

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).