NATIONAL VOTER REGISTRATION DAY 2021
Partner Communications Toolkit for Traditional and Social Media
Thank you for joining us for National Voter Registration Day on September 28, 2021! In 2020, we hit all-time records for the holiday, and we can’t wait to build on that momentum in 2021 and beyond. We’re strong believers in the idea that there are no “off years” for voting. This year, states and cities across the country will hold critical elections that have a direct impact on Americans’ daily lives. And as a result, this year, it’s important to make sure that every American has the ability to make his or her voice heard.

National Voter Registration Day is a collaborative effort that involves partners of all stripes and sizes across the country. This document provides longtime and new partners alike with the background and resources you need to promote your organization’s participation in National Voter Registration Day through traditional and social media. The assets featured in this toolkit should be deployed in the leadup to September 28, 2021.

This toolkit is a starting point, featuring suggested tools and timelines. Partners are encouraged to tailor it for their target audience(s), to put messages in their own words, and use language that will excite and inspire the communities they are working to register to vote and get #VoteReady this year, and every year!
Background

National Voter Registration Day (nationalvoterregistrationday.org) is celebrated every year on the fourth Tuesday of September. First celebrated in 2012, it is a nonpartisan civic holiday that celebrates our democracy, and one that involves the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries, election officials, and more from all over the country.

This year, National Voter Registration Day will take place on September 28. Together, our goal is to register 1 million new voters by 2022, reaching a total of 5.5 million new voters that have registered on the holiday across all fifty states and the District of Columbia since 2012.

By engaging thousands of community and online partners and volunteers in a massive single-day event, we saturate the media, light up the internet, and reach hundreds of thousands of new voters who haven’t yet registered or need to update their registrations due to a recent move, name change, turning 18, naturalization, or other reason.

National Voter Registration Day is supported by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASED), the National Association of Election Officials (Election Center) and the U.S. Election Assistance Commission (EAC). The holiday’s Steering Committee is composed of a diverse, non-partisan group of civic and business leaders, as well as election officials from both sides of the aisle.

Why We Celebrate National Voter Registration Day...

There is an information gap that prevents voting-eligible citizens from getting registered to vote, casting a ballot, and having their voices heard in our democracy. Voters need to register or update their registration for reasons such as moving to a new address, turning 18, becoming a citizen, or changing their names. Many Americans are unaware of this need and miss deadlines in their states that prevent them from voting.
In the 2020 U.S. presidential election, as many as one in four Americans reported not being registered to vote, with over 600,000 non-voters specifically citing a registration problem as their reason for not casting a ballot.¹ A 2020 study by the Knight Foundation found more than one in four unregistered voters (27%) reported not being registered because they didn’t know how, they kept forgetting, they didn’t have time, were too busy, or they recently moved. Among unregistered voters ages 18-24, this number was even higher: 42%.²

National Voter Registration Day wants to make sure no one who wants to cast a ballot misses the opportunity due to a registration problem. Political parties and candidates tend to focus their outreach efforts on individuals with a track record of voting, thereby leaving out – and in turn, keeping out – many eligible voters from the political process.

To address this gap, National Voter Registration Day works through a vast network of partners, seeking to meet eligible voters where they are – on college campuses, in libraries, in coffee shops, online, and more – to encourage them to register to vote. Beyond registering voters, National Voter Registration Day also seeks to raise awareness of state-specific voter registration deadlines and policies, educate voters on election information and their different options for casting a ballot, and drum up enthusiasm for political participation.

...And How it’s Celebrated

Despite its serious purpose, National Voter Registration Day is a holiday! Feel free to organize creative, fun events in your community, with your friends and family (in person and online) and give your communications an informal and celebratory tone. The holiday is all about sharing in and celebrating our democracy.

Our partners are diverse and far-reaching. Our nonprofit partners are particularly well-suited to engage high-potential voters without a history of electoral participation. Our corporate partners, through their employees and consumers alike, have a unique reach into potential voters who might not otherwise register to vote. Through partnerships with major digital platforms, users are activated to register or begin the voter registration process online. And our election official partners are key actors in organizing events on the holiday and conferring legitimacy on it.

Our partners organize voter registration drives in their places of business, at community gathering points, and more. We’ve seen National Voter Registration Day-themed concerts, pub crawls, ice-cream fueled dance parties, Zoom trivia events, and more. Particularly during the COVID-19 pandemic, many partners organized fully-virtual registration events on the holiday, while this year many of you may choose to continue engagement online or use it to complement in-person work. No matter what kind of event you are planning, the holiday is about building community while also building democracy!

¹ https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-585.html, Tables 1 and 10
Our Impact So Far

Since 2012, nearly 4.5 million voters have registered on the holiday, including 1.5 million in 2020 alone. Over 4,500 partners joined in the effort last year, with over 100 national-level Premier Partners driving activities in person and online.

But National Voter Registration Day is more than just a single day of action and more than just collecting lots of new voter registrations. It’s about engaging citizens who have been left out of the democratic process, sparking civic volunteerism, educating voters, and promoting shared democratic values. And most importantly, it’s about Americans celebrating the freedom, rights and opportunities we all share as participants in our country’s democracy.

Year after year, we are heartened by the stories we hear about groups organizing voter registration activities for the first time, new voters who register simply because this is the first time they’ve been asked to do so, and individuals and organizations alike for whom the holiday is the start of a new way of interacting with elections and civic participation in their communities. In 2020, nearly one third of our partners were doing voter registration work for the very first time.

We couldn’t be prouder of the efforts of our partners of all stripes and sizes, who are the driving force behind the holiday’s success!

And What’s On Tap for 2021

Here’s the best news of all – we’re just getting started! And we’re so glad that you have decided to join us.

between 2021 and 2022, we are shooting to collect over 1 million new and updated registrations as part of the holiday. We’re hoping to retain all of the partners who joined us for the first time in 2020, and to invest in activating hard-to-reach communities of high-potential voters.

Voter registration is important, but safety comes first. We recognize that the public health situation remains fluid and individual organizations may have different comfort levels about holding in-person voter registration events on this year’s holiday. No matter how you choose to get voters registered, we’ve got your back! As we did last year, we’ll make sure that our toolkits, training webinars, and more support partners planning to organize both in-person and online events. This communications toolkit will help you promote your event no matter what.
Website
nationalvoterregistrationday.org

On our website, individuals and organizations can access an online voter registration tool, get additional information about in-person and mail-in voting options in their states, learn how to join in on the National Voter Registration Day effort as an official holiday partner, and access tools and resources to make their holiday events a success. Site visitors can also search for National Voter Registration Day events being held in their communities.

Hashtags
#NationalVoterRegistrationDay
#VoteReady

All partners are encouraged to use the official National Voter Registration Day hashtag – #NationalVoterRegistrationDay and #VoteReady across their social media accounts.

Social media accounts

Follow our social media accounts for updates on the holiday, partner highlights, training resources and webinar reminders, and more. Feel free to share and repost our content across your own social media accounts to help extend the holiday’s reach and help us reach our collective goals.

Facebook:
@NatlVoterRegDay / Facebook.com/NatlVoterRegDay

Twitter:
@NatlVoterRegDay / Twitter.com/NatlVoterRegDay

Instagram:
@NatlVoterRegDay / Instagram.com/natlvoterregday

Reddit:
NatlVoterRegDay / reddit.com/user/NatlVoterRegDay/

Tumblr:
@NationalVoterRegistrationDay / nationalvoterregistrationday.tumblr.com/

Snapchat:
NatlVoterRegDay
Across our communication efforts, we have the shared goals of:

- Encouraging voter registration and raising awareness of voter registration options
- Bringing on new and diverse partners and individuals to participate in the holiday
- Elevating reliable and trusted sources of information on voting
- Building excitement about the holiday, elections, and civic participation in general
- Amplifying and celebrating the great work of our partners
KEY PRINCIPLES

KEY PRINCIPLE #1

Keep it Nonpartisan, Positive, and Celebratory

National Voter Registration Day is about celebrating our democracy. We ask that all partners keep their communication positive and nonpartisan. This means that your messaging should not seek to appeal to people on the basis of party affiliation, a particular candidate, or ballot measure. Seek to push out messaging that is celebratory, unifying, and gets people excited about registering and voting.

KEY PRINCIPLE #2

Don’t Bury the Lead – Get People Registered to Vote!

The overall goal of National Voter Registration Day is to – you guessed it! – get people registered to vote. This includes new registrations and reminding people to update their registration if needed. In all of the communications your group, organization, or company puts out, the primary ask should be to register, get friends and family registered, and otherwise contribute to efforts to get every eligible American registered to vote on the holiday and beyond.

We encourage you to share information about related topics such as voting rules and options in your state. But the first ask on the holiday should be for individuals to check their registration status, update their registration, or get registered for the very first time!

If you’re talking to the press, please encourage them to point audiences to voter registration options, whether a state-specific online voter registration tool (if applicable, find yours at vote.gov), a local elections office, a voter registration tool offered through your organization or on our website (nationalvoterregistrationday.org/register), and/or a local National Voter Registration Day event.
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 core messaging around them by putting it into specific language and using examples that will work for your community. You know best how to inspire them!

**KEY MESSAGE #1**

**Celebrate #NationalVoterRegistrationDay! Let’s Get Every American Registered and #VoteReady.**

No matter our background or political beliefs, as Americans we believe that for democracy to work for all of us, it must include us all. In celebrating National Voter Registration Day since 2012, we have worked hard to help every eligible American be registered and ready to cast a ballot. In 2020 Americans turned out in record numbers despite unprecedented obstacles.

Yet still, 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.

According to 2020 post-election U.S. Census data, as many as one in four eligible voters in the country were not registered. For communities already underrepresented in the electorate such as youth and communities of color, the numbers were even more stark. Less than 60% of potential voters aged 18-24 reported being registered to vote, and registration rates in communities of color lagged significantly behind the general electorate as well.  

By joining in the national celebration on September 28, we hope that diverse Americans across the country will celebrate #NationalVoterRegistrationDay and get themselves and their communities registered to vote and ready to cast a ballot, while also closing existing participation gaps.

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3 https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-585.html, Table 2
KEY MESSAGE #2

Are You #VoteReady?

Our secondary hashtag, #VoteReady, 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.

First, that means making sure they are properly registered to vote – whether that means a new registration, updating an existing one, or verifying your status – which is the focus of September 28. But being “vote ready” isn’t just about registration. Knowing where your polling place is, what (if any) ID you need, what issues are on the ballot, understanding candidate positions, educating yourself about the different options for casting a ballot before or on Election Day – all of this goes into being #VoteReady.

So on National Voter Registration Day, as you go out into the communities you serve – on-the-ground and online – be sure to sound the horn and ask the question: “Are You #VoteReady?” Especially for voters who are already registered, use this opportunity to ask them if they have a plan for voting, if they know where their polling place is, if they plan to vote in-person, know what races and initiatives are on the ballot, and know where to go to find reliable and trusted information on elections.

KEY MESSAGE #3:

What Off-Year??
Local Elections Matter Even More!

There are no federal-level races on the ballot this year, but that doesn’t mean that elections don’t matter! In fact, some would say quite the opposite. Local leaders play a key role in making decisions about what impacts voters and their families most. In your communications about this year’s elections, give examples of what’s on the ballot in your community and the responsibility that these positions have for policy-making on issues of importance to your community.

The record-setting turnout of 2020 should be celebrated and built upon. To move forward together as a nation and emerge strong from the pandemic, we must keep participating in large numbers in upcoming state and local elections and exercising our freedom to vote. The more of us that cast a ballot in every election, the more we will have leaders who govern in our interests and make the promise of our democracy real for us all. The leaders we elect this Fall are the ones who manage issues such as schools, public transport, local policing, and more. It is up to us to register and vote in large numbers, so that we can hold them accountable and build a democracy at all levels of government that works best for all of us.

Local elections this year are also an important opportunity to make voting more of a habit for the many first-time voters of 2020, and to remind all Americans that elections are run, staffed, and executed by their friends and neighbors in their community. We can be proud of our longstanding tradition of democratic elections and trust in the integrity of the process, as evidenced in our community coming together to run and participate in local elections.
Talking about voter registration and related topics can be tricky, particularly in today’s environment. As a reminder, National Voter Registration Day partners are asked to remain nonpartisan in all in-person and online communication related to their participation in the holiday. But nonpartisan doesn’t mean non-participation, and we depend on partners to help us get the word out and help every eligible voter get registered and make their voice heard!

Below are some key takeaways from research and lessons learned about the type of communication, messaging, and language that inspires action around voter registration and beyond.

**Different message frames for voting:**

In general, messages about voting fall into a few categories or appeals:

- **Identity** (eg "Are you a voter?"; "Be a voter, etc)
- **Issue-based** (focusing on the tangible impacts of voting on issues of importance to citizens such as healthcare, education, public transportation, police reform, etc.)
- **Empowerment** (focusing on how the voter has the ability to make change)
- **Process-oriented** (specifics and detailed information on the voting process)

Across these different types of messages, a key finding is that messages that feel personal, conversational, and timely are most effective. Regardless of message frame, voters respond best to trusted messengers in the workplace, in their communities, and in their personal networks of friends and family.

This is exactly why National Voter Registration Day is so effective! We depend on a network of thousands of partners (this means YOU!), who all leverage their trusted messenger status to share information about voter registration in their communities. Interpersonal communication (eg a face-to-face interaction at a voter registration drive) is highly effective, more so than mass emails or generic social media posts.

**Sometimes, boring is best.** Funny memes go a long way on the internet, but research shows that people respond best to voting information that feels official/governmental in nature and that gives clear and unambiguous details about election-related information and issues. As a National Voter Registration Day partner, we ask that you keep your messaging nonpartisan – which works out well here, because research also shows that nonpartisan messaging works better than partisan messaging! We recommend regularly consulting and sharing information from Vote.Gov or your state or local election official’s...
office to ensure that the critical details you share with your community are updated, accurate, and clearly communicate the necessary information to voters.

Keep it positive. In keeping with the celebratory, unifying, and nonpartisan tone and feel we try to cultivate around National Voter Registration Day, we recommend keeping your communications uplifting and positive. Lead with statements that focus on the values we all share such as the freedom to vote, ensuring every voice is heard, and building a strong democracy in which voters are empowered to pick our leaders and not the other way around. Stress that voting is a superpower that we all possess, and we can create positive change by exercising it! Thank the local superheroes in your community – election officials – who register voters and administer trusted and smooth elections year after year.

Keep it close to home. This year, across the country, states and cities will hold what we like to call “close to home elections.” With their voting choices, voters will elect leaders whose decisions have tangible impacts on citizens’ day-to-day lives. Highlight the responsibilities of the offices that are up for grabs in your community and the role that these offices have in crafting policy on issues such as public education, transport, local zoning, and more. Focus on the fact that the elected police chief, mayor, etc. plays a bigger role in the policies that impact your community’s daily lives than the President or members of Congress. Also stress that the election officials in your community are neighbors, fellow parishioners, school parents, and more. Your friends and neighbors are registering voters, organizing the electoral process, and inspiring well-deserved trust in its results.

Voting across the ages. Know your audience! Research shows that different age groups respond differently to the different types of voting message frames described above. The impact of the different categories of messaging often depends on the audience. Some key takeaways:

- **Social pressure messaging** (humorous, not shameful) is effective for all generations
- **Boomers/GenX** – Identity messaging is most impactful
- **Millennials/GenZ** – Empowerment messaging most impactful
- **GenZ** – most likely to encourage others to vote/share political views
- Celebrity voices have been shown to boost GenZ turnout, but have little or no effect on other age groups.
The timeline below is a sample timeline by which you can share information about National Voter Registration Day in 2021, promote your participation, and build a successful event through your organization’s communications channels. Depending on your goals, you can incorporate some, all, or none of these dates into your communications efforts, while also using other key moments in the summer and early Fall that are important in your community.

Please consult the RESOURCES page on our website for downloadable social media copy and graphics, copy-and-paste email text, logo art, and more.

**Two Months Out - August 3, 2021**

- Announce your participation in National Voter Registration Day on September 28, 2021. Let’s get #VoteReady for #NationalVoterRegistrationDay!

- Encourage others in your community to join in the effort by signing up as official holiday partners. Spread the word among your membership lists, networks, affiliate organizations or chapters, and more.

- Highlight the importance of this year’s elections in your community, raising awareness of what’s at stake and reminding your community to start getting #VoteReady on this year’s #NationalVoterRegistrationDay.

- Create your official National Voter Registration Day events on the registry (NationalVoterRegistrationDay.org/events). Next, use that link to promote your event, attracting volunteers, participants, and local media.
**One Month Out – August 31, 2021**

- Remind your community about your official partner role in this year’s #NationalVoterRegistrationDay on September 28. Encourage potential voters not to wait and to get #VoteReady today by getting registered!

- Promote your participation and encourage other organizations of all stripes and sizes to join you in the national effort by signing up as a partner on our website to receive free swag, training, and more.

- Consider a smaller or internal voter registration push. Test-drive your messaging approach so that it’s all systems go on September 28! Build excitement among your employees or members and encourage them to get registered today so that they’re freed up on September 28 to get others #VoteReady through organizing their own voter registration drive, online event, or just spreading the word to their friends and family.

- Remind your audience that it’s never too early to get #VoteReady ahead of #NationalVoterRegistrationDay. For those who are already registered, this is a good time to research options for how to cast a ballot on or before Election Day.

**Three Weeks Out – September 7, 2021**

- Issue one final push to encourage organizations to sign up as partners ahead of the deadline for receiving a free shipment of National Voter Registration Day-branded swag, including posters and stickers! Remind your community that groups of all types and sizes, from huge companies to small church groups, can and should join in!

- Put out a press release. September 1 marks the start to National Voter Registration Month! With Labor Day behind us and the fall officially in full swing, use September 7 to remind your communities on and offline about the start of this big voter registration month and encourage registrations and partner sign-on.

- Promote your National Voter Registration Day event. As more attention turns towards the holiday, potential volunteers, would-be voters, and the media increasingly search for and are interested in finding National Voter Registration Day events in their communities and online. Remember that you can register an online event too on our website nationalvoterregistrationday.org/events
Two Weeks Out – September 14, 2021

• Promote your organization’s event and encourage voter registration. Messages from other partners in this period will begin to increase in frequency and the sense of urgency around upcoming National Voter Registration Day events in the community, on the airwaves, and on the internet will rise.

• Remind your membership lists. Send another email to remind people about events you are hosting, including both in-person and/or virtual events. This is a good time for you to recruit and train volunteers and make sure everyone knows all the specifics about your activities.

• Keep your community and online followers informed of upcoming events. It is important for them to hear about your activities over time leading up to National Voter Registration Day. By reminding them, they become more likely to participate.

One Week Out – September 21, 2021

• It’s almost go time! The final push towards September 28 should consist of frequent, daily postings to social media and repeated calls to register to vote and celebrate #NationalVoterRegistrationDay.

• Alert the media, via direct outreach, press releases, and/or a media alert. Even if you’ve done so before, remind the media of your event and the holiday more broadly.

• Increase social media posts, with a focus on why upcoming elections and voter registration opportunities are important this year and every year for your community!

• Prepare for the big day and make sure you know your stuff! Review the key messages included earlier in this toolkit and prepare a few talking points specific to voter registration, the 2021 elections, and your community. It is likely that you will be asked questions by the media and/or the public at your event or online on September 28, so make sure you are ready. Review the state-specific resources on our website and consult your state or local election office’s website to learn more about registration in your community.
**National Voter Registration Day — September 28, 2021**

- Blast out reminders to REGISTER TO VOTE!! It is MOST important that everyone tuned into your social media channels, on your email lists, and in your community registers to vote TODAY! And once they’ve done so, they need to get everyone else they know to do the same. Share the link to the voter registration tool on our website OR whatever tool(s) or methods your organization uses to help us make today a success! Flood social and traditional media, and your communities with calls to register to vote, get #VoteReady, and everything else about National Voter Registration Day.

- Use our hashtags, #NationalVoterRegistrationDay and #VoteReady, to help us trend! Since 2018, #NationalVoterRegistrationDay has been the #1 trending hashtag on Twitter on the holiday, and #VoteReady has trended high as well. Help us make that happen again this year!

- Invite your membership lists to your event and push your event to the public. This is your last chance to let people know about your event and get them to come out for it or to participate online if you’re holding a virtual event. Send out a final media alert to ensure that your event is getting the coverage it needs. This is the best way to reach out to the general public beyond your regular distribution lists.

**One Day After — September 29, 2021 and beyond**

- Stay engaged! Plan to help your community get #VoteReady starting today. We hope that National Voter Registration is just the start of your group’s civic engagement efforts. Our website will have resources and links about how to get #VoteReady in many different ways, no matter how you want to vote, and no matter where you are in the country!

- Consider participating in additional civic holidays, such as National Voter Education Week (October 4-8), Vote Early Day (October 23), and Election Hero Day (November 1). Check them out and learn more at www.civicholidays.org.
Sample Social Media Copy and Graphics

Here, you can find sample social media copy and graphics to share leading up to and following National Voter Registration Day. We’ll be continually updating it so please check back frequently!

Posts can be absolutely be modified and customized to fit your organization’s needs, but we recommend that you always provide a link to your preferred voter registration site, our website, and include the hashtags #NationalVoterRegistrationDay and/or #VoteReady.

Please reach out to us with any questions at info@nationalvoterregistrationday.org or DM on social media.

- Celebrate democracy in America by registering to vote on September 28. NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- Are You #VoteReady? Make sure you are by getting registered on #NationalVoterRegistrationDay on 9/28!
- Have you moved since last Election Day? Make sure you’re registered to vote with your new address! NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- National Voter Registration Day is in just [insert amount of time]! Find a voter registration event near you or online NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
- What are you doing September 28? Join us at a National Voter Registration Day event near you, or at a virtual event! [LINK TO FB RSVP LISTING] #NationalVoterRegistrationDay #VoteReady
- Did you know [ORGANIZATION NAME] is helping register voters in our community today? We’re part of National Voter Registration Day. NationalVoterRegistrationDay.org #NationalVoterRegistrationDay

Download social media graphics, National Voter Registration Day logo, and access sample copy HERE.
Sample Social Media Posts for September 28

• It’s National Voter Registration Day! Take 30 seconds to register to vote, check your registration status, or find a registration event on or offline near you! NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady

• Want to vote this year? Make sure you’re #VoteReady NOW at www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay

• If you’ve recently moved, turned 18, or changed your name you may not be #VoteReady! Take this opportunity to update your voter registration at www.NationalVoterRegistrationDay.org/register-to-vote/ [feel free to substitute your organization’s own registration tool here]

• As many as 1 in 4 eligible Americans is not registered to vote. Be part of the solution and get your community #VoteReady today on #NationalVoterRegistrationDay

• Already registered and wondering how you can celebrate #NationalVoterRegistrationDay today? Tag a friend or 10 and tell them to pass it on! Or get #VoteReady yourself! Look into options available in your state for voting by mail, voting early, and more on our website NationalVoterRegistrationDay.org
Sample Emails for Affiliates or Supporters

Sample Email for Supporters and Affiliates to be sent on August 31 (one month out)

**Sender:** Name, Organizational Name (Should read “Samantha, Organization.com” for example)

**Suggested Subject lines:**
- Celebrating Democracy in America - Register to Vote!
- [ORGANIZATION NAME] and National Voter Registration Day: Let’s Get #VoteReady!
- Mark your calendar: September 28 is National Voter Registration Day!

Dear [ORGANIZATION NAME] supporter,

We’re excited to be part of a national effort to strengthen our democracy by registering voters on this year’s National Voter Registration Day, which will take place on September 28, 2021.

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that involves thousands of organizations and volunteers working together to ensure their family, friends, and neighbors are registered to vote and ready to cast a ballot. National Voter Registration Day is the perfect opportunity to get involved no matter what party you support or which issues matter most to you.

Today, we invite you to register to vote and learn more at NationalVoterRegistrationDay.org and use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you’re registered to vote, there are lots of other ways you can get involved:

- Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online [INSERT DETAILS OF EVENT]
- Step up to host your own local in-person or online event with your family, friends and neighbors to make sure everyone you know is registered. Learn more about becoming a National Voter Registration Day partner at NationalVoterRegistrationDay.org
- Follow us on social media to get reminders that September 28 is the big day!

We’re really excited to be able to join thousands of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME]

[ORGANIZATION]
Sample Email to be sent on or around September 8

**Sender:** Name, Organizational Name (Should be like “Samantha, Tumblr.com” for example)

**Suggested Subject Lines:**
- Where will you be on September 28?
- Our National Voter Registration Day events near you – or online!
- [ORGANIZATION NAME] in your town
- Celebrate #NationalVoterRegistrationDay on September 28!

Dear [NAME],

We’re committed to strengthening our democracy by getting voters registered on National Voter Registration Day this September 28.

It’s not just important, but it’s also fun and you can join us! On September 28, come out to a voter registration event we’re hosting near you [INSERT EVENT DETAILS, LINK TO EVENTS MAP ON OUR WEBSITE, AND/OR SHARE ONLINE EVENT DETAILS].

There are state and local elections of importance all across the country this year, and every single year is a great one to get more voters registered and ready to vote.

RSVP now to an event in your area, then ask a friend to join you:

-[EVENT NAME 1]
-[EVENT LOCATION OR URL]
-[TIME]
-[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

-[EVENT NAME 2]
-[EVENT LOCATION OR URL]
-[TIME]
-[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers like you – people that value civic participation and are willing to take a few hours for one day to help make the bonds of our communities stronger.

Visit www.NationalVoterRegistrationDay.org/events to RSVP and invite a friend!

See you on September 28!

[NAME]

[ORGANIZATION]

P.S. If events aren’t your thing, no big deal. Just don’t miss out on the most important part of National Voter Registration Day – take 30 seconds to make sure you’re registered to vote at your current address.
Sample Email to be sent the morning of September 28

**Sender:** [ORGANIZATION]

**Subject line:** TODAY is National Voter Registration Day! Join us!

Dear [FIRSTNAME] / Supporter,

Voting is a shared American freedom, but to exercise this basic right, we must be registered to vote!

That’s why [ORGANIZATION NAME] is a proud partner and supporter of National Voter Registration Day, which happens to be today.

And you can be part of this amazing day!

**Register to Vote Online:** It’s simple, it’s free, and it’s secure. If online voter registration is not available in your state or if it doesn’t work for you, you can easily start the process online no matter where you live.

Attend a National Voter Registration Day event: Find one near you, or search for an online event.

**Spread the word:** Once you make sure you’re registered, forward this email to a friend, ask them to join you and use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts.

Get #VoteReady: Already registered? Even better! If you want to learn more about elections in your community, check out our #VoteReady resources page on our website.

Thanks for taking a few moments to strengthen your community – and our country – with your voice.

Sincerely,

[ORGANIZATION NAME]
**Sample Press Releases/Media Alerts**

Sample Press Release – Distribute the week after Labor Day

**Headline:** September 28, 2021 is National Voter Registration Day

**Subheadline:** [ORGANIZATION NAME] plans to register voters in [CITY/ONLINE] to celebrate the national holiday.


Every eligible American voter should have the option to 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. Communities across the country, in all 50 states and D.C., are planning to use National Voter Registration Day to get registered and get #VoteReady.

Thousands of national, state, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2021. Partner organizations will coordinate hundreds of National Voter Registration Day events on and offline nationwide, and leverage #NationalVoterRegistrationDay and #VoteReady on social media to drive attention to voter registration.

[ORGANIZATION NAME] is proud to be a National Voter Registration Day partner. On September 28, [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]**

**[EVENT 3, TIME, LOCATION OR URL]**

The effort's website, www.NationalVoterRegistrationDay.org, provides a listing of National Voter Registration Day events across the country, in communities and held virtually. It also includes comprehensive and state-specific resources on all things voter registration and voting more generally.

Founded in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote. Nearly 4.5 million Americans have registered to vote on the holiday since the inaugural National Voter Registration Day.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT].
**Sample Media Alert**
Sample Media Alert – Distribute on September 21 & 28

**Headline:** September 28 is National Voter Registration Day 2021

**Subheadline:** [ORGANIZATION NAME] plans event(s) to register voters in time for the [MY STATE, COUNTY OR CITY] election.

**WHAT:**
At [00:00 p.m. EST/CST/PST], Tuesday, September 28, 2021, [ORGANIZATION NAME] will host a National Voter Registration Day 2021 event at [LOCATION NAME] as part of a massive nationwide effort to register hundreds of thousands of new voters.

**WHY:**
National Voter Registration Day seeks to increase civic participation by encouraging Americans to register to vote and then turn out to vote in record numbers this year.

[“Insert quote here from organization representative/president/executive director.”]

As a non-partisan national holiday, National Voter Registration Day counts on thousands of partners and volunteers from every state in the country and represents nonprofits, businesses, libraries, campus groups, and more. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote.

Americans can register at hundreds of events across the nation and online at NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 28 by searching #NationalVoterRegistrationDay and #VoteReady

**WHEN:**
National Voter Registration Day
[00:00 p.m. EST / CST / PST]
Tuesday, September 28, 2021

**WHERE:**
[LOCATION NAME]
[ADDRESS]
[CITY, STATE, ZIP CODE]

**MEDIA CONTACT:**
[FIRST, LAST]
[(555) 555-5555]
[firstlast@organization.org]
Sample Media Alert

Sample Media Alert – Distribute the morning of September 28 before 9 a.m.

Headline: September 28 is National Voter Registration Day 2021

Subheadline: [ORGANIZATION NAME] plans event(s) to register voters and encourage voter turnout in [INSERT LOCAL ELECTIONS]

WHAT:

At 00:00 p.m. EST/CST/PST, Tuesday, September 28, 2021, [ORGANIZATION NAME] will host a National Voter Registration Day 2021 event at [LOCATION NAME] as part of a massive cross-country effort to register hundreds of thousands of voters in person and online.

WHY:

National Voter Registration Day seeks to increase civic participation by encouraging Americans to register to vote and turn out to vote every single year.

[“Insert quote here from organization representative/president/executive director.”]

As a non-partisan national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise one of their most basic rights – the right to vote.

Americans can register at hundreds of events across the nation and online at NationalVoterRegistrationDay.org. Supporters can also participate virtually in National Voter Registration Day activities on September 28 by following #NationalVoterRegistrationDay and #VoteReady on social media and encouraging their friends and family to get registered.

WHEN:

National Voter Registration Day

[00:00 p.m. EST / CST / PST]

Tuesday, September 28, 2021

WHERE:

[LOCATION NAME]

[ADDRESS]

[CITY, STATE, ZIP CODE]

MEDIA CONTACT:

[FIRST, LAST]

[(555) 555-5555]
Sample Newsletter Blurb

Celebrate National Voter Registration Day this September 28: National Voter Registration Day celebrates our country’s democracy and helps register every eligible American to vote! Help the community you serve get #VoteReady on #NationalVoterRegistrationDay by getting your university, library, nonprofit, government agency, business, or online community to organize a voter registration drive in person or virtually. All partners have access to free training webinars, an online voter registration tool, and many additional resources to help them plan and organize a successful event. Partners who sign up by September 7 will receive free National Voter Registration Day posters and stickers to give their in-person events a festive look and feel! Sign up at this link: https://nationalvoterregistrationday.org/partner/. 