“Ahead of state and local elections in 2021, National Voter Registration Day will provide election officials and our civically-minded community partners with an important opportunity to raise awareness of deadlines and let citizens know where to turn with questions about voting. We are glad to see the important work of National Voter Registration Day grow year after year, and look forward to its continued success.”

– National Voter Registration Day Steering Committee members
Steve Simon (Minnesota Secretary of State), Kim Wyman (Washington Secretary of State)

What is National Voter Registration Day?
Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, don’t update their registration, or aren’t sure how to register. National Voter Registration Day was created in 2012 to help address this issue, serving as a nonpartisan rallying point to help eligible voters across the country register and give them the option to participate in our democracy. Since then, nearly 4.5 million citizens have registered to vote on the annual holiday, including a record-breaking 1.5 million in 2020.

This year’s holiday is on September 28, 2021!
On this day, thousands of diverse organizations from across the country will participate in a single day of coordinated field, technology, and media efforts to create broad awareness of voter registration opportunities and reach voters who may not register otherwise. National Voter Registration Day has been endorsed by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASED), the U.S. Election Assistance Commission (EAC), and the National Association of Election Officials (Election Center).
Why should election officials participate in National Voter Registration Day?

Over the years, National Voter Registration Day has been increasingly recognized by election administrators at all levels and used as an important nonpartisan opportunity to raise awareness of state-specific voter registration policies and deadlines, bolster community relationships, and broaden understanding of the electoral process. The holiday can elevate the essential role of election offices in administering high-quality and participatory elections, and their critical place as the go-to source for trusted information related to all aspects of the electoral process. National Voter Registration Day is a natural avenue through which election officials can collaborate and reinforce relationships with community-based partners and networks, as well as distribute official voter engagement materials.

Held in advance of every state’s voter registration deadline, the holiday can be a high-visibility opportunity to educate the voting public about registration policies and information. By activating community partners and saturating media with voter registration calls to action and information, the holiday can also help election officials front-load voter registration, build a more accurate voter registry, and ultimately save time and money in the leadup to election day. This early push can result in fewer provisional ballots and same-day registrations (where applicable), helping to mitigate administrative load at the polls.

How can election officials support National Voter Registration Day?

- **Sign up, and encourage local election offices in your state, to become a 2021 National Voter Registration Day partner – completely free of cost – and organize a voter registration drive in-person or offline on the holiday.**

  Receive free branded materials and support, all while setting an example for other election officials across your state and the nation and elevating the role of your office with the public. Consider co-hosting a voter registration drive with a local nonprofit, student group, or other community organization. Sign up as a 2021 partner [HERE](#).

- **Pass or steward the passage of a state- or local-level resolution in your jurisdiction endorsing the holiday to bring attention to the holiday and build awareness of the ways in which your community can celebrate.**

  National organizations such as NASS, NASED, the EAC, and the Election Center have all passed resolutions of this nature, and in 2020 a growing number of state and local-level bodies did the same. Access a sample resolution [HERE](#).
• Issue a press release and call to action for others in your community to join in the National Voter Registration Day effort. Election officials can play a leadership role in getting nonprofits, businesses, libraries, schools, and others to join in this broad, nonpartisan effort to register every eligible voter. There were over 4,500 community partners in 2020. View a sample press release [HERE].

• Promote National Voter Registration Day via your social media channels in the days and weeks leading up to September 28, 2021, and on the day itself, disseminating reliable and trusted public information and education on voter registration as part of a national effort. Last year, election officials played a key role in promoting #NationalVoterRegistrationDay and #VoteReady on social media and helping us trend #1 on Twitter for most of the day. For our 2021 communications toolkit. View our 2021 communications toolkit [HERE].

2021 National Voter Registration Day Steering Committee Members

Steve Simon
Minnesota Secretary of State

Kim Wyman
Washington Secretary of State

Judd Choate
Colorado Director of Elections

Armando Salud
Yolo County California Deputy of Elections

And representatives from:

Asian Pacific Islander American Vote
Civic Alliance
Democracy Fund
EveryLibrary
Facebook
Google
Levi Strauss & Co.
Military Officers Association of America
NALEO Educational Fund
National Disability Rights Network
National Rural Electric Cooperative Association
National Urban League
Twitter
Snap Inc.
United Way Worldwide

For more information: Visit [www.nationalvoterregistrationday.org](http://www.nationalvoterregistrationday.org) or contact Lauren Kunis, [lauren@nationalvoterregistrationday.org](mailto:lauren@nationalvoterregistrationday.org)