



The Webinar Will Begin Shortly



National Voter Registration Day

Tuesday, September 28, 2021



Thank You to Our Sponsors



Agenda

- ★ Strategies from National Voter Registration Day
- ★ Stories from the field with **Poder Latinx** and **LeadMN**
- ★ Q&A



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



And We Have Big Goals for 2021

- ★ Register **hundreds of thousands of people** to vote on September 28
- ★ Engage over **thousands of 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

Location	Hours	ACCESS SERVICES	Introducer

Talking to Voters



Travis Morin

Nonprofit VOTE
Communications Coordinator



Principles for all strategies

Existing research points to key takeaways that you can implement into communications (digital, social, personal, etc.) to help the people you serve get #VoteReady.

Main themes:

- **Identity** -- “Are you a voter?” “Become a voter,” “I am a voter” etc.
- **Issues** -- Black Lives Matter, police reform, healthcare, voting rights
- **Empowerment** -- My vote can change things, I have the power to make change
- **Process oriented** - How to vote, when, deadlines



Principles for all strategies

- Messages that felt **personal, conversational, and timely** had the biggest impact
- Voters respond best to messages delivered by personal contacts
- Mass emails are not very effective (some studies show zero impact)
- Trusted messengers are key



KEY TAKEAWAY:
WHEN and HOW you say something is MORE important than WHAT you are saying.

Principles for all strategies

People respond best to information that:

- Feels official/governmental
- Gives easy 1-2-3 steps about important info and issues.

Adverse political ads are less effective in motivating people to engage in the electorate.

Similarly, nonpartisan messaging works better than partisan messaging.



**KEY TAKEAWAY:
“Boring” explainers works best**

Voting Rights in 2021

In conversations about fraud and suppression, lead with positive, shared values vs. combatting disinformation.

- **Freedom:** Freedom to vote
- **Voices:** Ensuring every voice is heard
- **Inclusive Democracy:** For democracy to work for all of us, it must include us all

Position voters as protagonists who can work together to bring positive change (create a system for easy access to voting) vs. fighting harm (ex: fix our broken systems).



Voting Rights in 2021

Instead of fighting misinformation, pivot towards the positive:

- Avoid the oppositional frame (“fraud,” “security”) and instead pivot to “freedom” focus instead
- Do not repeat claims even to refute. EX: “there is no voter fraud!” That only keeps the talking point alive
- Humanize the electoral process as the product of local people and efforts instead of politicians



KEY TAKEAWAY:
Focus on the positive value statements

Issues matter in 2021

Given the hyper-local politics of public health measures, school curriculum, police accountability, etc. voters have become increasingly focused on the impact of local and state elected officials.

- Focus on the fact that the elected police chief, mayor, etc. plays a bigger role in your life than the President
- Reiterate that elections are run, staffed and executed by people in their neighborhoods
- “Be Vocal, Vote Local”



Generational differences

All generations are excited to vote (based on 2020 research)

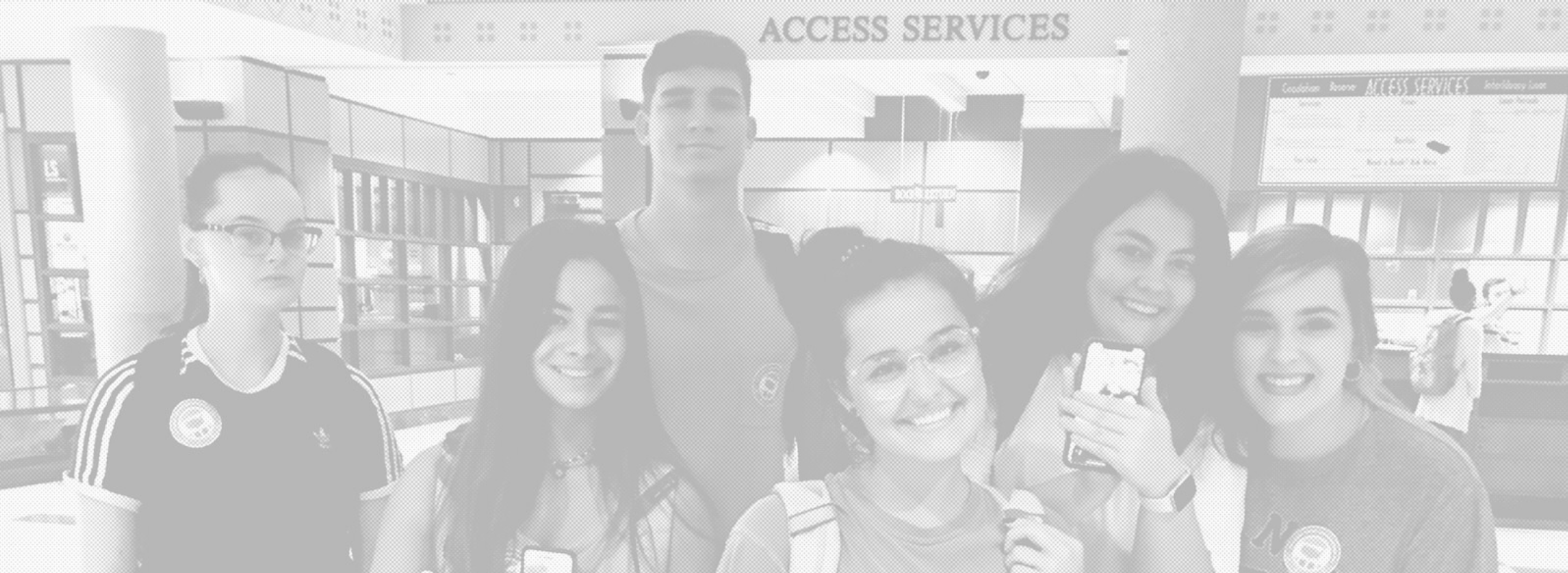
- Social pressure messaging (humorous not shameful) is effective for all generations
- Boomers/Gen X — Identity messaging most impactful
- Millennials/Gen Z — Empowerment messaging most impactful
- Gen Z most likely to encourage others to vote/share political views.
- Celebrity voices can boost Gen Z turnout, but have little or no effect other age groups.



2021 Communications Tools

- [Communications Toolkit](#)
- [Field Organizing Toolkit](#)
- [Sample Social Media Posts](#)
- [Shareable Content Google Drive](#)
- [Voter Registration Script](#)
- [NVRD 2021 Presentation Slide Deck](#)





Stories from the Field



Fatu Magassouba (she/her)

**LEADMN - College Students
Connecting for Change**

Outreach Director



WHAT WE DO

- We represent the 180,000 two-year college students in Minnesota
- At LeadMN we break down barriers by empowering two-year college students to be strong leaders, engaged community members, and successful professionals.
- Our four pillars are:
 - Leadership Skills
 - Empowering Leaders
 - Achieving Success
 - Driving Change



LEADMN
COLLEGE STUDENTS
CONNECTING FOR CHANGE

The LeadMN Growing Voters Project

- Seeks to make voting a habit in young people through a long-term approach
- Center groups that has historically been disenfranchised
- Build relationships with institutions that have a high percentage of young voters and students of color



LEADMN

COLLEGE STUDENTS
CONNECTING FOR CHANGE

LeadMN Engagement Strategies

- Build deep partnership with student government and faculty on campus
- Meet students where they are
 - 1:1 conversations during campus visits
 - class raps presentation
 - online Election Center
 - robust textbanking and phonebanking
 - voter education
- Social media



LEADMN

COLLEGE STUDENTS
CONNECTING FOR CHANGE



Giulianna Di Lauro Valez

Poder Latinx
Florida State Director



Poder Latinx

- **Founded Summer of 2019**
- **Social justice and civic engagement organization.**
- **Our mission is to build a political wave where Latinx are decision- makers of our democracy and play a vital role in the transformation of our country.**
- **Registered over 40,000 people to vote**
- **1,560,722 calls, sent 4,873,989 text**
- **This year**
 - 129K calls 1.5 conversations



Poder Latinx Perspective on VR Work

- GOTV for the spring and upcoming Nov municipal elections in Orlando FL
- Issue-based organizing; climate justice, economic justice, and immigrant justice.
- Voting is a tactic towards making advances in our issue areas and creating a more equitable world.



Poder Latinx Perspective on VR Work

- Not everyone can vote
- It's a huge piece of the puzzle but there are dozens of other pieces
- What happens when we vote but electeds aren't receptive to the needs of your community?
- We vote to elect people who are progressive AND accountable
- We have to vote AND organize



Stories from the Field

- Canvassers who are a part of the community
- Go to where your community is
- Site based VR
- Move sites if “dry”
- High energy
- Charisma
- Thick skin
- Getting kicked out of sites
- Rewarding



Messaging

- **Pivot**
 - Have you recently moved?
 - Do you have a friend or family member that needs help?
- **“We register everyone that is eligible to vote”**
- **Most VR work is C3**
 - No partisan language
- **“I don’t have time”**
- **“I’m not interested in voting”**



Q&A



Let's get #VoteReady!

info@nationalvoterregistrationday.org
nationalvoterregistrationday.org



Join Us

Office Hours

Sept. 16, 12-2 PM ET

[Link here](#)

OR

Sept. 22, 12-2 PM ET

[Link here](#)



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!

