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Developed by Nonprofit VOTE, Managing Partner of National Voter Registration Day



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INTRODUCTION



If you're reading this ...

- 1) You are a certifiably amazing and beautiful human being without whom our democracy could not function, and
- 2) Welcome to the National Voter Registration Day 2023 team!

Over this civic holiday's first decade, partners across the nation helped more than 5 MILLION Americans register to vote. We say "first decade" because we're planning many more – and that starts on September 19 of this year!

Far from any kind of an "off year," 2023 will be defined by both important state and local elections AND the last mass registration effort before the 2024 presidential primaries. With the help of coalition partners like you across the nation, we plan to get more than 250,000 Americans #VoteReady.

But all of that starts with spreading the word about your National Voter Registration Day efforts, and this Communications Strategy Guide aims to make that easy!

BACKGROUND



National Voter Registration Day (NVRD) is celebrated each year on the third Tuesday of September. First organized in 2012, NVRD is the nation's largest, nonpartisan civic holiday dedicated to celebrating our democracy by registering to vote as many eligible Americans as possible. Since that first 2012 celebration, the holiday has helped more than 5 million Americans register to vote through the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries, election officials, and friends just like you from all over the country.

By engaging all those partners in a massive single-day event, we aim to saturate the media, light up the internet, and reach the scores of Americans who either haven't yet registered to vote, or simply need to update their registration due to a recent move, name change, or other reason.

National Voter Registration Day is supported by the National Association of Secretaries of State (NASS), National Association of State Election Directors (NASED), U.S. Election Assistance Commission (EAC), and National Association of Election Officials (Election Center). The holiday's Steering Committee is composed of a diverse, nonpartisan group of civic and business leaders, as well as election officials from both sides of the aisle.

HOW TO CELEBRATE



National Voter Registration Day is a civic holiday with heavy emphasis on the “HOLIDAY.” We celebrate our democracy and all it stands for by approaching voter registration with all the enthusiasm and unmitigated glee of a kid in a candy store—and we encourage all of our partners to do the same in their unique way.

Any voter registration event is, by definition, a GREAT voter registration event. We challenge our partners to fully embrace National Voter Registration Day’s fun-loving, star-spangled awesome vibe by thinking outside the box to build an event that people won’t be able to resist. Following are just a few examples from years past:

- ★ Live concerts
- ★ Yard games like frisbee, cornhole, and volleyball
- ★ Dance contests
- ★ Yoga
- ★ Pokemon GO
- ★ Pizza parties
- ★ Barbeques
- ★ Baby goat petting zoos

Dream big, plan big, and register BIG by organizing fun and creative events in your neck of the woods that are sure to generate buzz and foot traffic in your community.

In short, no matter what kind of event you’re planning or what kind of partner you are, National Voter Registration Day is about building community while building democracy!

Tailor your event by incorporating the flavor and culture of your community. Maybe that’s setting your event up near a bustling community gathering space or serving snacks from a favorite local restaurant or food truck. Get creative, working with what you have!

COMMUNICATIONS GOALS AND GUIDELINES



The following goals are shared across all National Voter Registration Day communications efforts:

- ★ Encouraging voter registration and raising awareness of voter registration options;
- ★ Building excitement about the holiday, elections, and the democratic process;
- ★ Elevating reliable and trusted sources of information on voting;
- ★ Amplifying and celebrating the great work of our partners; and
- ★ Getting Americans #VoteReady by encouraging them to see the 24/7/365 practice of being civically informed and engaged as the next natural step after registering to vote

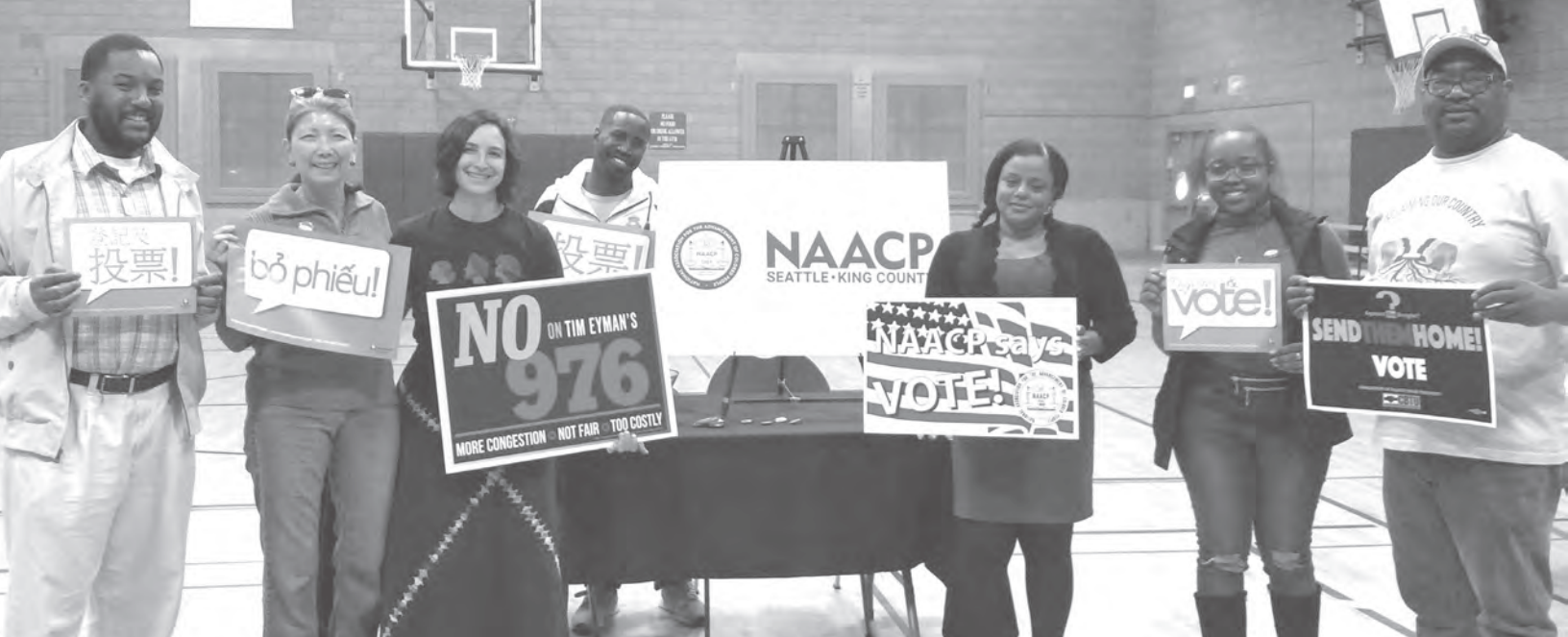
Guidelines for Successful #VoteReady Communication

Keep it Nonpartisan, Positive, and Celebratory

National Voter Registration Day is about celebrating our shared American democracy and that means voters and soon-to-be voters of every stripe should feel welcome and included at your events and in your messaging.

We ask that all partners keep communications positive and nonpartisan by:

- ★ Making sure all messaging avoids any appeals to people on the basis of party affiliation, the campaign of a particular candidate, or specific ballot measures and
- ★ Keeping communication celebratory, unifying, and easily relatable to those from every walk of life.



Don't Bury the Lead—Get People Registered to Vote!

The overall goal of National Voter Registration Day is (you guessed it!) to get people registered to vote. This includes both new registrations and reminding people to check their registration status and make any necessary updates in order to ensure they're able to fully exercise their right to vote.

- ★ In all of the communications you put out, the primary ask should be to register and/or confirm registration status, get friends and family registered, and otherwise contribute to efforts to get every eligible American registered to vote.
- ★ By all means, share information about related topics such as voting rules and options in your state, but try to do so in the context of a straightforward and crystal clear call to action of registering to vote.
- ★ If you're talking to the press, please be sure to encourage them to include information on official voter registration options. This can be a state-specific online voter registration tool, local elections office, an online voter registration tool offered through your organization, a local NVRD event, or on NationalVoterRegistrationDay.org/register.



KEY 2023 MESSAGES

KEY MESSAGE #1:

Celebrate Democracy with National Voter Registration Day!

No matter our background or political beliefs, we know that in order for democracy to work for all of us, it must *include* all of us. In the 10 years since the first National Voter Registration Day, our partners have worked hard to fulfill the NVRD mission of ensuring that every eligible American from across the country is registered and ready to cast a ballot in their next election. As we begin our next decade of voter registration in 2023, the work of that mission is far from over.

Every year, millions of eligible voters are unable to cast a ballot because of missed deadlines, outdated information, or other easily fixable problems. Potential voters are caught in a vicious cycle that sees unregistered citizens become non-voters who are then ignored by political campaigns which, in turn, can leave these citizens disenchanted with the electoral process.

According to 2020 post-election U.S. Census data, as many as one in four eligible voters in the country were either not registered to vote or didn't know whether they were registered to vote. For communities of color, young adults, and other already underrepresented parts of the electorate, the numbers were even more stark.

Led by a diverse bench of partners like you joining forces for a coast-to-coast celebration of democracy on September 19, we aim to narrow these voter registration and engagement gaps that keep our country from reaching its true democratic potential.



KEY MESSAGE #2: **Ready, Set, 2024!**

This year's celebration is the LAST chance we'll have to use the power and scale of the nationwide democracy juggernaut that is National Voter Registration Day to reach and register every eligible American we can before their respective presidential primary elections.

As you read this, political campaigns are crisscrossing the nation to visit county fairs, factory floors, diners, town halls, and even living rooms as part of the presidential election cycle. The same thing goes at the state and local level, where candidates for state legislatures, city councils, and numerous other offices are jockeying with one another and incumbents in their own contests.

As of right now, 100 percent of scheduled state primary elections and presidential primaries or caucuses will occur BEFORE 2024's National Voter Registration Day. While the calendar may "say" 2023, it's beginning to feel a lot like 2024 out there—and that means it's time to make sure Americans are #VoteReady.



KEY MESSAGE #3: All Democracy is Local

While the vast majority of Americans will never meet the President of the United States or possibly even their members of Congress, engaging with members of the local school board, city council, or even a mayor can be as simple as signing up to make a comment at any given week's meeting of local governing bodies.

To put it another way, though all of the glitz and attention of election coverage may focus on national races, the fact of the matter is that state and local elections have some of the biggest influences on our daily lives AND are far easier to impact from an individual voter's perspective.

That's why we here at National Voter Registration Day don't take ANY election years off. Across the country in 2023, local elections will determine the outcome of questions big and small: buying a new ladder truck for the fire department; deciding on housing matters; repairing decaying infrastructure; or determining who makes prosecutorial decisions at the District Attorney's office.

Answers to such questions have significant impact on towns and cities and it's for the voting citizens of these communities alone to make the choices that shape the places they call home. That's why it's our job and the job of on-the-ground National Voter Registration Day partners to make sure we turn hundreds of thousands of local residents into local voters in 2023.

TALKING POINTS



Whether you're speaking to someone attending your voter registration event or a member of the press, it can be helpful to have some crisp and concise messaging points that lay out the central themes of National Voter Registration Day.

About the Holiday

- ★ National Voter Registration Day is the nation's biggest nonpartisan civic holiday dedicated to getting every eligible American registered to vote for their next election.
- ★ On National Voter Registration Day, organizations ranging from Fortune 500 companies to local food banks and public libraries join forces for a one-day, nationwide democracy blitz to create broad awareness of voter registration opportunities through in-person events and virtual events, as well as digital, social, and traditional media outreach.
- ★ Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, don't update their registration, or aren't sure how to register. As a nonpartisan civic holiday celebrated every September, National Voter Registration Day seeks to make sure each one of these Americans has the opportunity to make sure they're registered to vote before their next election.
- ★ National Voter Registration Day aims to make sure no one who wants to cast a ballot misses the opportunity due to an easily fixed registration problem.
- ★ Beyond registering voters, National Voter Registration Day also seeks to make sure Americans are #VoteReady by raising awareness of state-specific voter registration deadlines and policies, educating voters on election information and their different options for casting a ballot, and drumming up enthusiasm for political participation.
- ★ Since 2012, more than 5 million Americans have registered to vote on National Voter Registration Day, including 1.5 million in 2020 alone.



About the Need for the Holiday

- ★ Americans can register to vote when they turn 18 or become a citizen, but they also need to update their registration for any number of reasons, such as moving to a new address or changing their name. Many Americans are unaware of this need or state registration deadlines, preventing them from voting.
- ★ A 2020 study by the Knight Foundation found that more than one in four unregistered voters (27%) reported not being registered because they didn't know how, kept forgetting, didn't have time, were too busy, or recently moved. Among unregistered voters ages 18–24, this number was even higher: 42%.
- ★ When the registered voting population doesn't reflect the population as a whole, we end up with a distorted democracy that fails to reflect the views of the country at large. If we're going to build a democracy that truly represents us all, the best solution is closing registration gaps through on-the-ground voter outreach that meets often disenfranchised groups where they are.

VOTER REGISTRATION PRO TIP:

Consider all of these talking points as places to start. Feel free to use them as you need and blend in facts, figures, and anecdotes about your own community. Voter outreach messaging is at its best when it is local and authentic.



About National Voter Registration Day 2023

- ★ Because voter turnout tends to be lower in local elections, the power of the individual voter is exponentially magnified. Registering voters at the local level is an unparalleled opportunity to have a decisive impact on the future of our community.
- ★ From property taxes and police funding to trash pickup and school curriculum, local officials and the decisions they make have some of the most direct effects on our daily lives. Registering and voting provide residents the opportunity to be an active participant in our self-governing democracy and answer these big questions that most directly affect our lives and communities.
- ★ In the last few years, the most contested topics in our national conversation have all revolved around local issues. Whether it's crime and the role of policing, housing availability, or what's taught in schools, finding a way forward on these issues calls for engaged communities full of registered voters.
- ★ Between this year's state and local elections, next year's primaries, and the 2024 general election, the next two years are going to be one long voting race to the finish line. Let's use 2023 to make sure every eligible American is registered and ready to hit the ground voting.
- ★ The calendar may say 2023 but the presidential campaigns already crisscrossing the country make clear that 2024 is just around the corner. This year's National Voter Registration Day is a make-or-break opportunity to get hundreds of thousands of Americans in every state registered and ready to vote in every single election coming down the pike.
- ★ This National Voter Registration Day is the last big opportunity we have to reach as many prospective voters as we can before next year's presidential primaries. If we want our 2024 ballots to truly reflect the will of the American people, let's make sure all eligible Americans are registered voters.

WEBSITE AND SOCIAL MEDIA ACCOUNTS



WEBSITE: NationalVoterRegistrationDay.org

On the NVRD website, individuals and organizations can access an online voter registration tool to register voters or confirm a registration is up to date, get additional information about in-person and mail-in voting options in their states, access tools for hosting successful events, and connect with helpful #VoteReady resources from our friends in the civic space.

Site visitors can also utilize our [Event Map](#) feature to search for National Voter Registration Day events being held in their states and/or communities.

SOCIAL MEDIA ACCOUNTS

Follow our social media accounts for updates on the holiday, partner highlights, training resources, webinar reminders, and more. We encourage you to share and repost NVRD content across your own social media accounts during both the lead up to the holiday and on September 19 in order to maximize the length of time that voter registration content can reach as many potential voters as possible.

OFFICIAL HASHTAGS: #NationalVoterRegistrationDay & #VoteReady

Unsurprisingly, our primary social media hashtag is none other than the name of the holiday #NationalVoterRegistrationDay. Our secondary hashtag is #VoteReady, which has the best bang for its buck when used alongside #NationalVoterRegistrationDay.

All partners are encouraged to use these hashtags frequently, as it makes it more likely that the official National Voter Registration Day social media accounts and/or the official accounts of other partners will see, engage with, and share your content.

Facebook / Twitter /
Instagram / Reddit:
[NatlVoterRegDay](#)

Tumblr:
[NationalVoterRegistrationDay](#)

While it might seem easier to abbreviate the holiday with "NVRD," this is not an official hashtag and will fly under the radar for supporters and partners looking to signal boost voter registration content for the holiday.

TIPS, TRICKS, AND BEST PRACTICES



Talking about voter registration and related topics can be tricky, particularly in today's environment. As a reminder, National Voter Registration Day partners agree to remain strictly nonpartisan in all communications related to their participation in the holiday. But nonpartisan doesn't mean non-participation, and we depend on partners to help us get the word out and help every eligible voter get registered and make their voice heard!

Following are some key takeaways from research and lessons learned about the type of communication, messaging, and language that inspire action around voter registration and beyond.

- ★ **Sometimes, boring is best.** Funny memes go a long way on the internet, but people respond best to voting information that feels official/governmental in nature and gives clear and unambiguous details about election-related information and issues.
- ★ **Keep it nonpartisan.** Your agreement as a National Voter Registration Day partner to keep your messaging around the holiday nonpartisan works out well, as nonpartisan messaging is more effective at gaining trust than messaging with a partisan tilt! We recommend regularly consulting and sharing information from [Vote.gov](https://www.vote.gov) or your state or local election office to ensure that the details you share with your community are updated, accurate, and clearly communicate the necessary information to voters.
- ★ **Keep it positive.** In keeping with the celebratory, unifying, and nonpartisan tone and feel we try to cultivate around National Voter Registration Day, we recommend keeping your communications uplifting and positive. Lead with statements that focus on the values we share such as the freedom to vote, ensuring every voice is heard, and building a strong democracy in which voters are empowered to pick our leaders. Stress that voting is a superpower that we all possess, and we can create positive change by exercising it! Thank the local superheroes in your community—election officials—who register voters and administer trusted and smooth elections year after year.



Consider your message framing. Messages about voting tend to fall into the following categories:

- ★ **Identity** (e.g., “Are you a voter?”; “Be a voter”; etc.)
- ★ **Issue-based** (focusing on the tangible impacts of voting on issues of importance such as healthcare, education, public transportation, crime and justice, etc.)
- ★ **Empowerment** (focusing on how the voter has the ability to make change)
- ★ **Process-oriented** (specific, detailed information on the voting process)

Research conducted by the Ad Council in partnership with Democracy Works shows that different age groups respond differently to the different types of voting message frames described above. Know your audience:

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

Choose trusted messengers. Across these different types of messages, a key finding is that messages that feel personal, conversational, and timely are most effective. Regardless of the message frame around voting, people respond best to trusted messengers in the workplace, in their communities, and in their personal networks of friends and family.

This is exactly why National Voter Registration Day is so effective! We depend on a network of thousands of partners (this means YOU!), who all leverage their trusted messenger status to share information about voter registration in their communities. Interpersonal communication is highly effective—much more so than mass emails or generic social media posts.

RESOURCES, ASSETS, AND NEXT STEPS



This Communications Strategy Guide offers topline information and support as you build your messaging for National Voter Registration Day 2023, but we also have a variety of resources to further support your celebration of the holiday, including:

- ★ Communications Activation Timeline
- ★ Email Outreach
- ★ Sample Emails for Affiliates or Supporters
- ★ 5 Tips for Communicating with Press
- ★ Sample Media Alert
- ★ Sample Press Release
- ★ Sample Social Media

Check out the [Resources](#) tab on our website for swag, field organizing tools, and more. Lastly, be sure to keep an eye on your inbox for email updates full of news, upcoming webinars and trainings, and new tools and resources to help with all of your National Voter Registration Day Community Partner needs as we approach September 19!

COMMUNICATIONS ACTIVATION TIMELINE



The timeline below is a sample timeline by which you can share information about National Voter Registration Day in 2023, promote your participation, and build a successful event through your organization's communications channels. Depending on your goals, you can incorporate some, all, or none of these dates into your communications efforts, while also using other key moments in the summer and early fall that are important in your community.

Please consult the [Communications Resources page](#) on our website for downloadable social media copy and graphics, copy-and-paste email text, logo art, and more.

Two Months Before National Voter Registration Day (mid-July)

- ★ Announce your participation in National Voter Registration Day, September 19, 2023: Let's get #VoteReady for #NationalVoterRegistrationDay!
- ★ Encourage others in your community to join in the effort by signing up as official holiday partners. Spread the word through your membership lists, networks, affiliate organizations or chapters, and more.
- ★ Highlight the importance of this year's elections in your community, raising awareness of what's at stake and reminding your community to prepare to get #VoteReady on this year's #NationalVoterRegistrationDay.
- ★ Create your official National Voter Registration Day events on the Events Map (NationalVoterRegistrationDay.org/events). Next, use that link to promote your event, attracting volunteers, participants, and local media. You can also search for other events in your area for a chance to collaborate.



One Month Before National Voter Registration Day (mid-August)

- ★ Send out initial press advisory as soon as you have the who, what, where, when, and why of your event. Be sure to follow-up with a phone call. This is also an opportunity to gain media sponsors who will help get the word out between now and National Voter Registration Day.
- ★ Remind your community about your official partner role in this year's #NationalVoterRegistrationDay on September 19. Encourage potential voters not to wait and to get #VoteReady today by getting registered!
- ★ Promote your participation and encourage other organizations of all stripes and sizes to join you in the national effort by signing up as a partner on the NVRD website to receive free swag, training, and more.
- ★ Consider a smaller or internal voter registration push. Test-drive your messaging approach so that all systems are go on September 19! Build excitement among your employees or members and encourage them to get registered today so that they're freed up on September 19 to get others #VoteReady.
- ★ Remind your audience that it's never too early to get #VoteReady ahead of #NationalVoterRegistrationDay. For those who are already registered, this is a good time to research options for how to cast a ballot on or before Election Day.

Three Weeks Before National Voter Registration Day (last week of August)

- ★ Issue one final push to encourage organizations to sign up as partners ahead of the deadline for receiving a free shipment of National Voter Registration Day-branded swag, including posters and stickers! Remind your community that groups of all types and sizes, from huge companies to small church groups, can and should join in!
- ★ Promote your National Voter Registration Day event. As more attention turns towards the holiday, potential volunteers, would-be voters, and the media increasingly search for and are interested in finding National Voter Registration Day events in their communities and online. Remember that you can register an online event too on our website nationalvoterregistrationday.org/events.



Two Weeks Before National Voter Registration Day (post-Labor Day)

- ★ Promote your organization's event and encourage voter registration. Messages from other partners in this period will begin to increase in frequency and the sense of urgency around upcoming National Voter Registration Day events in the community, on the airwaves, and on the internet will rise.
- ★ Remind your membership lists. Send another email to remind people about events you are hosting, including both in-person and/or online events. This is a good time to recruit and train volunteers and make sure everyone knows all the specifics about your activities.
- ★ Keep your community and online followers informed of upcoming events. It is important for them to hear about your activities over time leading up to National Voter Registration Day. By reminding them, they become more likely to participate.

One Week Before National Voter Registration Day

- ★ It's almost go time! The final push toward September 19 should consist of frequent, daily postings to social media and repeated calls to register to vote and celebrate #NationalVoterRegistrationDay.
- ★ Continue your media outreach—reminding the media of your event and the holiday more broadly as it nears is essential. Send your full press release as appropriate, and be sure to re-send your advisory the day before NVRD as a final reminder.
- ★ Increase social media posts, with a focus on why upcoming elections and voter registration opportunities are important this year and every year for your community!
- ★ Prepare for the big day and make sure you know your stuff! Review the key messages included in the Communications Strategy Guide and prepare a few talking points specific to voter registration, being #VoteReady, and the place of your organization and event in the national movement around voting. It is likely that you will be asked questions by the media and/or the public at your event or online on September 19, so make sure you are ready. Review the state-specific resources on the NVRD website and consult your state or local election office's website to learn more about registration in your community.



**** National Voter Registration Day – September 19, 2023 ****

- ★ Blast out reminders to REGISTER TO VOTE! It is MOST important that everyone tuned into your social media channels, on your email lists, and in your community registers to vote TODAY! And once they've done so, they need to get everyone else they know to do the same. Share the link to the voter registration tool on the NVRD website or whatever tool(s) or methods your organization uses to help make the holiday a success! Flood social and traditional media and your communities with calls to register to vote, get #VoteReady, and everything else about National Voter Registration Day.
- ★ Use our hashtags—#NationalVoterRegistrationDay and #VoteReady—to help the holiday and the importance of the voter registration trend!
- ★ Invite your membership lists to your event and push your event to the public. This is your last chance to let people know about your event and get them to participate. Send out a final press release (include availability of images if you have them) to ensure that your event is getting the coverage it needs. This is the best way to reach out to the general public beyond your regular distribution lists.

One Day After—September 20, 2023, and beyond

- ★ Stay engaged! Plan to help your community get #VoteReady starting today. We hope that National Voter Registration Day is just the start of your group's civic engagement efforts. The NVRD website will have resources and links about how to get #VoteReady in many different ways, no matter how you want to vote and no matter where you are in the country!
- ★ Consider participating in additional civic holidays, such as National Voter Education Week (October 2–6), Vote Early Day (October 26), and Election Hero Day (November 6). Check them out and learn more at [civicholidays.org](https://www.civicholidays.org).

EMAIL OUTREACH



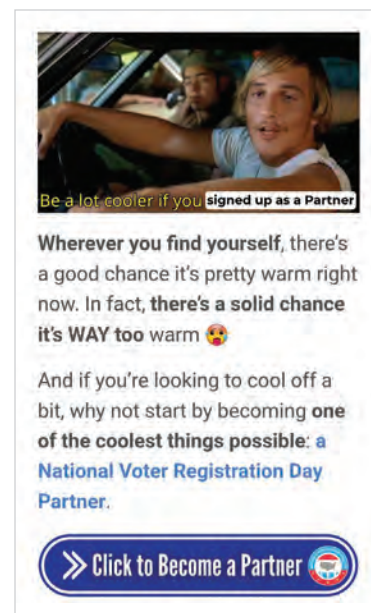
Email campaigns can live and die by the subject line. This is your one shot to grab someone's attention or pique their interest long enough to get them to take that gigantic step of actually opening the email. In general, the more concise the subject line, the more likely it is to get opened. Hard numbers, declarative statements, or short, quirky questions do well—anything to make the reader do a double take.

The times you send can be just as important as the subject line itself. In general there are three sweet spots around 10:00 a.m., 1:00 p.m., and 6:00 p.m. Think of these as after breakfast, after lunch, and just before dinner is ready, when a person is more likely to be free and using their phone/other mobile devices.

Strive to sound human to stand out from the over-polished marketing noise cluttering inboxes everywhere. That being said, there is a fine line between strategy and manipulation and most folks have a built-in gut sense of that creepy uncanny valley wherein a mass email is being a bit too cute by half to feel personal.

Have a clear call to action. You've gotten your recipient to open your email, that's the hard part. Now it's your job not to mess it up. At this point, the biggest enemy of email success is mission creep and too many asks—you want one specific, actionable goal or call to action in your email, and you want it prominently placed as close to the top as possible: This might be a sign-up form or some sort of button the reader can click to take them to a specific link. The more steps you add to the process, the higher the bar you set for your reader, resulting in higher drop off before taking action.

Hyperlink and Button





Keep things as pithy and concise as possible, with the general recommendation being no more than 50 to 125 words in your email.

Other helpful tips to keep in mind:

- ★ **Break up big daunting blocks of text** in favor of short paragraphs composed of no more than about two to three sentences. (Keep in mind the various devices on which people read emails, resulting in scrolling even for these two to three sentences.) Bolding some of the text periodically also helps to break up the paragraphs themselves.
- ★ **Make the email read as conversationally as possible.** The more you can pull the reader in with humor, quirks, or just plain good writing, the better chance you have of taking them through your entire email.
- ★ **GIFs and Images are your friends.** Not just because of the humor and levity they inject but also because they're a chance to break up the text and entice the reader to keep scrolling. But there is such a thing as too much of a good thing: overloading on images or GIFs can be dizzying, drown out your message and, in the very worst cases, cause the email to be inadvertently chucked into the spam folder.
- ★ **Be mindful of the makeup and diversity of your audience** in order to make sure your content can be appreciated and understood by folks from every walk of life.

SAMPLE EMAILS FOR AFFILIATES OR SUPPORTERS

Sample Email for Supporters and Affiliates to be Sent About a Month Prior to National Voter Registration Day

Sender:

Name, Organizational Name (Should read "Samantha, Organization.com" for example)
Suggested Subject lines:

- ★ Celebrating Democracy in America – Register to Vote!
- ★ [ORGANIZATION NAME] and National Voter Registration Day: Let's Get #VoteReady!
- ★ Mark your calendar: September 19 is National Voter Registration Day!

Suggested Body Text:

Dear [SUPPORTER'S NAME],

We're excited to be part of a national effort to strengthen our democracy by registering voters on this year's National Voter Registration Day, which will take place on September 19, 2023!

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that's helped more than 5 million Americans register to vote! With the help of thousands of organizations and volunteers working together across the country, the holiday serves as a pre-election-season springboard that gets communities of every stripe #VoteReady to hit the polls in their next election.

No matter what party you support or what issues matter most to you, National Voter Registration Day is the perfect time to contribute to our shared American democracy.

Today, we invite you to register to vote and make use of voting resources at NationalVoterRegistrationDay.org and use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you're registered to vote, there are many other ways you can get involved:

- ★ Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online [INSERT DETAILS OF EVENT]
- ★ Step up to host your own local in-person or online event with your family, friends and neighbors to make sure everyone you know is registered. Learn more about becoming a National Voter Registration Day partner at NationalVoterRegistrationDay.org
- ★ Follow us on social media to get reminders that September 19 is the big day!
- ★ We're really excited to be able to join thousands of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME] [ORGANIZATION]



Another Sample Email for Sending About a Month Prior to National Voter Registration Day

Sender:

Name of organization on Sept 19 (Should be like "Samantha, Tumblr.com" for example):

- ★ National Voter Registration Day events near you—or online!
- ★ [ORGANIZATION NAME] is registering voters in [YOUR TOWN]!
- ★ Celebrate #NationalVoterRegistrationDay on September 19!

Suggested Body Text:

Dear [SUPPORTER'S NAME],

We're committed to sustaining and strengthening our democracy by getting voters registered on National Voter Registration Day this September 19. This will be the last big opportunity to get Americans registered to vote before the 2024 primary elections!

Come join us in this vital celebration of our shared democracy! On September 19, come out to a voter registration event we're hosting near you [INSERT EVENT DETAILS, LINK TO EVENTS MAP ON OUR WEBSITE, AND/OR SHARE ONLINE EVENT DETAILS].

There are state and local elections of importance all across the country this year, to say nothing of the presidential primary elections and 2024 general election coming quickly down the pike. RSVP now to an event in your area, then ask a friend to join you:

[EVENT NAME 1]

[EVENT LOCATION OR URL]

[TIME]

[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]

[EVENT LOCATION OR URL]

[TIME]

[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers who, like you, value civic participation and are willing to take a few hours for one day to help make the bonds of our communities stronger.

Visit NationalVoterRegistrationDay.org/events to RSVP and invite a friend! See you on September 19!

[NAME]

[ORGANIZATION]

P.S. If events aren't your thing, no big deal. Just don't miss out on the most important part of National Voter Registration Day—take 30 seconds to make sure you're registered to vote at your current address.



Sample Email to be sent the morning of September 19

Sender:

[ORGANIZATION]

Subject Line:

It's National Voter Registration Day!

Suggested Body Text:

Dear [SUPPORTER'S NAME] / *Supporter,*

While this is a democracy, ensuring that our electoral outcomes reflect the will of the American people requires making sure that as many of those people as possible are able to participate at the ballot box as registered voters.

That's why [ORGANIZATION NAME] is a proud partner and supporter of National Voter Registration Day, the nation's largest civic holiday with more than 5 million voter registrations to its name since 2012.

Here's how YOU can celebrate democracy today:

- ★ **Register to vote or check your registration online** using [National Voter Registration Day's Online Voter Registration Portal](#). It's simple, it's free, and it's secure. Even if online voter registration is not available in your state, you can easily start the process online no matter where you live.
- ★ **Attend a National Voter Registration Day event:** Find one near you using our [Event Map](#) or search for an online event.
- ★ **Spread the word:** Once you make sure you're registered to vote, forward this email, text a friend, and/or post to social, asking your network to join you in getting #VoteReady. Be sure to use and use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts. Check out this library of great social media content from our friends at National Voter Registration Day.
- ★ **Get #VoteReady:** Already registered? Even better! If you want to learn more about elections in your community, check out our [#VoteReady resources](#) on the National Voter Registration Day website.

Thanks for taking a few moments to strengthen our community—and our country—with your voice.

Sincerely,

[ORGANIZATION NAME]

5 TIPS FOR COMMUNICATING WITH THE PRESS



- ★ Keep your press releases and media advisories short. Reporters (especially local reporters) get A LOT of these and it's easy to get lost in the shuffle. As a rule, all written outreach should be succinct and easy to read.
- ★ After emailing a press release or advisory, always make a follow-up phone call to add a voice and some personality to your story.
- ★ Reporters love stories that can serve as a follow-up or continuation to an earlier story. Do some research on voting/voter outreach/voter registration in your area/community to see if there's anything your story may be related to and then be sure to mention and link to it in your release/follow-up call. This research can also surface reporters covering relevant topics and, therefore, more likely to cover your event.
- ★ Local news outlets keep an eye on trends or stories that people are talking about. If possible, tie your release to a hot topic that's currently trending in the news. For example, if high gas prices are something everyone is talking about, maybe emphasize the virtual voter registration options your event is offering as a way to allow people to participate regardless of transportation limitations.
- ★ News outlets love good visuals. If your event is going to have any cool attractions, activities, or sights, be sure to highlight that in your press outreach.

MEDIA ADVISORY VS. PRESS RELEASE: WHAT'S THE DIFFERENCE?

Press releases are more narrative and include lots of information that reporters can use to inform their stories, including background information, relevant quotes, photos, and more. Media advisories serve more as an invitation, with a bare bones outline answering the essential whos, whats, wheres, whens, and whys of a given event. Initial advisories should be sent out several weeks in advance of the event, with a second advisory sent as a reminder the day prior to the event.



Headline:

September 19, 2023 is National Voter Registration Day

According to post-2020 election Census data, one in four Americans either are not registered to vote or do not know whether they are registered to vote. With the help of a nonpartisan, coordinated, nationwide effort to get Americans of every stripe registered to vote in time for their next election, we'll build a stronger democracy.

[YOUR ORGANIZATION NAME] is joining thousands of organizations across the country to celebrate National Voter Registration Day on September 19 by getting [YOUR COMMUNITY] residents registered and vote ready ahead of local elections and next year's presidential primary and general election.

What: [YOUR ORGANIZATION'S EVENT DETAILS]

Who: [NOTE ANY PARTICIPANTS THAT MIGHT DRAW MEDIA or SKIP]

When: Tuesday September 19, 2023 [TIME AND RELEVANT TIMEZONE], rain or shine.

Where: [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

Media Contact: [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

###

About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each year on the third Tuesday of September composed of coordinated efforts by over 4,000 national and community partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 5 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, National Association of State Election Directors, the U.S. Election Assistance Commission, and the National Association of Election Officials.

About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]

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About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



Headline:

September 19, 2023 is National Voter Registration Day

Subheadline:

[ORGANIZATION NAME] joins thousands-strong democracy coalition to register voters in *[CITY/ONLINE]*

[CITY, STATE – DATE] – On September 19, 2023, a coalition of thousands of partners across the country will celebrate National Voter Registration Day with a coordinated democracy blitz aimed at getting every eligible American registered to vote in advance of local elections and next year’s hotly contested presidential primaries.

Every eligible citizen should have the option to exercise their right to be heard at the ballot box and with more than 5 million registered voters to its name since 2012, National Voter Registration Day is the perfect day to start by getting #VoteReady. With this year’s holiday being the last National Voter Registration Day before voters in all 50 states, D.C., and U.S. territories head to the polls for the presidential primaries, there’s no time like the present to get every eligible American registered to vote.

[INSERT QUOTE ABOUT YOUR ORGANIZATION AND HOW IT WILL PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY]

Thousands of national, state, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2023. Partner organizations ranging from local libraries and college campuses to Fortune 500 companies will coordinate a star-spangled tidal wave of online and offline events to leverage this largest of civic holidays designed to drive attention to voter registration.

[YOUR ORGANIZATION NAME] is proud to be a National Voter Registration Day partner. On September 19, *[YOUR ORGANIZATION NAME]* will engage its community and register voters at the following events:

[EVENT 1, TIME, LOCATION OR URL]

[EVENT 2, TIME, LOCATION OR URL]

[EVENT 3, TIME, LOCATION OR URL]

The civic holiday’s website, NationalVoterRegistrationDay.org, provides a listing of National Voter Registration Day events across the country. It also includes comprehensive and state-specific resources on all things voter registration and voting more generally.

For inquiries about National Voter Registration Day, please contact: *[MEDIA CONTACT]*.

###

[NVRD and organizational boilerplate language]

SAMPLE SOCIAL MEDIA



Here you can find sample social media copy to share leading up to and following National Voter Registration Day. Additionally, you can find our ever-growing library of ready made social media graphics in [Communications Resources](#) that you're free to use on your social media feeds.

Posts can absolutely be modified and customized to fit your organization's needs, but we recommend that you always provide a link to your preferred voter registration site, the NVRD website, and include the hashtags #NationalVoterRegistrationDay and/or #VoteReady.

Please reach out to info@nationalvoterregistrationday.org with any questions or direct message us via any of our social media platforms.

- ★ Celebrate democracy in the United State by registering to vote on September 19 at NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- ★ Are You #VoteReady? Make sure you are by getting registered on NationalVoterRegistrationDay.org on 9/19! #NationalVoterRegistrationDay
- ★ Have you moved since the last election? Make sure you're registered to vote with your new address! NationalVoterRegistrationDay.org #NationalVoterRegistrationDay #VoteReady
- ★ National Voter Registration Day is in just [insert amount of time]! Find a voter registration event near you at NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
- ★ What are you doing September 19? Join us at a #NationalVoterRegistrationDay event near you, or at a virtual event! [\[LINK TO FB RSVP LISTING\]](#) #VoteReady
- ★ It's beginning to feel a lot like 2024 out there! Make sure your community is #VoteReady to hit the polls in the upcoming primaries & general election by registering at NationalVoterRegistrationDay.org



Sample Social Media Posts for DAY OF: September 19

- ★ It's National Voter Registration Day! Take 30 seconds to register to vote, check your registration status, or find a registration event on or offline near you! NationalVoterRegistrationDay.org
#NationalVoterRegistrationDay #VoteReady
- ★ Did you know [ORGANIZATION NAME] is helping register voters in our community today? We're part of #NationalVoterRegistrationDay. NationalVoterRegistrationDay.org
- ★ DID YOU KNOW this is the LAST #NationalVoterRegistrationDay before all of the 2024 presidential primary contests? Get registered & #VoteReady today before it's too late! NationalVoterRegistrationDay.org
- ★ All of the presidential primary coverage got you thinking about the 2024 election? Get #VoteReady for decision 2024 today at NationalVoterRegistrationDay.org
- ★ Want to vote this year? Make sure you're #VoteReady NOW at NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
- ★ If you've recently moved, turned 18, or changed your name, you may not be #VoteReady! Take this opportunity to update your voter registration at NationalVoterRegistrationDay.org/register-to-vote *[feel free to substitute your organization's own registration tool here]*
- ★ As many as 1 in 4 eligible Americans is not registered to vote. Be part of the solution and get your community #VoteReady today on #NationalVoterRegistrationDay NationalVoterRegistrationDay.org
- ★ Already registered and wondering how you can celebrate #NationalVoterRegistrationDay today? Tag a friend or 10 and tell them to pass it on! Or get #VoteReady yourself! Look into options available in your state for voting by mail, voting early, and more on our website NationalVoterRegistrationDay.org



SEPTEMBER 19, 2023

nationalvoterregistrationday.org
info@nationalvoterregistrationday.org

