



Come on in!
We'll get this party started shortly.



Here's your ticket!



All guests today will be entered into a raffle for prizes from our partners at Airbnb, Blue Apron, HeadCount, I am a voter., JUST Brands, Participant Media, Impactual, and UberEats.



National Voter Registration Day

Tuesday, September 22, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org



Your hosts



Brian Miller
Nonprofit VOTE



Tappan Vickery
HeadCount



Andy Bernstein
HeadCount



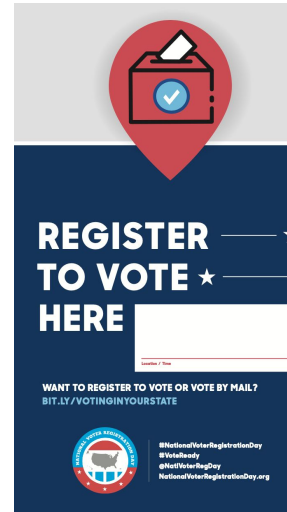
Melinda Arons
Participant Media



Welcome!



Chairman Ben Hovland U.S. Election Assistance Commission





National Voter Registration Day 2020

September 22, 2020!

- Our goal: biggest National Voter Registration Day ever!
- 100+ Premier Partners; 4,400+ community partners
- Navigating the new normal





But first... Raffle #1

- ★ HeadCount swag! (2)
- ★ UberEats \$50 gift cards! (2)
- ★ Case of JUST VOTE water cartons





Raffle #1 WINNERS

★ HeadCount swag! (2)

Gaven Mayo & Lisa Brown

★ UberEats \$50 gift cards! (2)

Susan Fernandez & Jeffrey Isaacson

★ Case of JUST VOTE water cartons

Reema Mustafa

HeadCount



2012-2020

2012 to 2019

Voter Registrations: 104,249

Artist/Influencer Posts: 1,040

Field Events: 264

Annual Impressions: 2 billion +



HeadCount.ORG



ARTIST POSTS 2012-2019

2012: 175

2014: 220

2016: 270

2018: 349



Total Voter Registrations:

98,566

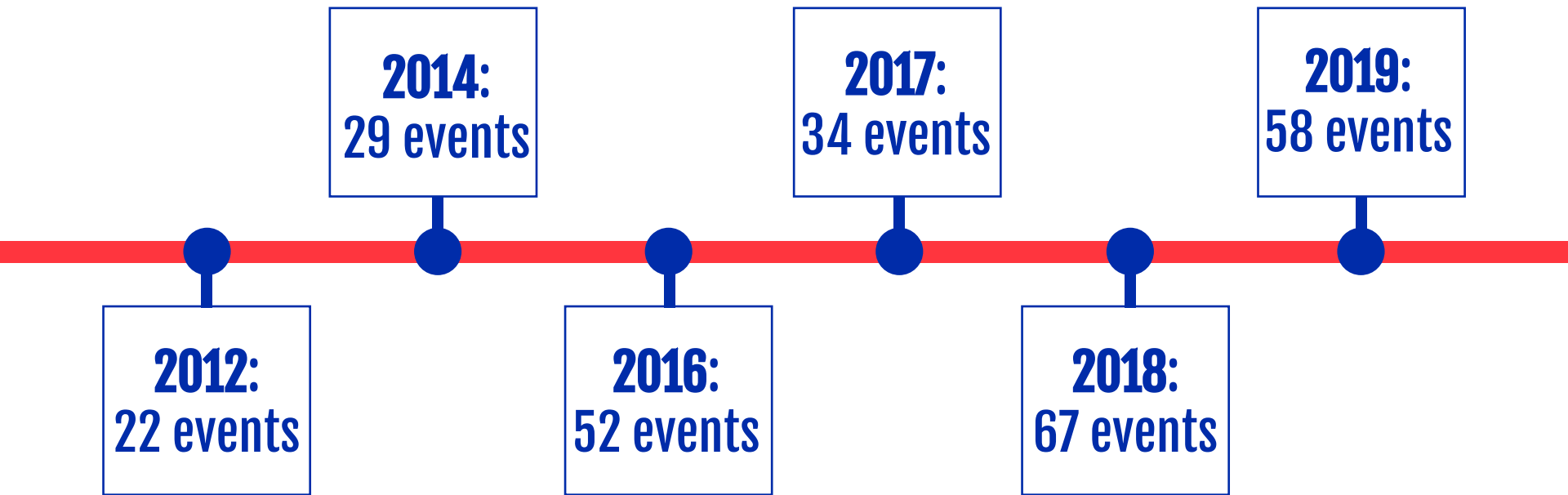
HeadCount.ORG

HOME TEAM IN 2014



HeadCount.ORG

GRASSROOTS FIELD EVENTS



Total registrations: **5,673**
Total events: **264**

HeadCount.ORG

BEST OF 2012-2019



HeadCount.ORG

2020

NATIONAL VOTER REGISTRATION

YEAR

HeadCount.ORG

NVRD 2020

Artist and influencers with VOTE shirts & masks: **553**

Participating national brand and corporate partners: **19**

Local drives (digital + field): **102 (and growing!)**



AMERICAN EAGLE



Eventbrite



PRESENTS



Grindr

SAXX

BOBO'S



MAD LIBS



HubSpot

goPuff

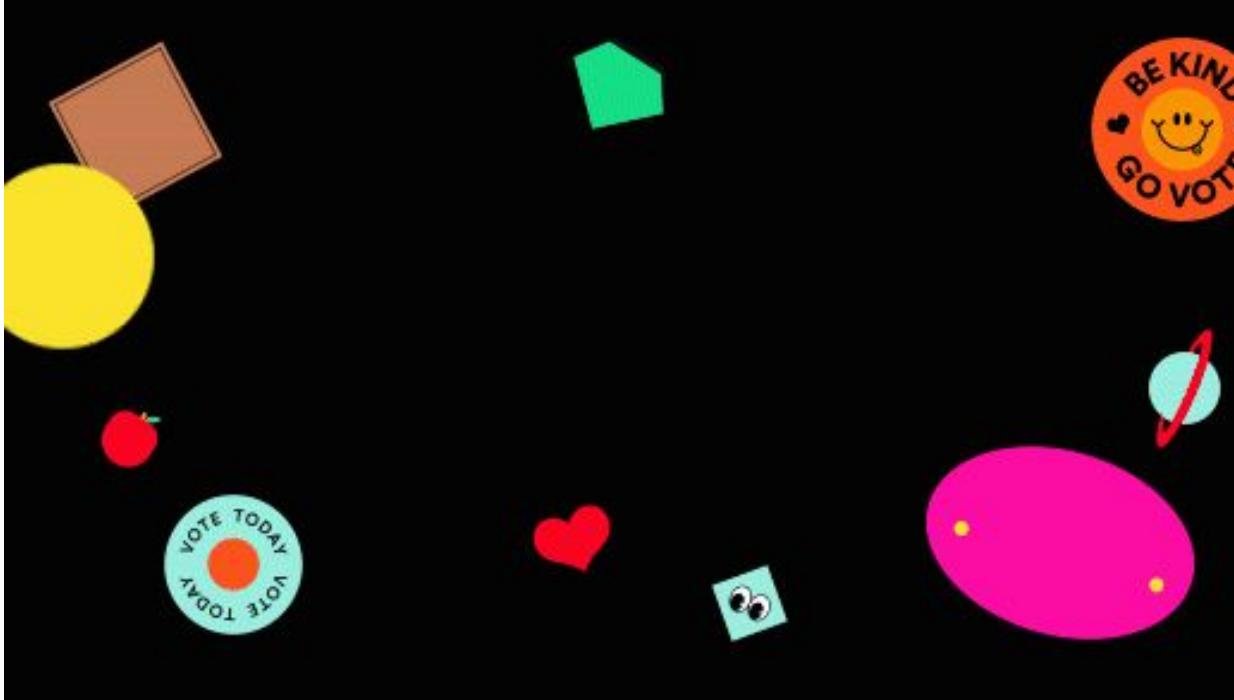
Tanger Outlets

HeadCount.ORG

PARTNERSHIP HIGHLIGHT



Spotify®



HeadCount.ORG

PARTNERSHIP HIGHLIGHT



HeadCount.ORG

PARTNERSHIP HIGHLIGHT



HeadCount.ORG

PARTNERSHIP HIGHLIGHT

AMERICAN EAGLE



HeadCount.ORG

ARTISTS AND INFLUENCERS

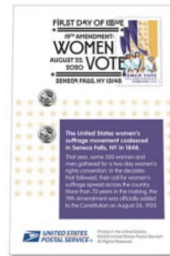


POWER OF THE MOVEMENT



Raffle #2

- ★ I am a voter swag (2)
- ★ Gifts from USPS - women's centennial stamps and commemorative pin
- ★ \$50 Airbnb gift card



Back





Raffle #2 WINNERS

★ I am a voter swag (2)

Vince Harper & Perla Salgado

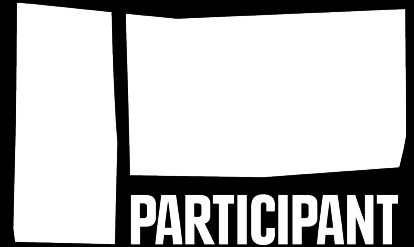
★ Gifts from USPS

Kathy Selser

★ \$50 Airbnb Gift Card

Andrew Harvey

Participant, a first time partner & sponsor of NVRD, was founded 16 years ago with a core belief – that a **good story, well told, can change the world**. Our work has been rooted ever since at the intersection of arts and activism.



SLAY THE DRAGON

Alongside *SLAY THE DRAGON*, we worked with impact partners in Michigan, Wisconsin, and Colorado to increase awareness of gerrymandering and encourage their communities to participate in nonpartisan citizen redistricting commissions as we approach the 2021 map-making cycle.

In partnership with the Princeton Gerrymandering Project, the campaign launched an action hub that informs activists on how redistricting happens in their state, and directs them to organizations to get involved.

Learn more at participant.com/slaythedragon

PARTICIPANT

ABOUT BUSINESSES NEWS TAKE ACTION CAREERS CONTACT

SLAY THE DRAGON

f t e

SLAY THE DRAGON follows everyday people, outraged by what they see as an attack on the core democratic principle that every person's vote should count equally. This election year, we're joining together with grassroots partners to put an end to gerrymandering. Because this issue impacts each state differently, we've created a map to help you navigate how gerrymandering affects your state and community. SLAY THE DRAGON arrives on demand April 3.

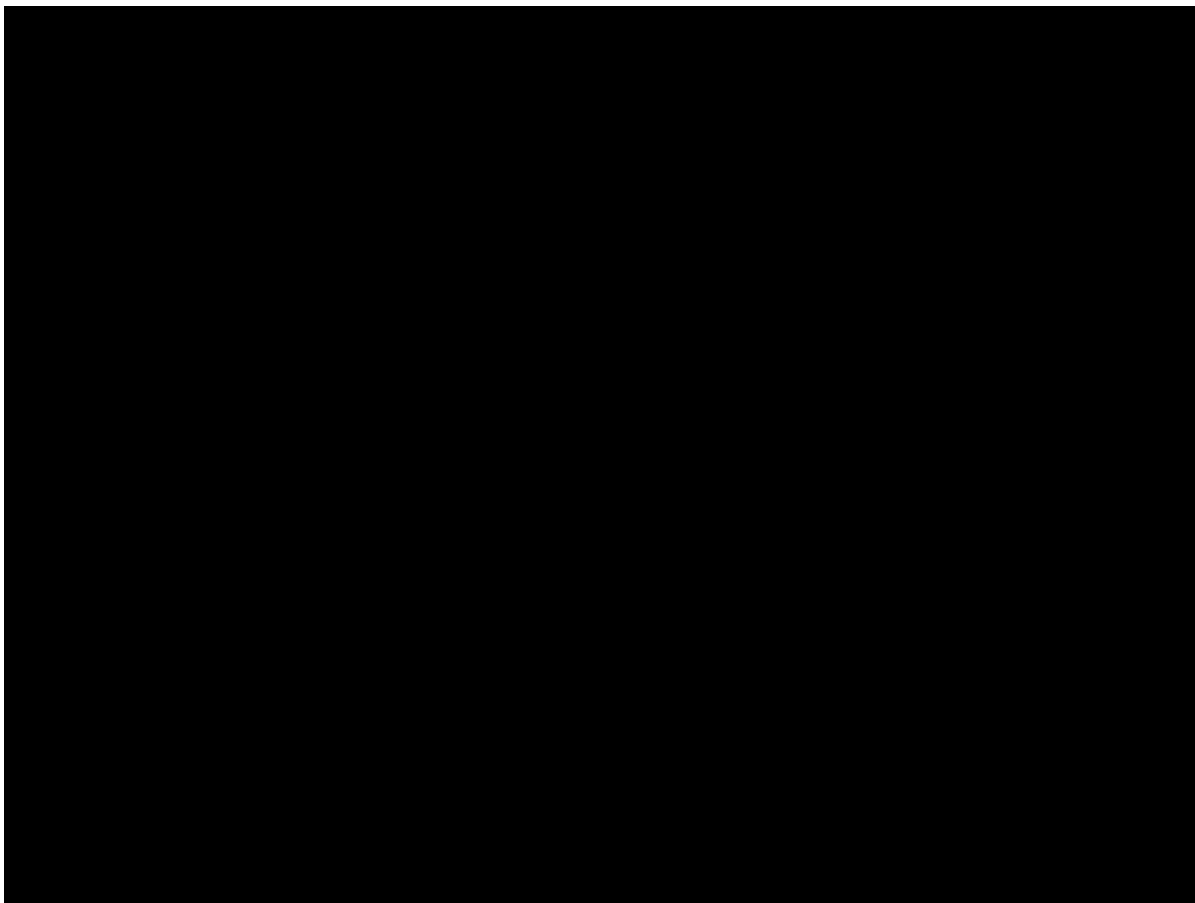
Click on your state in the map above to find out what's going on and how you can help.

We are partnering with [organizations](#) in Michigan, Colorado, Wisconsin to support the creation of non-partisan redistricting commissions to protect votes across the country.

GET CAUGHT UP

[1. What is Gerrymandering](#)
[2. How does Gerrymandering impact my state?](#)

WATCH AT HOME WATCH THE TRAILER WHERE WE'RE HEADED



John Lewis: Good Trouble, 2020

JOHN LEWIS: GOOD TROUBLE

Plan your vote & make sure you know your rights — then ask a friend to do the same.

makegoodtrouble.com is a digital hub that features information about the film and impact campaign, as well as, tools and resources to make good trouble. Audiences can create a clear plan of how they will vote in-person or remotely. They can utilize a map to review their voting rights and know what is needed to ensure their vote counts in their state.

Please contact us at goodtrouble@participant.com or learn more at makegoodtrouble.com to join the campaign.

The screenshot shows the website's header with the title "JOHN LEWIS: GOOD TROUBLE" and navigation links: ABOUT, BUSINESSES, NEWS, TAKE ACTION, CAREERS, CONTACT, and a search icon. Social media icons for Facebook, Twitter, Instagram, and LinkedIn are in the top right. The main content area has a teal background with the title "JOHN LEWIS: GOOD TROUBLE" and social media icons. It includes a paragraph about Congressman John Lewis and a call to action: "Click on the map to see which areas you want to protect voting rights, and chip in!". Below this is a "GET CAUGHT UP" section with links to "Watch the film" and "What is voter suppression?". The right side features a "REGISTER VOTERS" and "SIGN-UP" section with a map of the USA. The map shows "Percent Funded" for various states, with a focus on Georgia. A pop-up for Georgia shows "Unregistered: 180,551" and a "REGISTER 20 VOTERS" button with a "\$30" chip icon. At the bottom, there are buttons for "WATCH", "MAKE GOOD TROUBLE", and "GET THE GUIDE".

JOHN LEWIS: GOOD TROUBLE

JOHN LEWIS: GOOD TROUBLE tells the story of Congressman John Lewis, an American hero who spent his life fighting for voting rights and racial justice. As he put it, making 'good trouble'.

Today, the ability to participate in our democracy is under attack. Voter suppression tactics are making it harder for people to vote. But you can help. \$1.50 will help register 1 person to vote in areas where voter suppression laws hit hardest, like North Carolina and Georgia. Honor the legacy of John Lewis and Make Good Trouble by protecting the right to vote.

Click on the map to see which areas you want to protect voting rights, and chip in!

GET CAUGHT UP

[Watch the film](#)

[What is voter suppression?](#)

REGISTER VOTERS SIGN-UP

Let's Make Good Trouble

SHOW: COUNTIES

Start typing an address or a place

USA Georgia Counties

Percent Funded

MISSISSIPPI ALABAMA MONTGOMERY

GEORGIA

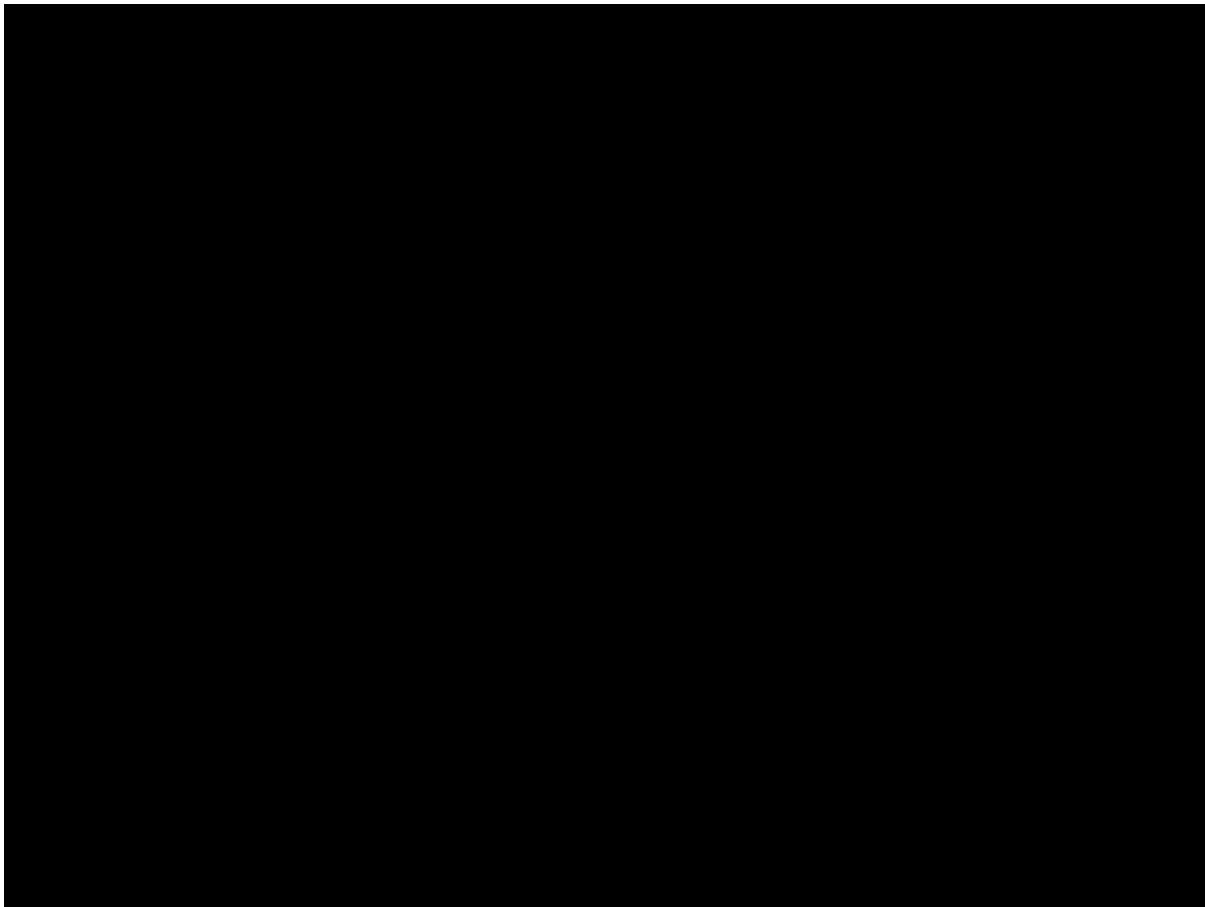
Unregistered: 180,551

REGISTER 20 VOTERS

\$30

Help fight voter suppression in areas where restriction laws hit hardest, like Georgia. Click the map to identify which areas need the most support.

WATCH MAKE GOOD TROUBLE GET THE GUIDE



American Utopia, 2020

AMERICAN UTOPIA



At a moment when policies and pandemics are sowing division and making it harder to participate in our democracy, *AMERICAN UTOPIA* is an invitation to come together to start creating the world we want to see. **And that starts by casting your ballot.**





Participant's partnership with HeadCount seeks to make voting easy by giving you the tools to register to vote, check your registration status, and request a mail-in ballot.


Visit www.headcount.org/americanutopia to get started.


The screenshot displays the 'AMERICAN UTOPIA PARTICIPANT' website. At the top, the title 'DAVID BYRNE'S AMERICAN UTOPIA' is in yellow and white, with the 'PARTICIPANT' logo to its right. Below this is a black banner with white text: 'JOIN US ON OUR JOURNEY TO A MORE INCLUSIVE AMERICA. TOGETHER, WE HAVE THE POWER TO CREATE THE CHANGE WE WANT TO SEE. LET'S START BY USING OUR VOTE.' The main content area has a light green background and features three white-bordered cards. The first card, 'VOTER REGISTRATION', shows a group of people in suits running and has a black 'REGISTER' button. The second card, 'CHECK YOUR STATUS', shows a group of people in suits standing together and has a black 'VERIFY' button. The third card, 'PLEDGE TO VOTE', shows people in suits on a checkered floor and has a black 'PLEDGE' button. At the bottom of the page is a black bar with the 'HeadCount' logo in white.

PARTICIPANTS VOTE 2020

[ABOUT](#) [BUSINESSES](#) [NEWS](#) [TAKE ACTION](#) [CAREERS](#) [CONTACT](#) 







Participants vote.

ARE YOU READY TO VOTE?

46

15

46

04

DAYS

HOURS


MINUTES

SECONDS


It's time for a more inclusive America, where everyone's voice is heard.

The issues on the ballot this year have the power to impact our daily lives – from systemic racism, to the coronavirus response, and our economy. With less than 50 days until the election, **your voice and your vote matters.**


Take two minutes and find everything you need to register to vote, check your voter status, and request your mail-in ballot so you can safely vote from home.






CHECK YOUR
VOTER STATUS



REGISTER
TO VOTE



REQUEST
VOTE-BY-MAIL
BALLOT





**NATIONAL
DOMESTIC
WORKERS
ALLIANCE**





Our Everyday Democracy HEROES!

Spotlight on:

- Campus Takeover
- APALA
- League of Women Voters
- Disability Rights Mississippi
- Civic Alliance member companies





CAMPUS TAKEOVER



NATIONAL VOTER REGISTRATION DAY

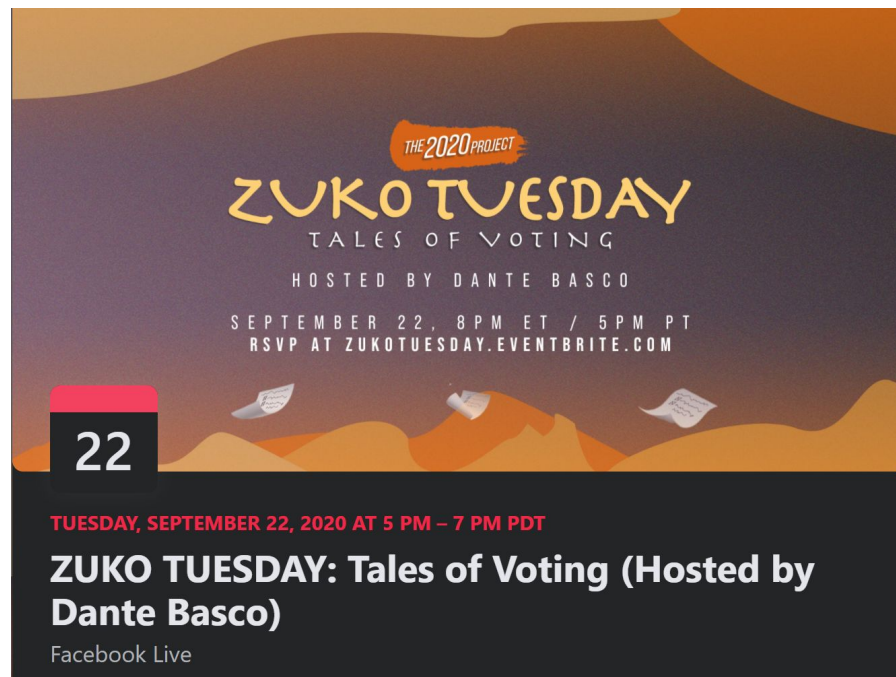


- ❑ Campus Takeover is a national effort to share resources, build community, and support those who are hosting voter registration activities on college, community college, and university campuses.
- ❑ This year, 1,200 partners have signed up on over 400 campuses
- ❑ Campuses are getting creative from hosting digital concerts to socially distant photo booths!



#AAPI2020 Movement

- Asian American and Pacific Islander groups and organizers - local, state, and national
- Outreach in-language, with influencers and trusted messengers
- Join us at www.ncapaonline.org/aapi2020



LWW LEAGUE OF WOMEN VOTERS®

This is our biggest year ever!

- 600 Leagues registered
- Over 850 events, in-person and online





DISABILITY RIGHTS MISSISSIPPI

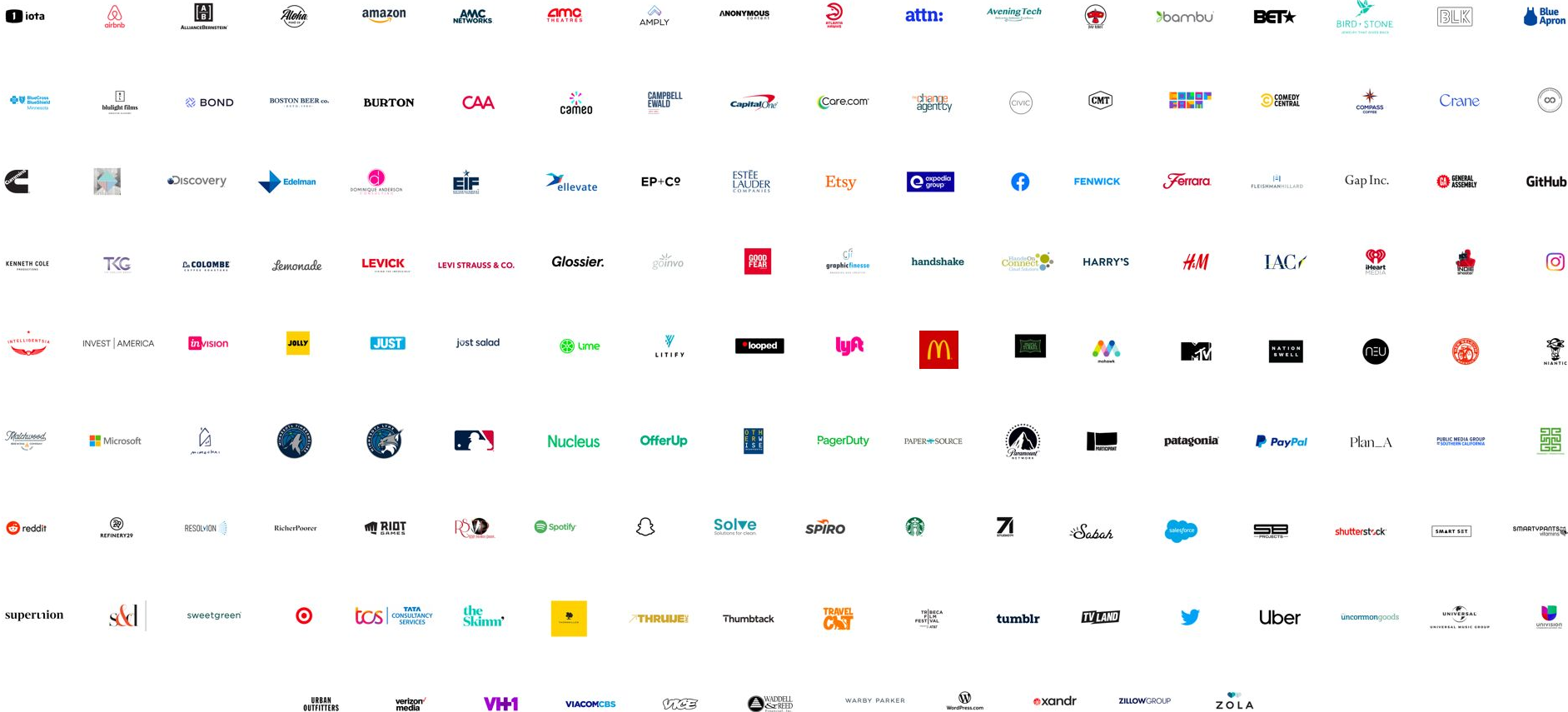
Protection and Advocacy for Individuals with Disabilities

- Disability Rights Mississippi is Mississippi's Protection & Advocacy agency for people with disabilities.
- Full inclusion in the community starts with voting!
- **How can we meet people where they are?**
 - Drive-thru food bank
 - Free (to-go!) coffee and voter registration materials at a popular breakfast spot near local colleges.
 - Educational video included in curriculum of transition programs during the week of National Voter Registration Day.
 - Socially-distant registration drive at Goodwill.

EVERY
VOTE
COUNTS

We are the Civic Alliance, a non-partisan business coalition that strengthens our democracy by supporting safe, healthy, and trusted elections and inspiring every American to participate in shaping our country's future.

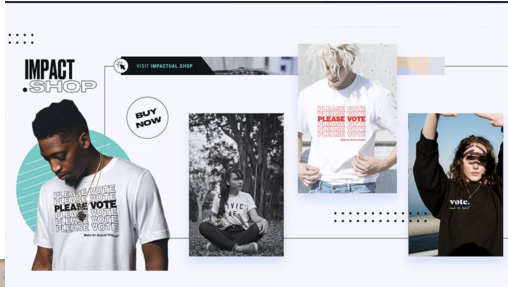
civic alliance member companies





Raffle #3

- ★ Voting apparel from Impactual and Participant Media
- ★ One MONTH's worth of free meals from Blue Apron (\$240 value)





Raffle #3 WINNERS

- ★ Voting apparel from Impactual and Participant Media

Jordan Popoff

- ★ One MONTH's worth of free meals from Blue Apron (\$240 value)

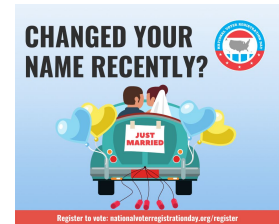
Bonita Jenkins



National Voter Registration Day 2020

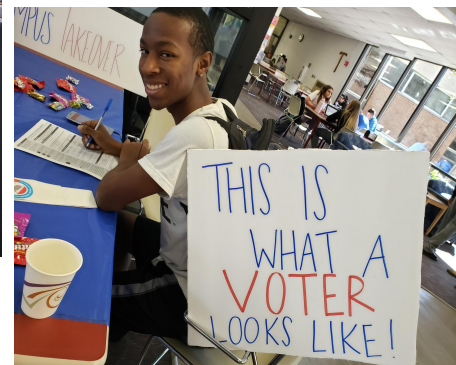
Last-minute tricks and tips

- **#NationalVoterRegistrationDay** and **#VoteReady** on social media
- Follow along **@NatlVoterRegDay** on all platforms
- Consult our guides for safe in-person events, communications toolkit, and download social media graphics
- Go big and go bold!





Cheers to YOU!





National Voter Registration Day

THANK YOU!