

NATIONAL VOTER REGISTRATION DAY



2022 FINAL REPORT

CELEBRATING **10** YEARS



A WORD FROM OUR SECRETARIES OF STATE

In 2012, a group of democracy-dedicated organizations and election officials put their heads together to answer a seemingly simple question: how can we ensure more eligible voters are registered to vote and ready to actively participate in our nation's democracy?

The proposed solution: National Voter Registration Day.

Over the past ten years National Voter Registration Day has become far more than a run-of-the-mill observance on a calendar. With the help of thousands of volunteers and partners ranging from Fortune 500s and Silicon Valley tech giants to public libraries and local food pantries, National Voter Registration Day and its annual 24-hour, coast-to-coast civic action blitz has spent the last decade turning the grassroots activism of clipboards and conversations into registered voters – over FIVE MILLION registered voters to be exact.

As you'll see, the 10-year anniversary celebration of National Voter Registration Day boasted not only record-breaking partner recruitment and sponsorships, but also the beginnings of a welcome return of face-to-face voter outreach after two years of social distancing driven by the pandemic.

As we look ahead to the next decade of democracy work, this report stands as a living testimony to the sponsors, partners, volunteers, state and local election officials, and, of course, voters who make this critical work possible.

Sincerely,

Michael Adams, Secretary of State, Kentucky
Steve Simon, Secretary of State, Minnesota



Michael Adams,
Secretary of State,
Kentucky (R)



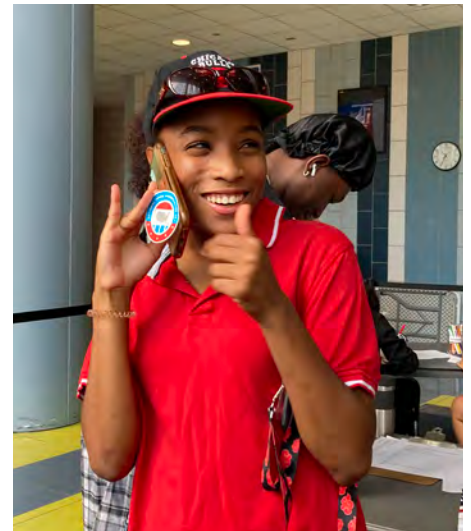
Steve Simon,
Secretary of State,
Minnesota (D)



THE WORK OF DEMOCRACY IS NEVER FINISHED

As the first national election to take place since the record-breaking voter registration efforts and historic voter turnout of 2020, National Voter Registration Day set out in 2022 with the goal of sustaining the drumbeat of enthusiastic voter engagement. **Because high levels of voter participation should be the norm!**

With zero intention of resting on our laurels, we knew we had to help voters get registered again in 2022. While voters registered in historic numbers during the 2020 cycle, a lot changes in two years. Scores of new and former voters moved across town or across the country, changed their names, turned 18, and became citizens – triggering the need to register or re-register. Furthermore, the post-2020 changes to state voting laws across the country meant that many previously-registered voters may have suddenly found themselves needing to take additional action to maintain that active voter status.



2022 also marked the gradual return of in-person voter engagement work following two years of COVID-driven social distancing. While 2020 and 2021 made clear that virtual voter registration events could be incredibly successful, **on the ground, face-to-face engagement work that meets voters where they are remains the strongest asset in our civic toolbox.** We look forward to the continued return of face-to-face work in the years ahead.



THANK YOU TO OUR PREMIER SPONSORS

This year, 21 of our Premier Partners also supported the holiday with financial gifts. We call this special group our **“Premier Sponsors”** and in 2022 there were more of them supporting the holiday than ever before!



PREMIER PARTNERS

In 2022 a record-breaking number of Premier Partners stepped up to lend their efforts to our goal to get every eligible American #VoteReady for the 2022 midterms. Composed of Fortune 500s, social media giants, companies from virtually every major industry, and nationwide nonprofits and civic organizations, the National Voter Registration Day 2022 coalition represented the best America has to offer working hand in hand for the cause of our democracy.

1-800-FLOWERS.COM, INC.

AMERICAN PROPERTY OWNERS
ALLIANCE

ASIAN AMERICANS
ADVANCING
JUSTICE

ATHLETE ALLY

Aflac

ALL IN
CAMPUS
DEMOCRACY
CHALLENGE

ALLIANCE
FOR
YOUTH
ORGANIZING

ALA
American
Library
Association

aws

ASCAP
WE CREATE MUSIC

APALA
ASIAN PACIFIC AMERICAN LABOR ALLIANCE, AFL-CIO

APIA VOTE
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

THE
ANDREW
GOODMAN
FOUNDATION

AA
Arab
American
Institute

CAMPUS
VOTE
PROJECT

COOPERATION
OF NEW YORK

CENTERLINK
THE COMMUNITY OF LGBT CENTERS

CIVITECH

civic
alliance

THE
CIVICS
CENTER

CIVIC
RESPONSIBILITY
PROJECT

COALITION ON HUMAN NEEDS

CO-OPS
VOTE
A PROGRAM OF AMERICAN
ELECTRIC COOPERATIVES

COMEDY
CENTRAL

CAA
Creative Artists Agency

CMT

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Democracy
Works

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EPIC

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VOTE

everylibrary

FAIR
ELECTIONS
CENTER

goodwill

HEADCOUNT

Hillel
International

IMPACTUAL

INDEPENDENT
SECTOR

KAISER
PERMANENTE

The Leadership Conference
on Civil and Human Rights

LWV

LEVI STRAUSS & CO.

lime

LinkedIn

Logo

lyft



2018
REGISTERED
865,005

2021
REGISTERED
233,573

2020
REGISTERED
1,554,920

2019
REGISTERED
473,725

2022
REGISTERED
414,016

5,000,000

REGISTRATIONS

As we marked our 10th trip around the sun, #1 on our birthday wish list was continuing our decade-long work to grow the nation's pool of registered voters.

Needless to say, we got our wish - which came with added bonus bringing the total number of voter registrations in the holiday's ten year history to a whopping **FIVE MILLION!**



ELECTION OFFICIAL STORIES

So much of the magic that is National Voter Registration Day happens out in the community up close and personal with potential voters. Lucky for us, America's Secretaries of State and election officials from across the nation were right in the thick of it championing the holiday's shared efforts.



West Virginia Secretary of State Mac Warner (R) discussing civic engagement with Buffalo High School seniors on National Voter Registration Day 2022

Secretary Michael Watson @MichaelWatsonMS

Loved visiting students across the state for #NationalVoterRegistrationDay It's great to see young Mississippians with different political views come together to educate & register voters. Grateful for their leadership! #YallVote

8:30 PM • Sep 20, 2022

New Jersey Secretary of State Tahesha Way @SecretaryWay

What a great day at @TCNJ kicking off the 5th Annual New Jersey Ballot Bowl on #NationalVoterRegistrationDay 27 NJ campuses are competing to see who can register the most voters and get the most commitments to vote this fall! Learn more at <http://ballotbowl.nj.gov>

11:23 AM • Sep 21, 2022

Michael Adams, KY Sec of State @KYSecState

On a normal day, roughly 100-150 people register or update their voter info at <http://govote.ky.gov>. Today we are already into the several thousand #NationalVoterRegistrationDay works.

1:13 PM • Sep 20, 2022

Office of the Connecticut Secretary of the State @CTSotS

This morning Secretary Kohler celebrated #NationalVoterRegistrationDay by awarding several great advocates of voting rights and democracy with National Association of Secretaries of the State Medallion Awards

12:07 PM • Sep 20, 2022



New Mexico Secretary of State Maggie Toulouse Oliver (D) in Taos, NM with voter registration agents on National Voter Registration Day 2022

KEY ELECTION ENDORSERS

From Secretaries of State and state election directors to town clerks and poll workers, state and local election officials are the cornerstone of our voting process. And in 2022, we were proud the holiday is once again endorsed by the organizations representing those hard-working heroes of our democracy.

National Association of Secretaries of State



National Association of State Election Directors



U.S. Election Assistance Commission



National Association of Election Officials

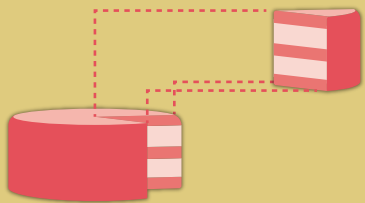
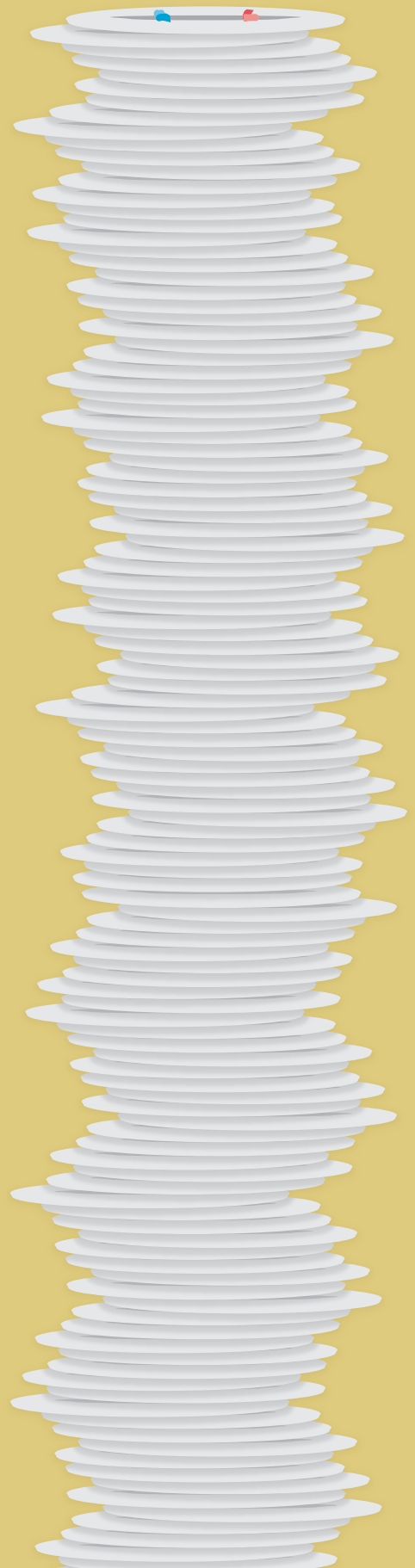


COMMUNITY PARTNERS

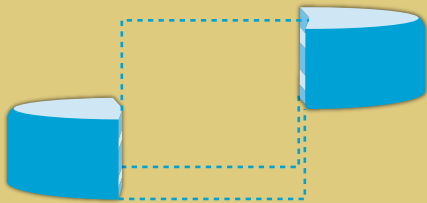
**>19,000
VOLUNTEERS**

In May of 2022, we put out the call for Community Partners to help get Americans #VoteReady in every corner of the country. Trust us when we say the community DID NOT disappoint, with a record-breaking **4,211 organizations** of every size and shape signing up to celebrate democracy from coast to coast on September 20th!

Thankfully we always make sure to have enough birthday cake on hand for everyone on our guest list.



20% FIRST TIME DOING
VOTER REGISTRATION



63% PARTNERS SERVING BIPOC OR
LOW INCOME COMMUNITIES

4,211 PARTNERS
INCLUDING

136 ELECTION OFFICES
& LOCAL GOVERNMENTS

170 SORORITIES &
FRATERNITIES

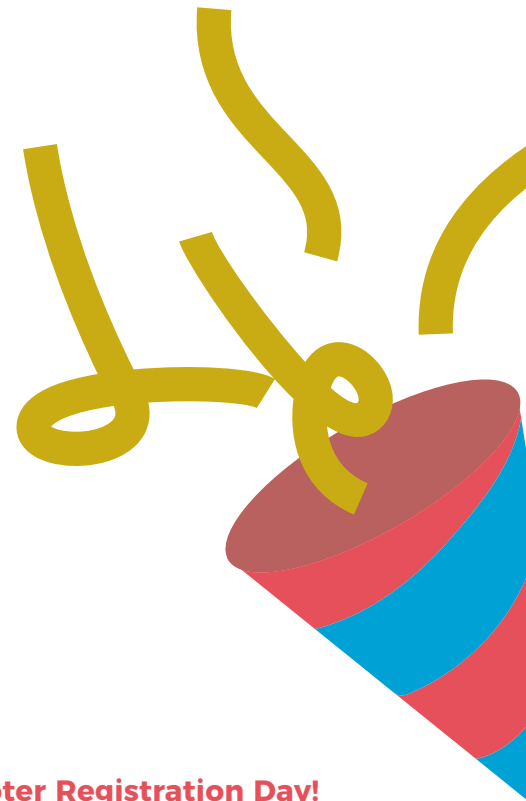
492 COLLEGES, UNIVERSITIES,
HIGH SCHOOLS &
STUDENT GROUPS

536 LEAGUE OF
WOMEN VOTERS

753 LIBRARIES



IN THEIR OWN WORDS



Panhellenic Association, Chattanooga, TN

“All 19 branches and our bookmobile promoted National Voter Registration Day and assisted customers with registration.”

- Baltimore County Public Library, MD



National Coalition of 100 Black Women and League of Women Voters, Chattanooga, TN



Pulaski County Special School District in Little Rock, Arkansas

“We had an awesome National Voter Registration Day! We served a lot of low income families in the community... Everyone enjoyed the DJ playing great music with a variety of cultures.”

- Community Unity Diversity, GA

“We partnered with the Government Department at El Paso Community College’s Valle Verde campus... We were all happy with the results of this great event!”

- League of Women Voters of El Paso, TX



League of Women Voters of the Edwardsville Area, IL

“[Our] event was amazing! We started the day at Shadow Ridge High School and collected a ton of voter registration forms from senior classes. We had some mid-day tabling at University of Nevada Las Vegas, and collected voter registration forms from college students. We had our big park event at Desert Breeze Park, which had at least 150 people show up ... Everyone loved the free food, the music, and the petting zoo.”

- Asian Community Development Council, Las Vegas, NV



PRESS

billboard

Ariana Grande, Taylor Swift & More Musicians Encourage Fans to Register to Vote for Midterm Elections

"In celebration of this year's National Voter Registration Day on Tuesday (Sept. 20), Ariana Grande, Taylor Swift and more of the world's biggest musicians are doing their part on social media to encourage fans all over the country to make sure they're ready to vote once midterm elections come around this November."

(Dalley, 2022)

Patch

National Voter Registration Day: What You Need To Do In California

"A nonpartisan civic holiday, National Voter Registration Day encourages Americans to register in time to cast their ballot in November."

(Ludwig, 2022)

The Southern Maryland Chronicle

National Voter Registration Day Event to be held at the U.S. Colored Troops Interpretive Center in Lexington Park

"National Voter Registration Day is dedicated to celebrating democracy by registering as many American voters as possible through collective efforts from volunteers, businesses, and non-profit groups like the Unified Citizens for Afro-American Contributions (UCAC), which is the host group for this event."

(Southern Maryland Chronicle News Desk, 2022)



September 20, 2022 is National Voter Registration Day

"Local organizations are collaborating to encourage eligible Delaware County voters to exercise their right to be heard at the ballot box, and National Voter Registration Day is the right day to start by registering."

(Griffin, 2022)

The Daily Tar Heel

NC organizations engage voters on National Voter Registration Day

As the midterm elections approach, organizations in North Carolina are working to get more people to the polls – especially on Tuesday, which was National Voter Registration Day.



(Lewis & Newby, 2022)

UDAILY

NATIONAL VOTER REGISTRATION DAY ON TUESDAY

UD students compete to register voters as part of nonpartisan national civic holiday on Sept. 20



(Atkinson & Wolf,, 2022)



Our 10th anniversary celebration also got its fair share of attention from the media, with National Voter Registration Day 2022 being **heavily covered locally and nationally** in publications both big and small.



Gritty and the Phillie Phanatic help celebrate National Voter Registration Day

“The effort is part of National Voter Registration Day, part of an all-out push to get more Philadelphians signed up to vote.”



(MacDonald, 2022)



National Voter Registration Day

“Today (Tuesday) is National Voter Registration Day! If you are registering to vote online in Washington State, all you need is a Washington driver’s license, permit or state I.D.”



(Flores, 2022)



Thurston hails September 20 National Voter Registration Day

“The Thurston Board of County Commissioners (BOCC) officially proclaimed Tuesday, September 20, National Voter Registration Day. The board said the proclamation shows that Thurston County is committed to strengthening democracy by encouraging citizens to register and participate in the elections.”

(Medina, 2022)



Thurston hails September 20 National Voter Registration Day

“You know if we don’t express that right, if we don’t get out and vote, then nothing matters,” said Wilks. “People want change, but until you get out there and make the effort to get out and vote, then nothing changes.”

(McCardell, 2022)



National Voter Registration Day is September 20

“Government works best when its citizens are active and engaged,” said Secretary of State Holli Sullivan. “I encourage all Hoosiers to use this day to make sure they are registered and that their voter information is up to date. Registering only takes a few minutes and can be done online at any time.”

(Johnson, 2022)



Democrats, Republicans court Hispanic voters on National Voter Registration Day

On Tuesday, voter drives took place all over the state of Texas to mark National Voter Registration Day, a day devoted to aiding participation in U.S. democracy. For some groups in the Lone Star State, part of that effort is to tap into the political power of Latino voters.

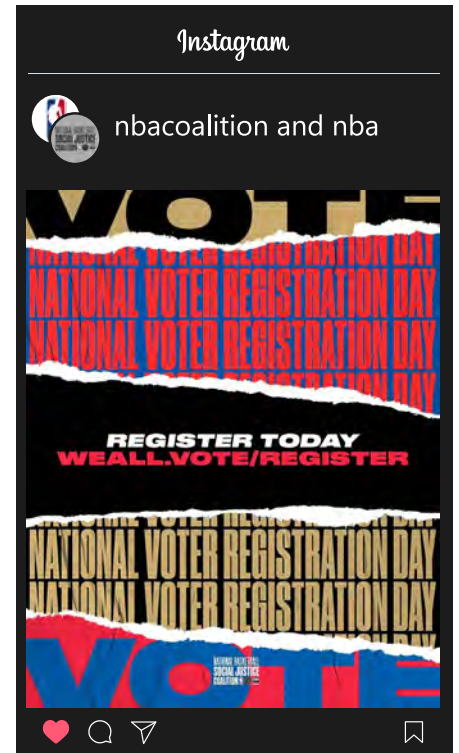
(Diamante, 2022)

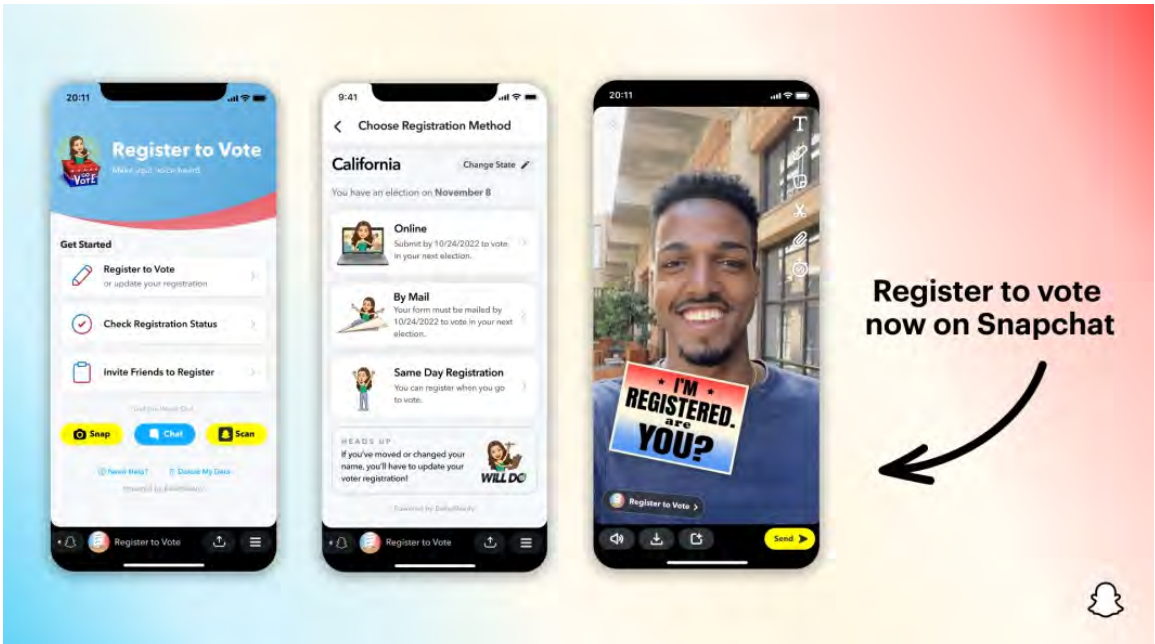


SOCIAL MEDIA

One of the best parts of every National Voter Registration Day is when our partners signal boost voter registration by flooding the social media sphere with a deluge #VoteReady content, trending #1 nationally and making the holiday impossible to ignore!

Here's just a snippet of some of the great posts our friends put out on this year's big day!





Barack Obama @BarackObama

Voting is the cornerstone of our democracy—and, as the late Congressman John Lewis reminded us, our most precious right.

On National Voter Registration Day, take a few minutes to make sure you're registered at iwillvote.com. Then make a plan to vote.

12:16 PM • Sep 20, 2022

Hamilton @HamiltonMusical

The people are asking to hear your voice! Register to vote today: Ham4Progress.com #NationalVoterRegistrationDay

10:24 AM • Sep 20, 2022

Fred Rogers Productions

20 September 2022 at 09:41

It's #NationalVoterRegistrationDay! Journey back with Mister Rogers as he shows us how voting booths used to operate. Make sure you are registered to vote in your neighborhood!

-1:52



reddit

UPDATES FROM REDDIT

Are you registered to vote?
It's National Voter Registration Day! First-time voter? Updating after a move? Get registered today.

TIMELINE

As we hit our 10th consecutive celebration of National Voter Registration Day, we look back at some of the highlights

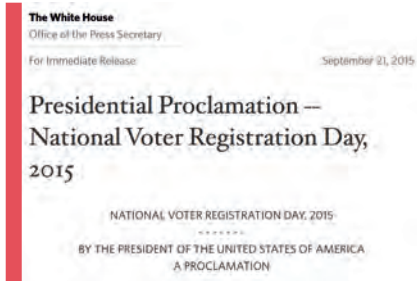
2012 Holiday launches under the leadership of a passionate group of founding partners. Trends for the first time on Twitter following a Tweet from First Lady Michelle Obama



2017 New Steering Committee formed to guide the holiday's work with major media partners, nonprofits, and two Secretaries of State (R and D) ensuring the holiday's continued nonpartisan reputation and success



2014 The holiday recruits over 2,200 partners

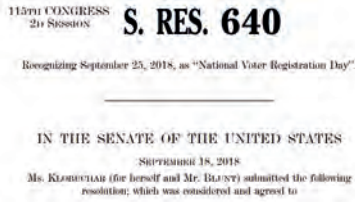


2015 National Voter Registration Day earns its first official White House Proclamation. Secretaries of State from both sides of the aisle join the holiday's Steering Committee

2016 Google dedicates its homepage Google Doodle to National Voter Registration Day, while over 770,000 voters registered as part of the holiday



2018 The US Senate passes the first resolution recognizing National Voter Registration Day. Holiday registers over 860,000 voters



2019 Poster and sticker translations expanded to 11 total languages, with strong demand as 51% of partners requested non-English materials to support their outreach efforts



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2022 With the help of 4,211 community partners, the holiday reached a lifetime total of 5 million voter registrations in the 10 years since its 2012 founding



2020 All previous records shattered with over 1.5 million voter registrations collected amidst the COVID pandemic and historically high voter interest

2021 Holiday defies convention and nets the most registrations ever during a post-Presidential "off year" election cycle



1,554,920

new or update voter registration across the country



FINANCIALS

Program Expenses*

Salaries, Taxes, and Benefits	\$ 347,991
Independent Contractors	\$ 50,722
Partner Grants	\$ 145,918
Event Materials and Shipping	\$ 125,353
Communications and Supplies	\$ 25,767
Occupancy and Other Expenses	\$ 32,081
Meeting and Travel	\$ 9,637
Total Expenses	\$ 737,470

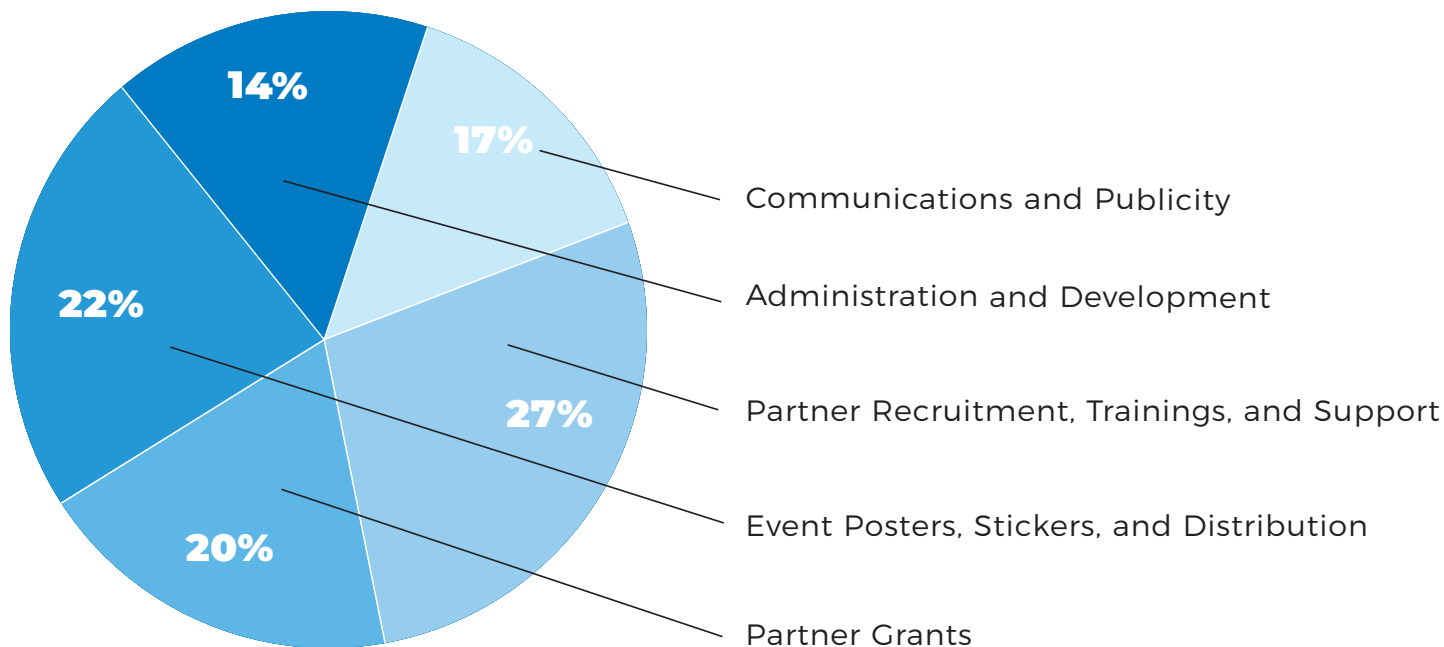
* Unaudited

For tax and charitable filings, see Nonprofit VOTE, the managing partner of National Voter Registration Day.

Special thanks to our financial supporters, including: Aflac, AWS (Amazon Web Services), American Property Owners Alliance, CAA Foundation, Carnegie Corporation of New York, Civic Alliance, Civic Responsibility Project, Democracy Fund, Google, I am a Voter, Levi Strauss & Co, Meta, Microsoft, National Association of Realtors, Paramount Network, Participant Media, Paypal, Room & Board, Target, Twitter, and the Wallace H. Coulter Foundation.

We also extend our gratitude to the Premier and Community Partners who supported this year's holiday by way of in-kind contributions of everything from social media ad buys to free pizza and snacks at events. While not included in the numerical financials for 2022, these gifts were crucial to the success that was National Voter Registration Day's 10th anniversary celebration of democracy.

Functional Expenses



2022 Steering Committee Members

Kentucky Secretary of State Michael Adams (R)
Minnesota Secretary of State Steve Simon (D)
Amazon Web Services: Tonya Rice
APIA Vote: Christine Chen
Civic Alliance: Natalie Tran
Colorado Division of Elections: Judd Choate
Co-Ops Vote/National Rural Electric Cooperatives Association:
Laura Vogel
Democracy Fund: Tammy Patrick, Sr.
EveryLibrary: Patrick Sweeney
Meta: Khalid Pagan
Nonprofit VOTE: Brian Miller
Google, Inc.: Ramya Raghavan
Levi Strauss & Co.: Alexis Bechtol
Military Officers Association of America: Amanda Centers
NALEO Educational Fund: Arturo Vargas
National Disability Rights Network: Michelle Bishop
National Urban League: Alex Rias Esq.
Snap Inc: Teddy Landis
Twitter: Todd O'Boyle
United Way Worldwide: Lindsay Torrico
Yolo County Elections Department: Armando Salud

*As of September 20, 2022

As the managing partner, Nonprofit VOTE provides core staffing for the collaborative work of National Voter Registration Day

Brian Miller
Caitlin Donnelly
Caroline Mak
Danny Navarro
Debi Lombardi
James Hill
JunXian Xie
Kimberley Carroll-Cox
Pradeep Gyawali
Sugelema Lynch
Travis Morin

Digital Support and Tools Provided by:

Register2Vote
Rock the Vote
TurboVote
Vote.org
Into Action Lab



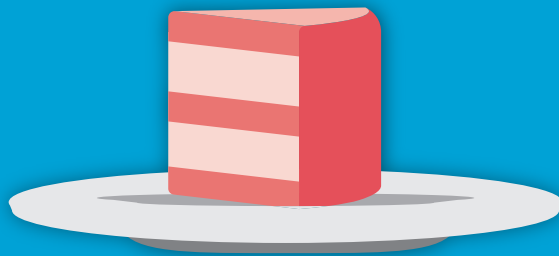


Save the Dates

Thanks for joining us for our 10th birthday celebration!
Be sure to mark your calendars for our 11th and 12th celebrations on
September 19, 2023, and September 17, 2024.

Download the digital version of this report at nationalvoterregistrationday.org/reports





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**SEE YOU AGAIN ON
SEPTEMBER 19, 2023**