2023 National Voter Registration Day
Steering Committee Members:

**Steve Simon,**
Honorary Co-chair
Minnesota Secretary of State (D)

**Judd Choate,**
Colorado Director of Elections

**Michael Adams,**
Honorary Co-chair
Kentucky Secretary of State (R)

**Armando Salud,**
Deputy of Elections, Yolo County

**And representatives from:**

- Amazon Web Services
- APIA Vote
- Civic Alliance
- EveryLibrary
- Google
- Impactual, LLC
- Levi Strauss & Co.
- Military Officers Association of America
- Meta
- NALEO Educational Fund
- National Association of Elected Officials
- National Disability Rights Network
- Natl. Rural Electric Cooperatives Association
- National Urban League
- Nonprofit VOTE
- Snap, Inc.
- Twitter / X

**National Voter Registration Day is endorsed by:**
LETTER FROM NATIONAL VOTER REGISTRATION DAY STEERING COMMITTEE HONORARY CO-CHAIRS

As election officials, we know that every election is important—that the state and local elections that took place in many states in 2023 had profound implications for people’s everyday lives. AND, we know that we’re already well into the 2024 presidential election cycle.

For these reasons, we spent the last year telling anyone who would listen that getting people to register to vote and update their voter registration on National Voter Registration Day (September 19) was essential for both the 2023 elections and the fact that this year’s holiday was the last before all the presidential primary contests.

Through the combined forces of more than 100 Premier Partners, over 3,400 Community Partners, and 18,000 staff and volunteers leading events from coast to coast this year’s holiday saw some 300,000 Americans confirm their voter registration status—including more than 130,000 new or updated registrations.* And importantly, in-person registration activations are returning to their pre-COVID levels at universities, libraries, and community venues across the nation. While face-to-face engagements were taking place, we also saw more than 1.4 billion—with a “B”—impressions across social media—fueled in part by celebrities like Taylor Swift as well as our many media savvy partners.

Chronicled in these pages you’ll find just a small sample of those who made it all possible. To the community volunteers, students, and election officials, we THANK YOU and dedicate this report to you. Our democracy is made stronger when we all participate, and it’s through concerted efforts like National Voter Registration Day that our audacious experiment in self-government is further realized year after year.

As we venture into 2024 and the presidential election that will surely dominate the headlines, we invite you to see this report and the stories within as a way to slow things down, take stock of the year that was, and celebrate the hard work of the folks who spent National Voter Registration Day 2023 sustaining and strengthening democracy in communities across America.

* Special thanks to the National Association of State Election Directors for collecting state online voter registration numbers which, along with reports from our community partners and third-party registration tools, is instrumental to calculating overall registration.

Steve Simon,  
Minnesota Secretary of State (D)

Michael Adams,  
Kentucky Secretary of State (R)
ELECTION OFFICIALS

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. This is evident year after year as Secretaries of State and election officials from across the nation make the most of National Voter Registration Day to get up close and personal with potential voters in their communities.

Thank you to Governor Kim Reynolds for proclaiming today as National Voter Registration Day and September as National Voter Registration Month in Iowa. Check out the proclamation & while you’re at it, check your registration at http://VoterReady.Iowa.gov! #VoterReady @IAGovernor

NASS Recognizes National Voter Registration Day

For Immediate Release
Sept. 19, 2023

Washington, D.C. – In collaboration with members of the elections community, the National Association of Secretaries of State (NASS) is pleased to celebrate today, September 19, 2023, as National Voter Registration Day (NVRD). This nonpartisan effort encourages eligible citizens across the country to register to vote and become more aware of the election process overall.

“National Voter Registration Day is a great national initiative to promote the significance of registering to vote,” stated NASS President and Kansas Secretary of State Scott Schwab. “It’s imperative for eligible Americans to be proactive in ensuring their registration is up-to-date and they know who to contact for questions about the election process. If you haven’t registered to vote yet or are..."
This year, 17 of our Premier Partners also supported the holiday with financial gifts. We call this special group our “Premier Sponsors”. We are incredibly grateful for the support of each of the organizations listed below and once again thank them for their efforts to champion our democracy.
NEW & UPDATED VOTER REGISTRATIONS NUMBERS ARE IN!

Including registration checks, 300,000+ people registered to vote, updated their registration, or checked their registration status!

Totals based on reporting from the Natl. Assoc. of State Election Directors, participating partners, and third-party tools.

THANKS TO EVERYONE WHO MADE IT HAPPEN!

100 PREMIER PARTNERS
3,400+ COMMUNITY PARTNERS
18,000 STAFF + VOLUNTEER

TRENDING ALL DAY!

The focused attention of election officials, influencers, and our amazing Premier and Community partners meant that #NationalVoterRegistrationDay started organically trending #1 on X (formerly Twitter) by 9:30 a.m. and stayed in the Top 10 for much of the day.

ACROSS ALL SOCIAL PLATFORMS

54K ↑ UP 2979% FROM SEP 18, 2023
TOTAL MENTIONS

152M ↑ UP 3605% FROM SEP 18, 2023
TOTAL REACH

35K ↑ UP 2333% FROM SEP 18, 2023
UNIQUE AUTHORS

1.4B ↑ UP 7310% FROM SEP 18, 2023
TOTAL IMPRESSIONS

CELEBRATIONS ACROSS THE COUNTRY!

Thanks to the incredible efforts of our community partners, events were held in every state that requires voter registration, as well as in the District of Columbia and the U.S. Virgin Islands.
COMMUNITY AND PREMIER PARTNERS
COMMUNITY PARTNER HIGHLIGHTS

Nonprofits continue to make up highest percentage of partners

**NONPROFITS**

48%

<table>
<thead>
<tr>
<th>COLLEGES UNIVERSITIES</th>
<th>Library</th>
<th>Sororities Fraternities</th>
<th>Election Offices</th>
<th>Co-Ops</th>
<th>K-12 Schools</th>
<th>Misc</th>
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<tbody>
<tr>
<td>14%</td>
<td></td>
<td>4%</td>
<td>5%</td>
<td>1%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
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Top 10 Community Partners*

- Silver State Voices
- Get Out the Vote - Webb County
- League of Women Voters of Illinois
- League of Women Voters of Houston
- NYPIRG
- Phoenix Union High School District
- SAAVETX EF
- El Concilio Mexican American landowners de East Austin
- ProGeorgia
- North Carolina Asian Americans Together

Thank you to all of our Community Partners for your amazing work

In 2023, our Community Partner coalition continued to reflect the diverse nature of the civic and social organizations that make up the backbone of the towns and cities across the country. From local nonprofits and public libraries to co-ops and college campuses, NVRD’s Community Partners represent the best of America. We’d also like to give a shout-out to the Community Partners who registered the most voters. Together, these ten organizations listed at left are responsible for almost 10,000 of the 300,000 Americans who made sure they were #VoteReady on National Voter Registration Day 2023.

*Based on number of voters registered
COMMUNITY PARTNER ENGAGEMENTS

If we've said it once, we've said it a million times: National Voter Registration Day simply does not work without the thousands strong coalition of Community Partners who sign up each year to make grassroots voter outreach their responsibility. While celebrity star power can drive plenty of media buzz around the holiday, make no mistake that the coast to coast team of 18,000+ staff and volunteers who turned clipboards and conversations into newly registered voters at thousands of events are now and will continue to be the rocksteady foundation of National Voter Registration Day. Here's just a small snapshot of some of their triumphs on September 19, 2023.

NATIVE AMERICAN RIGHTS FUND

“This year, National Voter Registration Day (September 19) is an opportunity to recognize and celebrate growing voter registration access for the Shingle Springs Band of Miwok Indians. This progress was made possible by a sustained commitment at the tribal, state, and national level.”

JSCU IN NORTH CAROLINA

ARKANSAS TECH UNIVERSITY

TRANSMTOUNTAIN EARLY COLLEGE HIGH SCHOOL STUDENT COUNCIL

JSCU IN NORTH CAROLINA
As part of the “Co-ops Vote” program through the Kentucky Electric Cooperatives, high school students in the state hosted an event to register their fellow students to vote.

... On Tuesday, which was National Voter Registration Day, Hardin County Clerk Brian D. Smith and Stover set up a table at the Hardin County Early College and Career Center to register students to vote.
Premier Partners are key to the holiday’s success. These national organizations, businesses, and media firms mobilize their networks, engage their employees, leverage their media platforms, and more to ensure the 24-hour celebration of democracy is a huge success. 2023 was, OF COURSE, no different, with everyone from state and local election offices, Fortune 500 brands, the nation’s rural electrical co-ops, and major nonprofits joining force on 9/19 to make sure voter registration was front and center on every phone and laptop screen in America.
IN THE NEWS AND ONLINE
IN THE MEDIA

Extra! Extra! Ready all about it: National Voter Registration Day gets America #VoteReady in truly awesome fashion. But why take our word for it when NVRD 2023 has thousands of media hits to its name from outlets big and small in every corner of the country? And thanks to Taylor Swift’s internet-breaking Instagram story about National Voter Registration Day, the local news media success stories of the hometown superstars who make up our Community Partner team got an extra boost of engagement.

HOW BRANDS CAN HELP GET OUT THE VOTE IN THE U.S.

And similar stories from a variety of other outlets:

A TAYLOR SWIFT INSTAGRAM POST HELPED DRIVE A SURGE IN VOTER REGISTRATION

HOW NEW STATE AND LOCAL EFFORTS ARE TRYING TO REGISTER MORE PEOPLE TO VOTE

“How organizers on Tuesday took part in National Voter Registration Day, a civic holiday to encourage and register Americans to participate in elections up and down the ballot. The League of Women Voters is one of the largest on-the-ground organizations signing people up. Their president, Deborah Turner, joins Geoff Bennett to discuss the effort amid the 2024 presidential race ahead of key elections.”

[TRIPLE PUNDIT]

HOW BRANDS CAN HELP GET OUT THE VOTE IN THE U.S.
NATIONAL VOTER REGISTRATION DAY: ORGANIZATIONS OUT GETTING GEORGIANS READY FOR ELECTIONS

“Several organizations and nonprofits will be out across metro Atlanta on Tuesday to make National Voter Registration Day count. The nation’s largest nonpartisan civic holiday is recognized to encourage eligible Americans to register to vote before election day in November.”

‘WE NEED TO MAKE SURE EVERYONE’S VOICES ARE HEARD’ | GEORGIA GROUPS MAKE VOTER REGISTRATION PUSH

POLITICS IS PARTISAN — VOTING ISN’T

“Next Tuesday, Sept. 19, is National Voter Registration Day, which, since its inception in 2012, has helped register more than 5 million Americans to vote. The West Hempstead Public Library is holding an event that day to help people do so. More events will be held across Long Island.”

NATIONAL VOTER REGISTRATION DAY: MAKING SURE VOTER REGISTRATIONS AND VOTER ROLLS ARE ACCURATE
ON SOCIALS

Glenn Youngkin
@GlennYoungkin

Today, on National Voter Registration Day, we were out in Manassas with @Wooff4VA and @yestoyesli securing Virginian’s votes to continue to make Virginia the best place to live, work, and raise a family!

Secure YOUR vote today: SecureYourVoteVirginia.com

9:53 PM - Sep 19, 2023

Mayor Eric Adams
@NYCMayor

You’ve heard me say this before: voting is our most fundamental right as Americans.

On this @NatlVoterRegDay, take some time to check your voter registration, especially if you’ve moved since the last time you voted.

All you have to do is go to nycvotes.turbovote.org

3:05 PM - Sep 19, 2023

ACDC
@ACDCNV

Happy National Voter Registration Day! Today we are celebrating with Puppies and Boba at Desert Breeze Park, come by to sip on free boba, look at adoptable dogs, and register to vote 🗳️

3:08 PM - Sep 19, 2023
Oklahoma's electric cooperatives fully support National Voter Registration Day! Check out this good looking group from OAEC's HR Association celebrating this important day!
Here's what you can do to get #VoteReady:
- Check your voter registration at https://bit.ly/3niBnOH
- Find a NVRD community event near you at https://bit.ly/39FpYmI
#CoopsVote #NationalVoterRegistrationDay

 Chiefs Kingdom, it's National Voter Registration Day!
No matter how you vote, make sure your voice is heard by registering to vote today! risetovote.org

Karen shares why voting is important for our Cantonese-speaking community:
每个选举都很重要，现在大家可能都比较关注全国性的选举，比如总统选举。实际上，州政府和地方的地方选举也同样重要，你都应该知道，不容忽略。州选举会影响到你本人的亲身利益，每次选举对于你住在这里的居民都是非常重要的。

If you want your representatives to support the issues you care about, it’s important to show up to vote in every election.

This National Voter Registration Day, register or update your voter registration at IWillVote.com. Then ask your family and friends to do the same.
12:50 PM - Sep 19, 2023
FINANCES AND SUPPORT
**FINANCIALS AND STAFF**

**Program Expenses***

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<th>Category</th>
<th>Amount</th>
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<tr>
<td>Salaries, Taxes, and Benefits</td>
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<td>Independent Contractors</td>
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<td>Partner Grants</td>
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<td>Event Materials and Shipping</td>
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<td>Communications and Supplies</td>
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<td>Occupancy and Other Expenses</td>
<td>$ 37,342</td>
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<td>Meeting and Travel</td>
<td>$ 19,511</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$ 732,136</strong></td>
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* Unaudited

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

**Staff**

- Allen Blackwell
- Brian Miller
- Brandi Jimenez
- Caitlin Donnelly
- Caroline Mak
- Chyann Sapp
- JunXian Xie
- Kaaryn McCall
- Kimberley Carroll-Cox
- Pradeep Gyawali
- Sugelema Lynch
- Travis Morin

**Digital Support and Tools Provided by:**

Rock the Vote, TurboVote, Vote.org

**Special thanks** to our financial supporters, including: Aflac, American Property Owners Alliance, Amazon Web Services (AWS), CAA Foundation, Carnegie Corporation of New York, Civic Alliance, Civic Responsibility Project, Democracy Fund, Google, I am a Voter, Levi Strauss & Co, Microsoft, National Association of Realtors, Paramount Network, Room & Board, Target, 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. While not included in the numerical financials for 2023, these gifts were crucial to the success of National Voter Registration Day.
SEE YOU AGAIN ON SEP 17, 2024