



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



 **NatlVoterRegDay** ✓
@NatlVoterRegDay

BREAKING: Today, we're proud to announce that our team of 4500+ partners helped to register an estimated 1.5 million voters on [#NationalVoterRegistrationDay](#) 🇺🇸 2020 - the largest single-day new voter registration haul in the holiday's history! bit.ly/3cN9ABI



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.



ACCESS SERVICES

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 day of collection

Check out voter registration drive guides done with Fair Elections Center

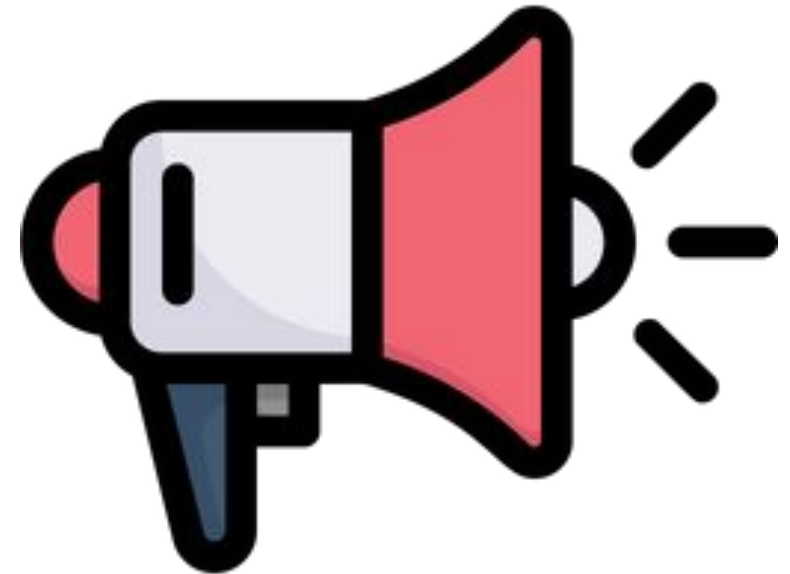


Publicize Your Event

★ 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](#)



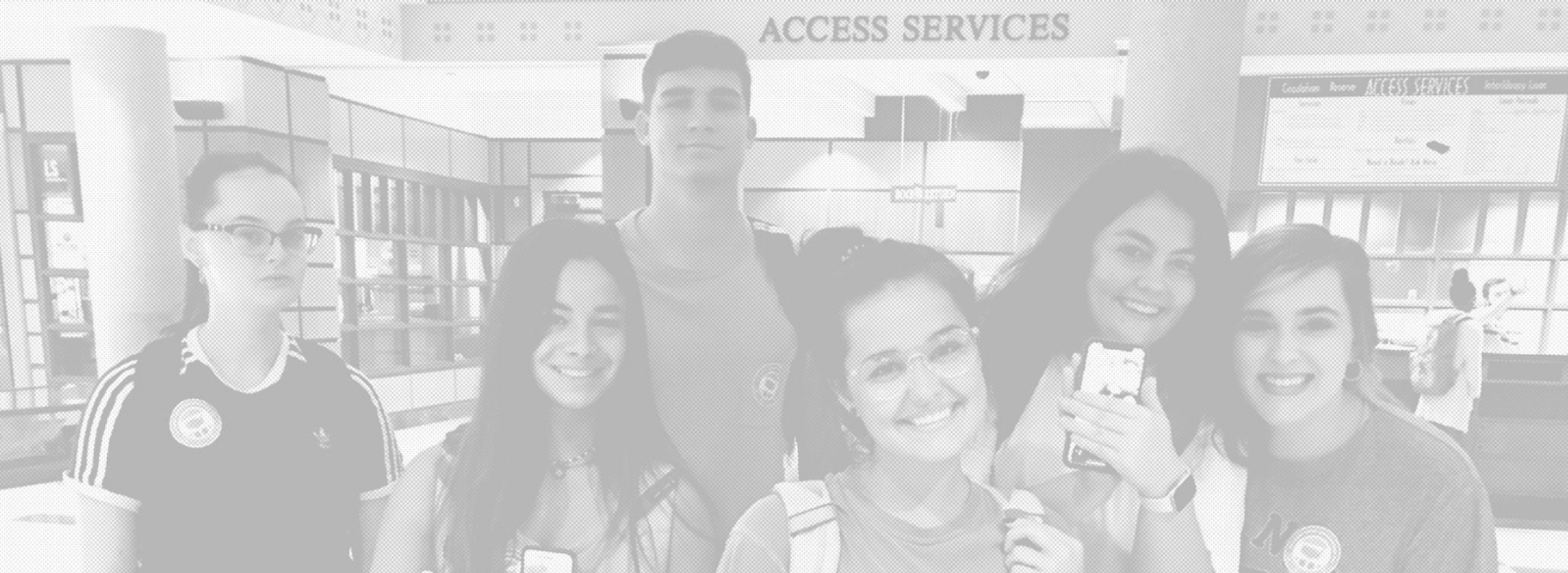
We Have Tools to Help

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



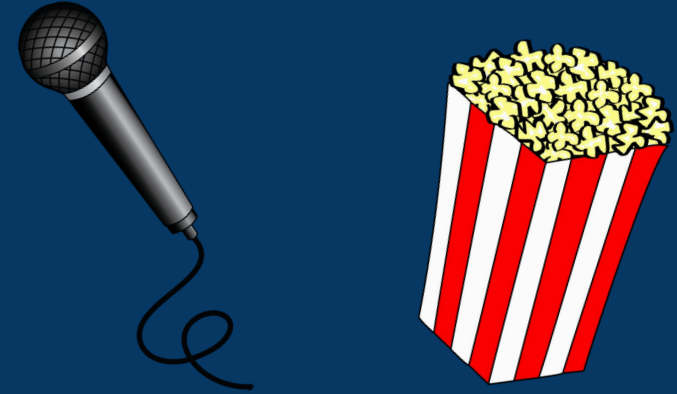
Voter
Engagement
through
Community
Building



Ideas for Engagement & Collaboration

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



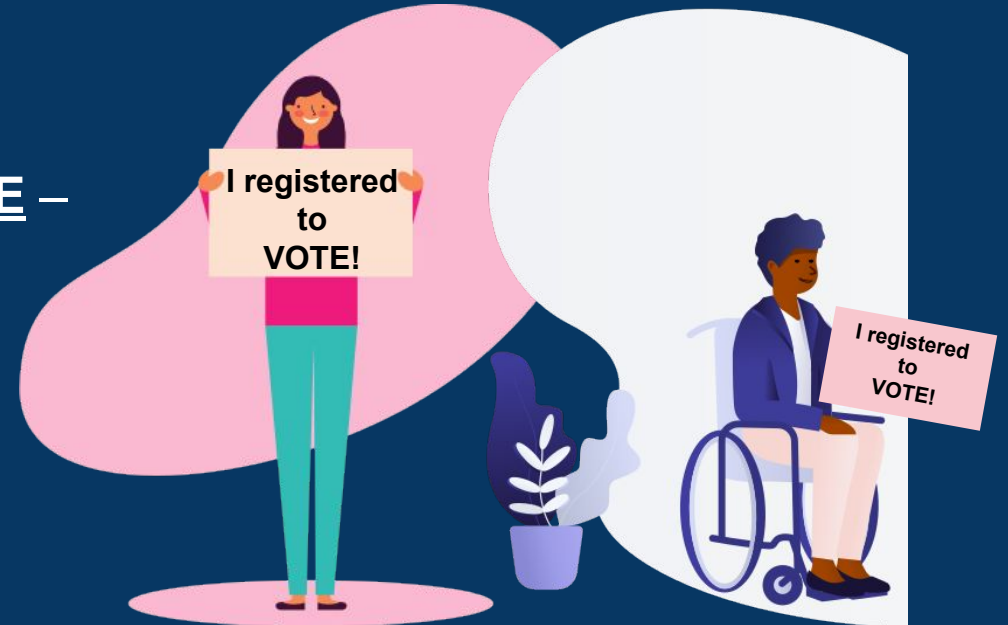
Your New Voter's Experience (at In-person Events)

- 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!



Cleveland Votes

Jennifer Lumpkin

Cleveland Votes

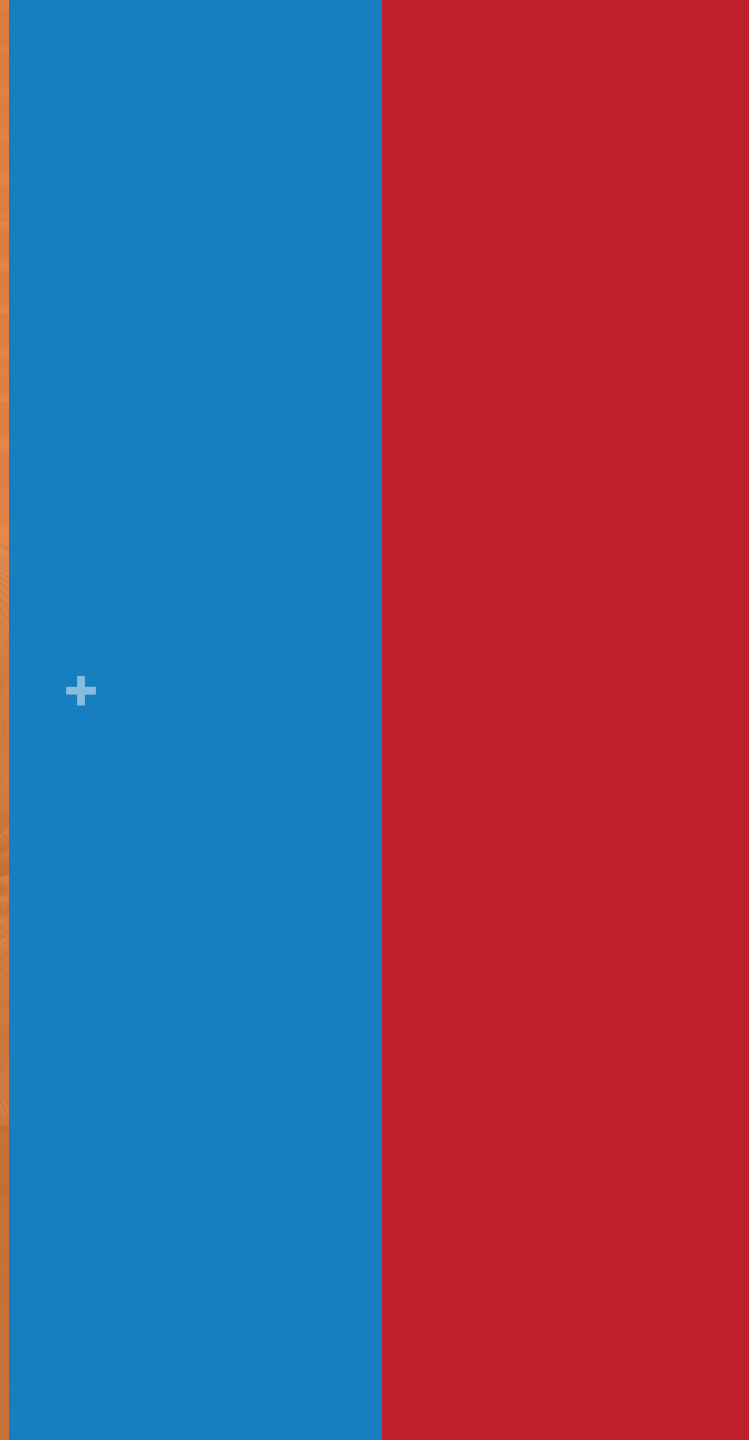
Director of Civic Engagement
Strategy and Mobilization





Planning Your NVRD Event

National Voter Registration Day
Wednesday, August 18, 2021



Contextualizing the moment

Healthy + Safe Access to the Polls

- 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!



VOTE
 CUYAHOGA COUNTY
 BOARD OF ELECTIONS



National Voter Registration Day

September 24, 2019

Greater Cleveland Events

<p>MidTown Tech Hive Race 2 Democracy Gaming with Mario Kart September 24 Noon - 8 p.m. 6815 Euclid Avenue, Cleveland</p> <p>NVRD Phone Bank at MidTown Tech Hive September 24 Noon - 8 p.m. 6815 Euclid Avenue, Cleveland</p> <p>Voter Education Forum for Justice Involved Individuals September 24 6:30 - 7:15 p.m. North Star Reentry Community Resource Center, 1834 E. 55th Street, Cleveland</p> <p>Voter Registration Month at ADAMHS September 1 - 27 8 a.m. - 5:30 p.m. 2012 W. 25th St., 6th Floor, Cleveland</p> <p>Voter Registration at Quincy Place September 24 9 a.m. - 4 p.m. 8111 Quincy Ave., Cleveland, OH 44104</p> <p>Lakewood Community Service Center September 24 10 a.m. - Noon 14230 Madison Ave., Lakewood</p> <p>Western Reserve Historical Society September 24 11 a.m. - 2 p.m. 10825 East Blvd., Cleveland</p> <p>Chagrin Falls Candidate Forum September 24 7 p.m. The Hamlet Retirement Community</p> <p>Student-Only Registration Drives High Schools: CASS, Warrensville Hts., Maple Hts., Cleveland Hts., Shaw, Randall Park, Shaker Hts., Garfield Hts., Ginn Colleges: Tri-C's "The Voting Experience", Ursuline (6:30 - 8:30 p.m. Cleveland State) (11 a.m. - 1 p.m. in student center)</p>	<p>Voter Registration at Life Exchange Center September 24 10 a.m. - 2 p.m. 13407 Kinsman Rd., Cleveland</p> <p>2019 W. 25th St., 6th Floor, Cleveland</p> <p>Voter Registration at Quincy Place September 24 9 a.m. - 4 p.m. 8111 Quincy Ave., Cleveland, OH 44104</p> <p>Lakewood Community Service Center September 24 10 a.m. - Noon 14230 Madison Ave., Lakewood</p> <p>Western Reserve Historical Society September 24 11 a.m. - 2 p.m. 10825 East Blvd., Cleveland</p> <p>Chagrin Falls Candidate Forum September 24 7 p.m. The Hamlet Retirement Community</p> <p>Student-Only Registration Drives High Schools: CASS, Warrensville Hts., Maple Hts., Cleveland Hts., Shaw, Randall Park, Shaker Hts., Garfield Hts., Ginn Colleges: Tri-C's "The Voting Experience", Ursuline (6:30 - 8:30 p.m. Cleveland State) (11 a.m. - 1 p.m. in student center)</p> <p>Voter Registration at Life Exchange Center September 24 10 a.m. - 2 p.m. 13407 Kinsman Rd., Cleveland</p> <p>2019 W. 25th St., 6th Floor, Cleveland</p> <p>Voter Registration at Quincy Place September 24 9 a.m. - 4 p.m. 8111 Quincy Ave., Cleveland, OH 44104</p> <p>Lakewood Community Service Center September 24 10 a.m. - Noon 14230 Madison Ave., Lakewood</p> <p>Western Reserve Historical Society September 24 11 a.m. - 2 p.m. 10825 East Blvd., Cleveland</p> <p>Chagrin Falls Candidate Forum September 24 7 p.m. The Hamlet Retirement Community</p>	<p>Voter Registration at RiverView Towers Through October 5 9 a.m. - 1 p.m. 1795 W. 25th Street, Cleveland</p> <p>Norma Herr Women's Center September 24 2 - 4:30 p.m. 2227 Payne Avenue, Cleveland</p> <p>Bishop Cosgrove Center September 24 9:30 a.m. - 1:30 p.m. 1736 Superior Avenue, Cleveland</p> <p>Public Square Voter Registration Drive September 24 11:30 a.m. - 2 p.m. Public Square, Downtown Cleveland</p> <p>Euclid Candidates Night / Shore Culture September 24 6 - 7 p.m. Shore Culture Ctr., 291 E. 222nd St., Euclid</p> <p>Louis Stokes/Windermere Rapid Station September 24 3 - 5 p.m. 14232 Euclid Ave., East Cleveland</p> <p>St. Paul Community Church September 24 9 - 11 a.m. 4427 Franklin Blvd., Cleveland Register Online: www.votestohio.gov</p>
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WHERE CLEVELAND TURNS UP TO VOTE

ROCKET Mortgage FIELDHOUSE



PROVIDING DIRECTION & RESOURCES

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

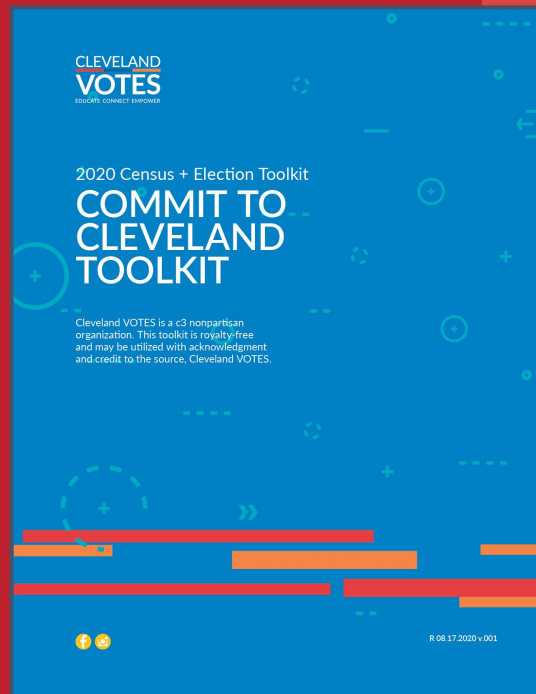
Make a voter plan

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](#)



UNIFYING YOUR MESSAGE: Digital Communications

Let's flatten the ballot curve and request your
Vote-by-Mail/Absentee Ballot **ASAP!**

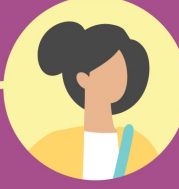
Request and complete your vote-by-mail (i.e.
vote-from-home + absentee) application **NOW** by
heading to ohvotes.org

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.

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WHAT IS VOTE-FROM-HOME?

Vote-From-Home is a voting option that allows you to **vote-by-mail and in your home.**

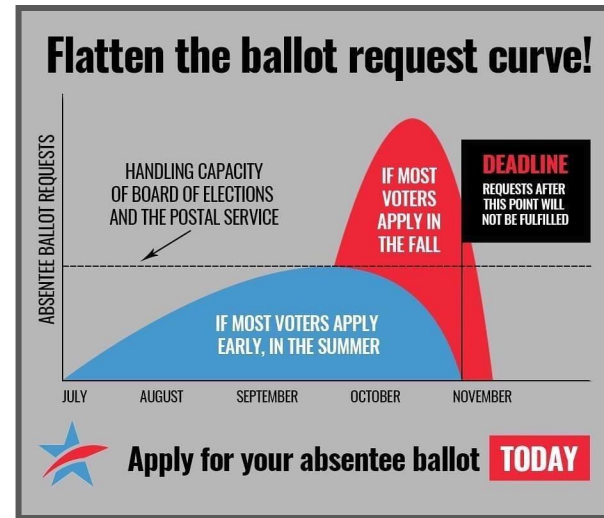


#Commit2CLE

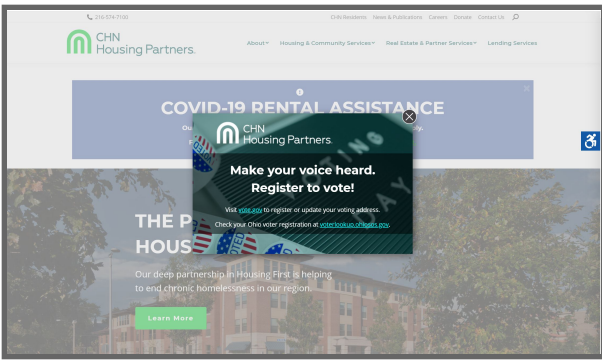
WHY IS VOTE-BY/FROM-HOME IMPORTANT?

Vote-by/from-home gives you the option to vote in the comfort of your own home, you have more time to learn about each candidate and issue on your ballot, and you avoid standing in line on election day. Practice social distancing due to COVID-19.

7 of 9



Vote-by-Mail Ballot Application		VOTE OHIO BOARD OF ELECTIONS
1. Name and address		Instructions All registered voters may vote by mail. To receive a Vote-by-Mail ballot, you must complete all five sections and return this application to the Board of Elections. Returning your application Please return your Vote-by-Mail application to: Board of Elections PO Box 89448 Cleveland, OH 44101-6448 You can also return your application in person to the Board of Elections, which is located at 2925 Euclid Avenue in Cleveland, Ohio. A secure drop box is located in the parking lot behind our building and is accessible 24 hours a day. Deadline Your application must be received by noon on the last Saturday before Election Day. Track your ballot You can track the status of your Vote-by-Mail application and ballot on our website at: www.43votes.us Questions? Call 216-443-VOTE (8683)
Mailing address (if different than home address)		
Home Address		
City		
Zip Code		
2. Date of birth (must be provided)		
Do not write today's date!		
3. Identification (must provide one of the options below)		
Your Ohio driver's license number: (Begins with 2 letters and ends with 6 numbers)		
The last four digits of your Social Security number:		
Copy of a current and valid photo identification, a military identification, or a current (within the last 90 months) utility bill, bank statement, government check, paycheck, or other government document (other than a notice of voter registration mailed by a board of elections) that shows your name and current address.		
4. Choose election (check only one)		
General Election <input type="checkbox"/> Primary Election <input type="checkbox"/>		
Special Election <input type="checkbox"/> Party: <input type="checkbox"/> Democratic <input type="checkbox"/> Republican <input type="checkbox"/> Nonpartisan or Issues only <input type="checkbox"/> Other <input type="checkbox"/>		
5. Signature (must be provided)		
I wish to have a ballot mailed to me at the address listed above. I understand that if a ballot is mailed to me and I change my mind and appear at my polling place to vote on Election Day, I will be required to vote a provisional ballot that cannot be counted until at least 11 days after the election. I hereby declare, under penalty of election falsification, I am a qualified elector and the statements above are true to the best of my knowledge and belief. I understand that if I do not provide the requested information, my application cannot be processed. WHOEVER COMETS ELECTION FALSIFICATION IS GUILTY OF A FELONY OF THE FIFTH DEGREE.		
X (Sign Here) (Date Signed)		



Make Your Vote Count

Real change often starts at the ballot box. That's why we're proud to once again serve as a polling site for New York's primary election. New Yorkers can also cast their votes safely from home by applying for a primary absentee ballot. Be sure to postmark, apply online, email, or fax completed applications by Tuesday, June 16.

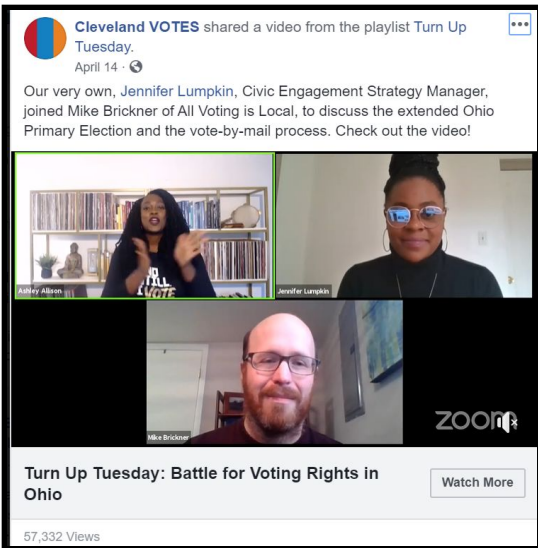
Apply for a Ballot



Complete the 2020 Census

As of now, less than half of Brooklyn has been accounted for in the 2020 Census. If you haven't yet, please fill out the Census today to ensure your community is properly represented and funded. The Census is completely anonymous and can shape many different aspects of your community, including federal funding for education, health, housing, and more.

Fill out the 2020 Census



Ohio

Since 1920, the League of Women Voters has been a leader in empowering citizens and defending democracy.

The League:

- Encourages active participation in elections by providing nonpartisan information about candidates, issues, and how to vote
- Works to protect and expand people's access to elections and their government
- Provides information people trust about major public policy issues
- Takes positions on public policy matters and lobbies for change
- Recruits and develops women and men to be members and leaders

Statement from Jen Miller, LWVO Director on gerrymandering decisions out of the Supreme Court today

Submitted by DWB in June 2019.

Check in Register to vote Be counted

Because every voice counts.

Extended Stay America believes voting is a right for every American citizen and that all voices deserve to be heard and counted. That's why we're making it easy for you to check-in, register to vote and STAYcounted.

learn more

Voting Day is November 3, 2020



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](#)



Q&A



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, 2-3:30 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!

