



Thank You to Our Sponsors

Sponsors provide financial support to the holiday making it possible to:

- ★ Provide grants to partners
- ★ Ship thousands of posters and stickers for free
- ★ Build resources and host webinars, and more!



What is National Voter Registration Day?

- ★ Nonpartisan civic holiday to get Americans registered and #VoteReady
- ★ Held on the a Tuesday of September every year, with the next one on **September 20, 2022**
- ★ Coordinated day of events to share registration opportunities before state deadlines

[Learn more at nationalvoterregistrationday.org](https://nationalvoterregistrationday.org)



NatVoterRegDay ✓
@NatVoterRegDay

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 or are unsure if they're 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!



Shop limited Edition 10-Year Anniversary Swag

And We Have Big Goals for 2022

- ★ Register over **800,000 people** to vote on September 20 for a lifetime total of 5.5 million registered voters
- ★ Engage over **4,000 community partners** (like you)
- ★ Help voters get **#VoteReady** for the **Midterms**
- ★ Celebrate our **10-Year Anniversary**



Election Official Briefing

- ★ Secretary Adams
- ★ How and Why Election Officials can Participate in National Voter Registration Day
- ★ Key Messages and Ways to Engage on Social Media
- ★ Q&A



Why Celebrate National Voter Registration Day

Secretary Adams

Kentucky Secretary of State



Engaging in National Voter Registration Day

Debi Lombardi

National Voter Registration Day
Program Director



Why Participate

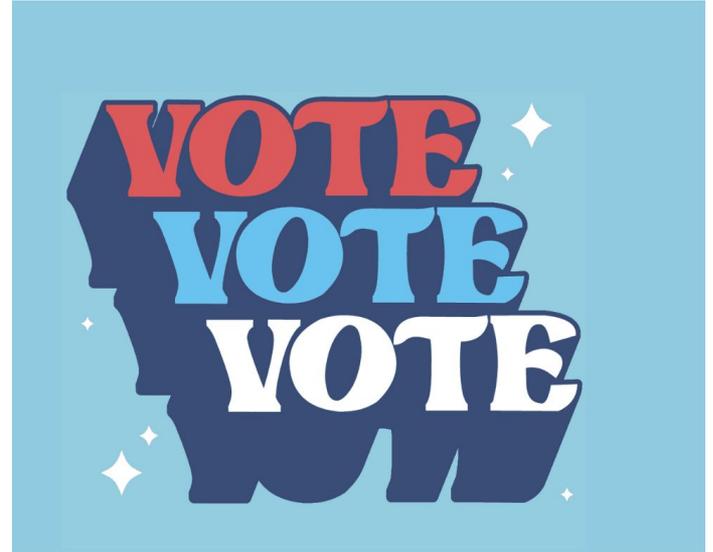


Election Official Partners



Why Participate: #1

National Voter Registration
Day has a strong
nonpartisan record



Why Participate: #2

The holiday is an opportunity to amplify state voter registration policies and deadlines



**VOTER
REGISTRATION
DEADLINE
TODAY ✓**

Why Participate: #3

People registering to vote now can reduce possible lines later



Why Participate: #4

Celebrate democracy with us!



How Election Officials can Participate



★ ★ ★ NationalVoterRegistrationDay.org

September 20th

2022 is

NATIONAL VOTER REGISTRATION DAY

10 YEARS

2012 ★ Celebrating 10 Years ★ **2022**

The graphic features a central circular logo with a map of the United States, surrounded by the text 'NATIONAL VOTER REGISTRATION DAY'. Below the logo is a blue banner with '10 YEARS'. The background is a collage of people at a registration event, some holding signs that say 'REGISTER TO VOTE HERE'. The top of the graphic has a red bar with three stars and the website URL. The bottom has a blue bar with the years 2012 and 2022 flanking the text 'Celebrating 10 Years'.



How Election Officials can Participate: #1

Sign up, and encourage local election offices in your state, to become a 2022 National Voter Registration Day partner – completely free of cost – and organize a voter registration drive on the holiday



How Election Officials can Participate: #2

Issue a press release and call to action for others in your community to join in the National Voter Registration Day effort



How Election Officials can Participate: #3

Promote National Voter Registration Day via your social media channels in the days and weeks leading up to September 20, 2022, and on the day itself, disseminating reliable and trusted public information and education on voter registration as part of a national effort



New US Citizen?
Register to
VOTE



Key Message and Engaging on Social

Travis Morin

National Voter Registration Day
Communications Specialist



Key Message 1:

Celebrate the 10th Anniversary of National Voter Registration Day by Getting Every Eligible American to Vote

- Lean into the the anniversary/birthday messaging (Ex: Celebrating 10 Years) with a lifetime total of 5.5 million registered voters being our wish
- 10 years in, we're still holding fast to our mission: closing the gaps in our democracy by meeting and registering voters where they are
- Celebrating democracy and growing democracy go hand and hand; let's have some fun



Key Message 2:

Life Happens (so check your registration)

- 2020: Big year for voter turnout and voter registration
- Keeping up with a voter registration can be new or confusing for a new voters in normal times
- Greater need than ever to place equal emphasis on “are you registered to vote?” and “are you sure your registration is active?”
- Tools like NASS’s “Can I Vote?” will be of great use/emphasized to partners



Reshape the Narrative, Project Nonpartisanship

- Because we can't erase or negate the intense partisanship of the moment, instead we'll embrace it (sort of)
- Emphasize the manner by which the need to register to vote/engage in civic life bridges the partisan gap
- Lean on the bipartisan makeup of our own leadership and the diversity of the premier and community partners that make up our coalition



Social Media Essentials

- Our primary hashtags are **#NationalVoterRegistrationDay** and **#VoteReady**
- Be sure to tag us at **@NatVoterRegDay** in your posts so we can amplify you!
- Images and video are the best way to get noticed
- When it comes to text, brevity is key



Social Media Essentials (Continued)

- The algorithm smiles on well sized images: Twitter (1600 x 900), Facebook (940 x 788), Instagram (1080 x 1080 or 1080 x 1350)
- Best times to post vary, but generally speaking earlier is better. Between 9 am and 12 pm tend to be the strongest
- Engage with others and make it a conversation!



Communications Resources

- Our **Communications Strategy Guide** is a great wrap-around resource for messaging related to the holiday
- **Sample social media graphics** and pre-written text for social posts will make planning your posts easier
- And, of course, our election official-specific resources: Sample Press Release, Election Official Fact Sheet, and Sample Proclamation



Communications Resources

A voter registration event is only as successful as the potential voters it reaches which makes getting the word out about your National Voter Registration Day event crucial. Here we've assembled a set of communications-related resources you can use to better promote your event via both traditional and social media.



Q&A



Stay Connected

- ★ Connect on Facebook, Twitter or Instagram **@NatVoterRegDay**
- ★ Email info@nationalvoterregistrationday.org with questions
- ★ Learn more on our website at nationalvoterregistrationday.org
- ★ Shop original swag at: www.bonfire.com/store/national-voter-registration-day



Thanks & see you on
September 20, 2022!

