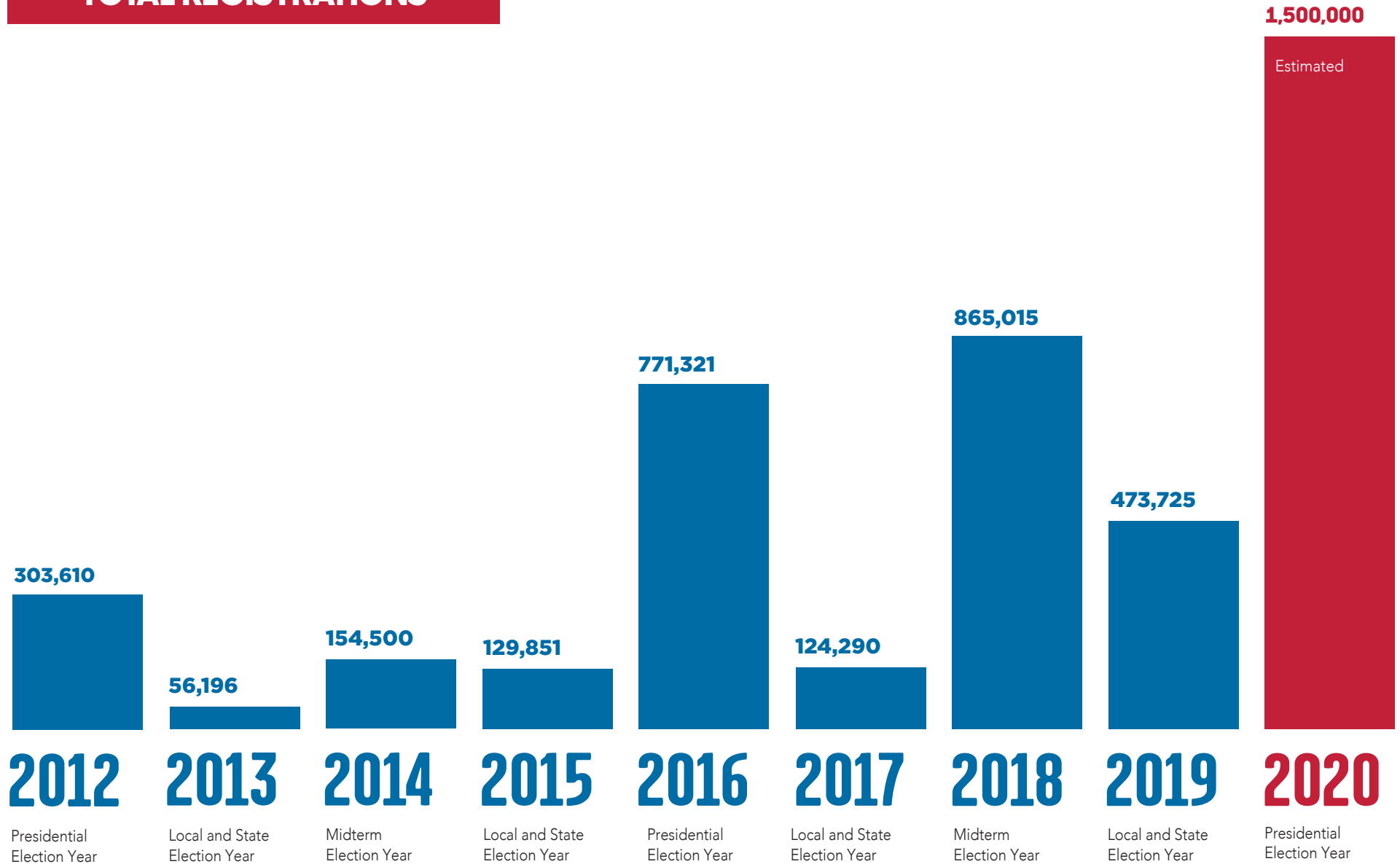
1,500,000

estimated new or updated voter registrations across the country

**September 22, 2020 was the BIGGEST National
Voter Registration Day in history!**



TOTAL REGISTRATIONS





PREMIER PARTNERS

Photo credit: HeadCount

107

Premier Partners

At the core of National Voter Registration Day's success this year were the holiday's record-setting number of 107 Premier Partners. These national groups engaged their affiliates and chapters, registered voters directly, and/or promoted the holiday online and in the media.

Nearly half of this year's Premier Partners were joining the effort as official partners for the first time.



PREMIER PARTNERS



STATE CAPTAINS



State Captains received financial support from National Voter Registration Day to lead on-the-ground organizing efforts in their states, providing training and assistance to hundreds of groups as they prepared to register voters on September 22 and beyond.

OUTREACH LEADS



Beyond registering large numbers of voters, National Voter Registration Day also seeks to build a diverse and representative electorate, and to bring new and under-represented voices into the fold. Outreach leads conducted national recruitment drives to ensure the participation of hard-to-reach and underrepresented communities in this year's holiday.





COMMUNITY PARTNERS

Photo credit: League of Women Voters

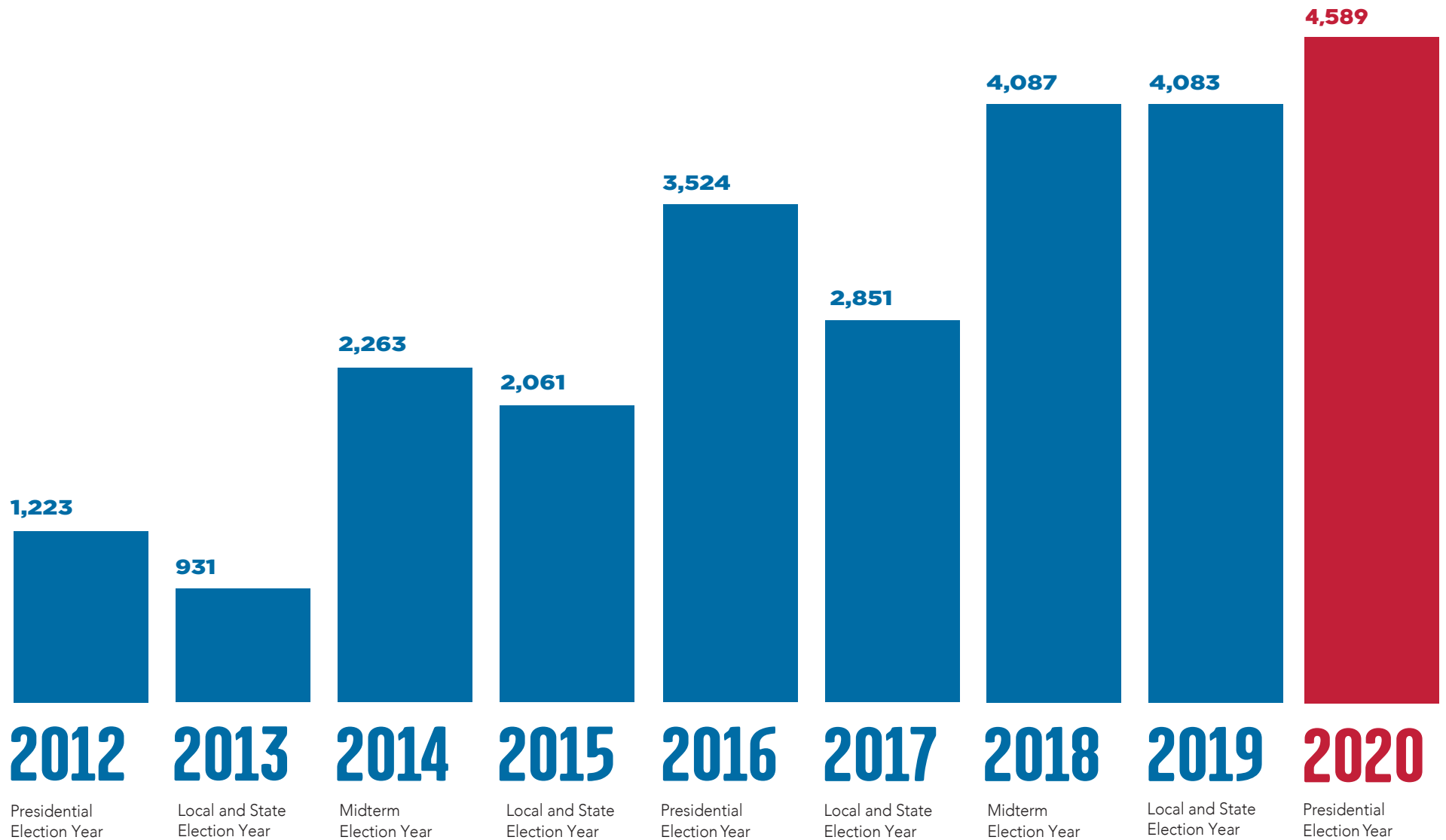
4,589

official community partners

A record-setting number of community partners joined in this year's National Voter Registration Day, including nonprofits, local election offices, libraries, campus and youth groups, businesses, co-ops, and more.



COMMUNITY PARTNERS



COMMUNITY PARTNERS

VOLUNTEERS/STAFF

31,474

total staff and volunteers

States with the most partners

- California: 154
- New York: 151
- Texas: 137
- North Carolina: 103
- Ohio: 88

Top community partners

(by reported # of registrations collected)

- Students Demand Action: 19,000
- San Diego Registrar of Voters: 10,000
- El Concilio Family Services: 8,800
- Madison City Clerk's Office: 6,137
- Student PIRGs: 3,803



COMMUNITY PARTNERS

18.1M

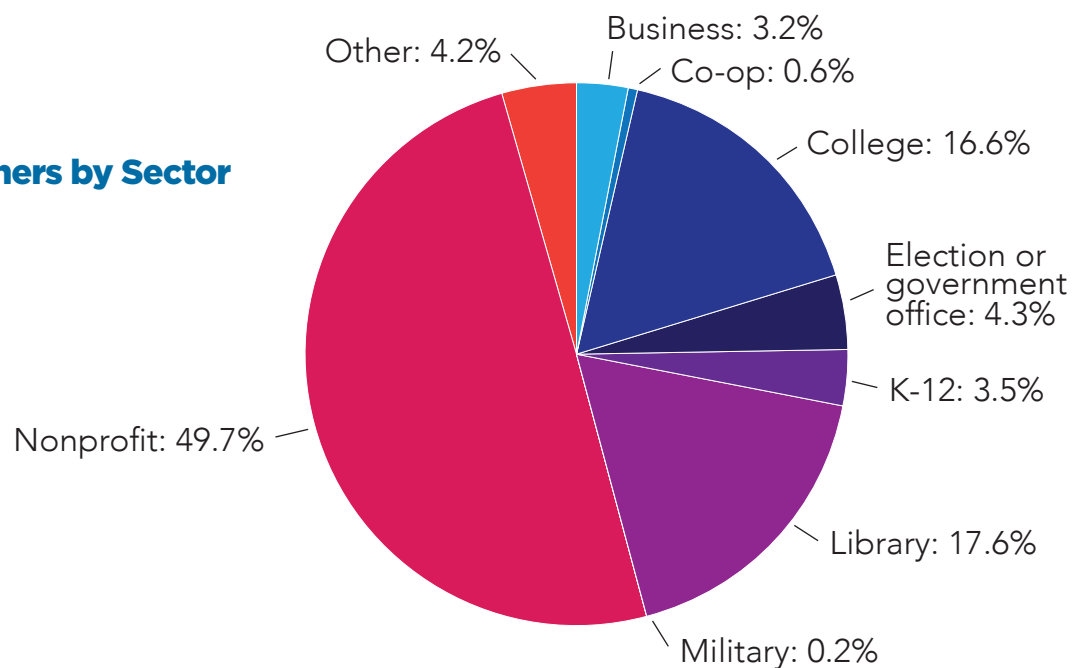
virtual asks, via email or social media

131,238

in-person asks and conversations about voting

Community Partners by Sector

4,589 Total





FIRST-TIMERS

30%

partners doing voter registration for the first time

Approximately one third of this year's community partners reported never having done voter registration before. It is our hope that this year's holiday was a starting-off point for them to do more regular and ongoing voter engagement work going forward.





ONLINE MEDIA REACH

1.1M

#NationalVoterRegistrationDay trended #1 on Twitter for 11 hours, with 1.1 million Twitter impressions and 293,000 total Tweets.

1 · Trending

#NationalVoterRegistrationDay 

14.6K Tweets



Make sure you're registered to vote

Your voice matters. Click below to confirm your voter registration and make sure your voice is heard.

[Get started](#)

[Encourage others with a Tweet](#)

Our secondary hashtag, #VoteReady, was the promoted Twitter trend for the day, recording 8.5M impressions.

United States trends

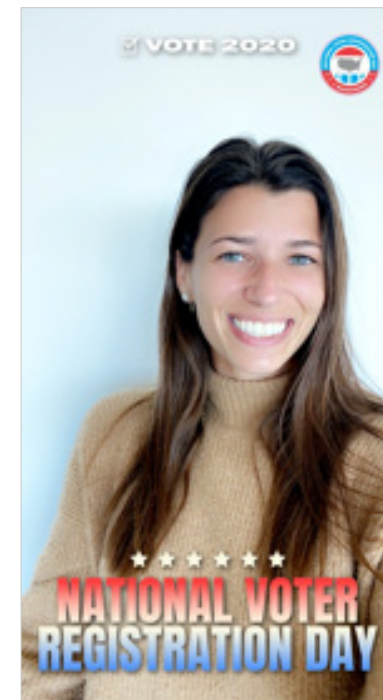
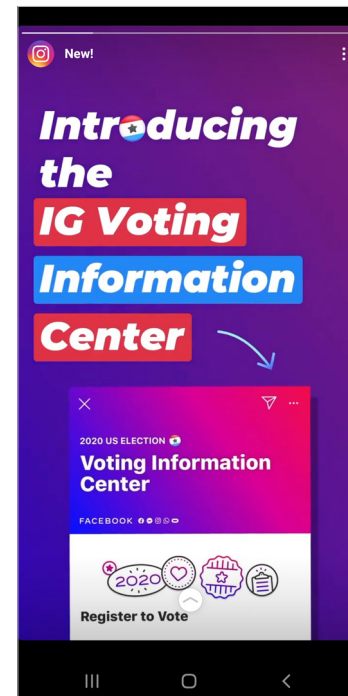
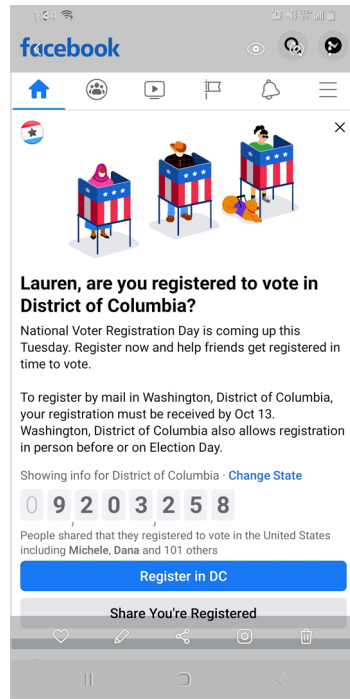
#VoteReady 

Confirm your registration now

 Promoted by TwitterGov



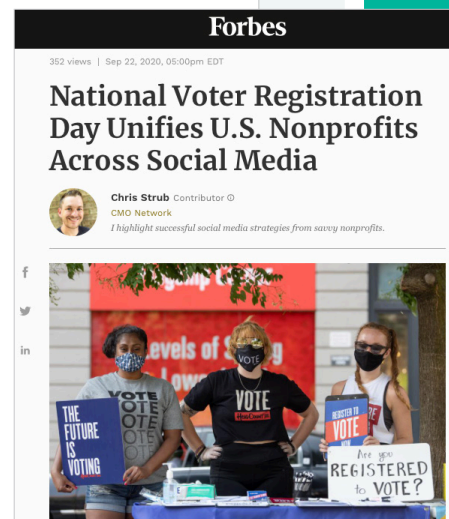
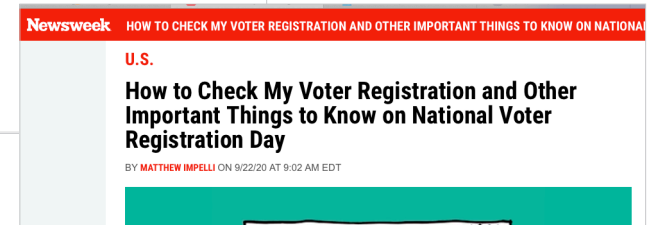
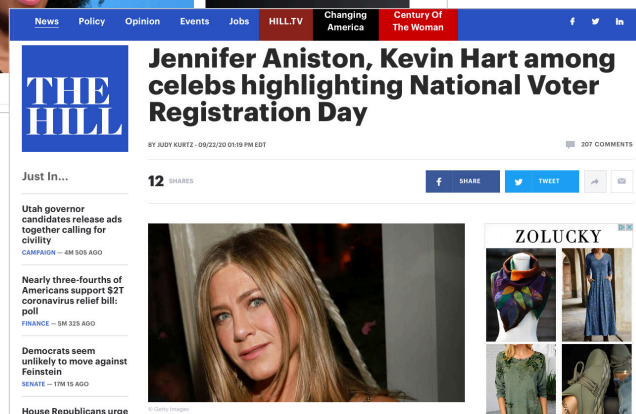
ONLINE MEDIA REACH



Other major digital platforms including Facebook, Instagram, Snapchat, Google, and Reddit activated on this year's National Voter Registration Day to make voter registration calls to action impossible to ignore.



TRADITIONAL MEDIA REACH



National Voter Registration Day's press release was picked up by 26 outlets with a potential audience of over 1 million. We saw pieces in Newsweek, ET, Business Insider, The Root, The Hill, Daily Kos, Forbes, and went on Facebook Live with CNN.

The coverage told the story of how very different messengers—social media platforms, companies and brands, nonprofits, and artists/influencers alike—had the same core message of the need to get registered and ready to vote. Media coverage lifted up how they were innovating and persisting to keep our democracy going strong despite the challenging environment.





GETTING #VOTEREADY

Photo credit: Babe Vote

Getting registered is the first step in helping more Americans participate in our democracy, but especially in this once-in-a-lifetime election, it's far from the last one. To help convert newly-registered citizens into new voters, this year's National Voter Registration Day effort placed a renewed emphasis on helping communities get #VoteReady.

Partner toolkits and new resources included guidance on how to request a mail-in ballot, make a plan to vote, and activate friends and family to participate as well. The holiday also partnered with two complementary efforts, the inaugural National Voter Education Week (October 5-9) and Vote Early Day (October 24) to help thousands of National Voter Registration Day partners build upon the momentum generated by their registration events and stay civically engaged ahead of Election Day.



ACKNOWLEDGEMENTS

2020 Steering Committee Members

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2020 Premier Partners

#VoteTogether Aflac Alpha Kappa Delta Phi Airbnb All In Campus Democracy Challenge
Alliance for Youth Organizing American Library Association Andrew Goodman Foundation
APIA Vote Arab American Institute American Society of Composers, Authors, and Publishers
Asian Americans Advancing Justice Asian Pacific American Labor Alliance
BIPAC/Employees Vote Blue Apron Campus Election Engagement Project
Campus Vote Project Carnegie Corporation CenterLink Civic Alliance Co-ops Vote
Comedy Central Comic Relief Country Music Television Creative Artists Agency
Democracy Fund Democracy Works Earth Day Network eBay Election Center EveryLibrary
Facebook Fair Elections Center Feeding America Global Citizen Glossier Google
HeadCount Hillel International Independent Sector JUST Water Kaiser Permanente
Lambda Phi Epsilon League of Women Voters Levi Strauss & Co. Logo Lyft
Military Officers Association of America MTV NAACP National Association for the
Education of Young Children NALEO Educational Fund NASED NASS National Alliance on
Mental Illness National Congress of American Indians National Disability Rights Network
National Council of Nonprofits National Low-Income Housing Coalition
National Vote at Home Institute Nerds Vote New Leaders Council Nonprofit VOTE
Opportunity Network Participant Media Paypal Pop TV Postmates Reddit
Refinery29 Register2Vote RISE Rock the Vote Salesforce Seventh Generation
Sirius XM Pandora Smithsonian Channel Snap Inc. Spotify Students Learn Students Vote
Coalition Student PIRGS Target The Skimm The Civic Center Tumblr TurboVote TV Land
Twitter Uber United Way Worldwide Univision US Conference of Mayors US Election
Assistance Commission VH1 ViacomCBS Vice Media Vote America Vote.org VotER
Voter Participation Center VotoLatino Foundation Wallace H. Coulter Foundation Walmart
When We All Vote YMCA YWCA

The 4,589 Community Partners

For the full list of national and community partners visit:
<https://nationalvoterregistrationday.org/2020-partners/>

Civic Responsibility Project

Into Action Lab

Register2Vote | Rock the Vote | TurboVote | Vote.Org





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