The Webinar Will Begin Shortly
National Voter Registration Day
Tuesday, September 28, 2021
Thank You to Our Sponsors
Agenda

★ About the Holiday
★ Best Practices
★ CivicGeorgia
★ Cleveland Votes
What is National Voter Registration Day?

★ Nonpartisan civic holiday to get Americans registered and #VoteReady

★ Held on the 4th Tuesday of September every year, with the next one on September 28, 2021

★ Coordinated day of events to share registration opportunities before state deadlines
Why celebrate National Voter Registration Day?

★ As many as 1 in 4 eligible Americans are NOT registered to vote

★ Millions of Americans miss elections each year due to registration problems or missing deadlines

★ YOU have unique and trusted relationships in your community, and YOU can help change this!
You are a Part of Something BIG

Supporting hundreds of thousand of voters nationwide
★ Update their registration or register to vote for the first time
★ Learn more about upcoming elections
★ Celebrate a civic holiday!

Joined by thousands of community partners across the country

Endorsed by the National Association Of Secretaries of State and elected officials across the country
And We Have Big Goals for 2021

★ Register over **250,000 people** to vote on September 28
★ Engage over **4,000 community partners** (like you)
★ Get people ready for their **local and state elections**
Every Registration Matters

Over the years, we’ve made an impact. Since 2012, National Voter Registration Day has helped 4.5 million people register to vote for the first time or update their registration.
Best Practices for Planning Your Event
Build Your Team

★ Who is helping you organize and run your event?
  ○ Find volunteers who are enthusiastic and committed

★ Who else is celebrating in your community?
  ○ Encourage other organizations in your community and collaborate with them
Set Your Goals

★ **Who is your target audience?**
  ○ New registrants? The people you serve?

★ **How many people do you want to engage?**
  ○ Not everyone will register so consider how you might engage them

Our [Field Organizing Toolkit](#) can help you plan an in-person event
Choose Your Location

In Person
★ How long will your event be? Where are people most likely to be at?

Online
★ What platforms do you have the most traffic and engagement on? How will you communicate about registering to vote?

Register your event on our event map!
Know the Rules in Your State

★ Are there any training requirements in your state?
  ○ Some states require an in-person or online training

★ How will you handle and quality control forms?
  ○ We ask that all forms are turned in within 2 days of collection

Check out voter registration drive guides done with Fair Elections Center
Publicize Your Event

★ How will you advertise your event?
  ○ Use your free posters to tell people about your event!
  ○ Post on your social media account
  ○ Send an email to your members

Use our social media templates, downloadable graphics, and more in our partner toolkit
We Have Tools to Help

Check out all our resources

★ Communications Toolkit
★ Field Organizing Toolkit
★ Voter Registration Drive Guides
★ AND MORE!

https://nationalvoterregistrationday.org/toolkit-for-organizations/
Stories from the Field
CivicGeorgia

Kevin Shanker Sinha

CivicGeorgia
Community Organizer and Founder
Voter Engagement through Community Building
Many of these can be virtual or COVID-conscious in-person!

- Art show or competition
- Socialize and paint night
- Talent show or competition
- Karaoke or concert event
- Film screening - drive-in!
- Book club gathering
- Gaming competition or board games/trivia
- Community conversations around a subject that is important
- Back to school supply giveaway
- Share voter education resources (local candidate guides, role guides)

Weave in a theme of civic engagement!
New Approaches to In-person Events

- Re-think the overall environment, like having a drive-thru or drive-in event that merges community building with civic engagement.

- Partner with community organizations & venues who are already connecting with people. Provide and ask for support!
Teamwork & A Culture of Safety

- Understand & plan for your team’s comfort level with different types of interactions

- Think about your volunteer base & expected community audience - brainstorm *relevant* ideas for team fun & safety

- Provide & train on proper usage of masks, distancing, gloves, & sanitizing supplies - **volunteers will only take this as seriously as you do**

NVRD 2021: COVID-conscious Voter Appreciation

civicga.org
@civicga
Your New Voter’s Experience (at In-person Events)

- If there’s potential for lines, use outdoor spaces and mark waiting distances at 8-10 ft

- Create materials to replace close-contact interactions like FAQs or check-list documents in plastic sleeves

- Keep it fun & **CELEBRATE** – signs & selfie-stations!

I registered to VOTE!  

(civicga.org)
Cleveland Votes

Jennifer Lumpkin

Cleveland Votes
Director of Civic Engagement
Strategy and Mobilization
Planning Your NVRD Event

National Voter Registration Day
Wednesday, August 18, 2021
The COVID-19 pandemic presented a unique challenge to the ability of our whole community to vote in the 2020 election. Northeast Ohioans should not have to make a choice between their health—or the health of their neighbors and election workers—and exercising the right to vote.

Especially at this historic inflection point in our Nation’s history in the fight for racial justice, it has never been more important to make sure that everybody who should be able to vote has access to the ballot box.

By working with the Cuyahoga County Board of Elections, trusted non-partisan community and democracy partners in a voter engagement, mobilization and communications effort, diverse partners can use their unique standing and reach into the community to increase the ability of people to vote without subjecting themselves, their neighbors, or election workers to elevated health risks during the pandemic.
PARTNERSHIP

PLANNING MEETINGS & LOGISTICS

EDUCATION WITH A UNIFIED MESSAGE

ELEVATING THE #JOYINDEMOCRACY!
National Voter Registration Day (NVRD)
Partnerships & Planning

- Cleveland VOTES has been convening partners to host events since 2013
- Soon after we began partnering with the Cuyahoga County Board of Elections
- **NVRD** is a day to celebrate democracy!
PROVIDING DIRECTION & RESOURCES

Like the airline attendant says - make sure you to grab your oxygen first before helping others!

**Make a voter plan**

Confirm/Update/Register to Vote

Decide how you will vote: 1) vote-from-home, 2) early voting and/or 3) in-person Election Day

**#Commit2CLE**

- Check out the #Commit2CLE Toolkit for ideas and strategies
- Encourage your community to Volunteer with your organization and/or our partners
- Participate in a peer-to-peer/friend-to-friend texting campaign
DIGITIZING NONPARTISAN MESSAGING

Voter Registration

If you LIVE IN OHIO, please head to ohvotes.org:

- Check your voter registration status
- Register OR update your voter registration
- Request your vote-by-mail/vote-from-home application (i.e. absentee)
- Pledge and make a plan to vote
- Explore your voting options

If you LIVE OUTSIDE OF OHIO, please head to:

- www.nonprofitvote.org/voting-in-your-state/
Let's flatten the ballot curve and request your Vote-by-Mail/Absentee Ballot ASAP!

Request and complete your vote-by-mail (i.e. vote-from-home + absentee) application NOW by heading to ohvotes.org

Don't have a printer, no worries - grab a blank piece of paper and write all the necessary information from the application on the paper.
Internal Strategies

- Leverage existing marketing and communication channels
- PSAs (also consider partnering with local organizations)
- Connect with existing nonpartisan campaigns (i.e. All In for Ohio or #Commit2CLE)
- Embed messages on your website and in newsletters
- Give employees the day off to vote early or vote in person
- Virtual Convening and Social Media Engagement
- Ballot Parties + Nonpartisan Debate Watch + Texting
- Responsive Strategies (i.e. Mask4Community)
CAPTURING THE MOMENT: Elevate the #JoyInDemocracy

Encourage partners to share photos of Voter registration at celebrations, businesses, and virtual events practicing social distancing protocols (using QR codes and tablets).

SWAG BAGS ARE ALL THE RAGE!

Voting Rules vary state to state. Learn more about your rules by heading here!
with gratitude...

visit clevotes.com for more information

Contact Cleveland VOTES at info@clevotes.com

#Commit2CLE Toolkit
Let’s get #VoteReady!

info@nationalvoterregistrationday.org
nationalvoterregistrationday.org
Join Us

**Office Hours**
Sign up for a 15-minute consultation with National Voter Registration Day experts
August 19, 2-3 PM ET

**Talking to Voters Webinar**
Join us to learn more about communicating with voters you engage
September 14, 2-3 PM ET
Register Your Event

Help people find events near them by registering your event today!

https://nationalvoterregistrationday.org/events/

You can register virtual events too
Thanks & see you on September 28, 2021!