

# 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.