

**NATIONAL VOTER REGISTRATION DAY:  
SEPTEMBER 19, 2023**

# ELECTION OFFICIAL FACTSHEET



*“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.”*

– Secretaries of State Michael Adams (R-Kentucky) and Steve Simon (D-Minnesota)  
National Voter Registration Day Steering Committee Honorary Co-chairs

## What is National Voter Registration Day?

Each year in the United States, millions of eligible voters find themselves unable to vote because of easily prevented issues like missing a registration deadline, forgetting to update their registration after a name change or moving, or simply because they aren’t sure how to register.

National Voter Registration Day was created in 2012 to help address such issues by serving as a nationwide nonpartisan rallying point to promote voter registration and help eligible voters across the country get #VoteReady to participate in our shared democracy. Since 2012, more than 5 million citizens have registered to vote on the annual holiday, including a record-breaking 1.5 million in 2020 alone.

## This year’s holiday is September 19, 2023!

On September 19, thousands of partners ranging from local libraries and college campuses to national nonprofits, Fortune 500 companies, Silicon Valley tech giants, and more will join forces for a single day of star-spangled awesomeness, celebrating our democracy and the voting public that makes it possible. Through a coordinated nationwide civic blitz in traditional media, online, and good old-fashioned face-to-face voter engagement in communities across the country, we’ll spend 24 hours driving unparalleled awareness of voter registration opportunities to millions who may not otherwise register.

In addition to 2023’s important state and local elections, this is the last National Voter Registration Day before all of the presidential primary contests leading up to the 2024 election, making, September 19 the best chance to get hundreds of thousands of folks registered to vote before the United States shifts into full-on 2024 election mode.

### National Voter Registration Day is endorsed by:



National Association of Secretaries of State



NASED

National Association of State Election Directors



U.S. Election Assistance Commission



National Association of Election Officials

### 2023 National Voter Registration Day Steering Committee Members:

Michael Adams,  
Honorary Co-chair  
Kentucky Secretary of State

Judd Choate  
Colorado Director of Elections

#### And representatives from:

Asian Pacific Islander American Vote • Civic Alliance • Democracy Fund • EveryLibrary • Google • Levi Strauss & Co. • Meta • Military Officers Association of America • NALEO Educational Fund • National Disability Rights Network • National Rural Electric Cooperative Association • National Urban League • Nonprofit VOTE • Snap Inc. • Twitter • United Way Worldwide

Steve Simon,  
Honorary Co-chair  
Minnesota Secretary of State

Armando Salud  
Deputy of Elections,  
Yolo County (California)



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## Why should election officials participate in National Voter Registration Day?

Over the years, National Voter Registration Day has been increasingly recognized by election administrators at all levels as a key nonpartisan opportunity to raise broad awareness of state-specific information related to voter registration, bolster community relationships, and broaden understanding of the electoral process. Time and again, the holiday has helped to elevate the essential role election offices play in distributing trusted voting information and administering free and fair elections. In these ways and more, National Voter Registration Day is a natural avenue through which election officials can build, sustain, and strengthen cooperative civic relationships with community-based partners and the voting public at-large.

Held comfortably in advance of every state's respective voter registration deadline, the holiday is a high-visibility opportunity to educate the voting public about voter registration during the period when the country is beginning to shift into election mode. What's more, the extra attention brought on in this early period by the holiday's grassroots engagement and media saturation helps to front-load vital voter information for the general public. In this way, National Voter Registration Day and its nationwide coalition of partners serve as a resource multiplier for election offices, ultimately saving time and money in the lead-up to Election Day.

## How Election Officials Can Support National Voter Registration Day



### Partner with others in your community for a voter registration event.

If you would like free branded posters, stickers, and other holiday materials and all the support you need to stage a truly awesome voter drive that sets an example for other election offices in your state and across the country, sign up as a Community Partner at [NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org)



### Issue a call to action for others in your community to join in the National Voter Registration Day effort.

Election officials can play a leadership role in getting other local election officials, nonprofits, businesses, libraries, schools, and other trusted institutions within local communities to join our broad, nonpartisan effort to get America #VoteReady.



### Promote National Voter Registration Day.

Issue a proclamation, organize a media event at a nearby university or other venue, and promote the holiday on your social media channels using our hashtags #NationalVoterRegistrationDay and #VoteReady.

If you would like a sample press release, social media assets, or other content to support your election office's engagement, email us at [info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org)



[NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org)