

NATIONAL VOTER REGISTRATION DAY

2023 Annual Report



LEADERSHIP AND OVERVIEW

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:



NASED
NATIONAL ASSOCIATION of
STATE ELECTION DIRECTORS



LETTER FROM NATIONAL VOTER REGISTRATION DAY STEERING COMMITTEE HONORARY CO-CHAIRS

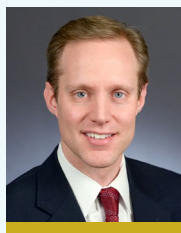
As election officials, we know that every election is important—that the state and local elections that took place in many states in 2023 had profound implications for people’s everyday lives. AND, we know that we’re already well into the 2024 presidential election cycle.

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.

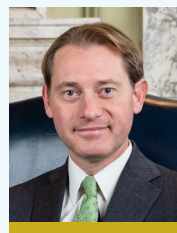
Through the combined forces of more than 100 Premier Partners, over 3,400 Community Partners, and 18,000 staff and volunteers leading events from coast to coast this year’s holiday saw some 300,000 Americans confirm their voter registration status—including more than 130,000 new or updated registrations.* 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.



Steve Simon,
Minnesota
Secretary of State (D)



Michael Adams,
Kentucky
Secretary of State (R)

** 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.*



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.



Iowa Secretary of State Paul Pate
@IowaSOS



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



5:23 PM • Sep 19, 2023



SEPTEMBER 18, 2023

A Proclamation on National Voter Registration Day, 2023

BRIEFING ROOM • PRESIDENTIAL ACTIONS

The right to vote and to have that vote counted is the threshold of democracy. Without it, nothing is possible, but with it, anything is. On National Voter Registration Day, we reaffirm our commitment to ensuring every American has equal opportunity to participate in our democracy, and we encourage all eligible Americans to register to vote.

Since the founding of our country, countless Americans have fought to secure the right to vote and to have that vote counted for all. Women did not secure the right to vote until 1920. Black Americans were denied full citizenship and

facebook



Office of the Connecticut Secretary of the State

September 19 •

...

Happy #NationalVoterRegistrationDay! 20 CT college campuses are holding voter registration drives today & this week, & Team SOTS is stopping by a few to talk to students about the importance of voting & civic engagement. If you or someone you know is eligible to vote & would like to, visit MyVote.ct.gov/register!



CATEGORY: NASS

NASS Recognizes National Voter Registration Day

For Immediate Release
Sept. 19, 2023

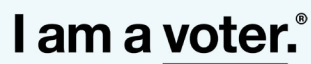
Washington, D.C. – In collaboration with members of the elections community, the National Association of Secretaries of State (NASS) is pleased to celebrate today, September 19, 2023, as [National Voter Registration Day](#) (NVRD). This nonpartisan effort encourages eligible citizens across the country 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



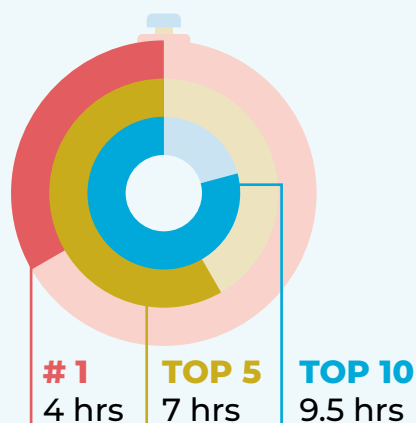
PREMIER SPONSORS

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.



2023 HIGHLIGHTS

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.

THANKS TO EVERYONE WHO MADE IT HAPPEN!

100

PREMIER PARTNERS

3,400+

COMMUNITY PARTNERS

18,000

STAFF + VOLUNTEER

130,000

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.

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!

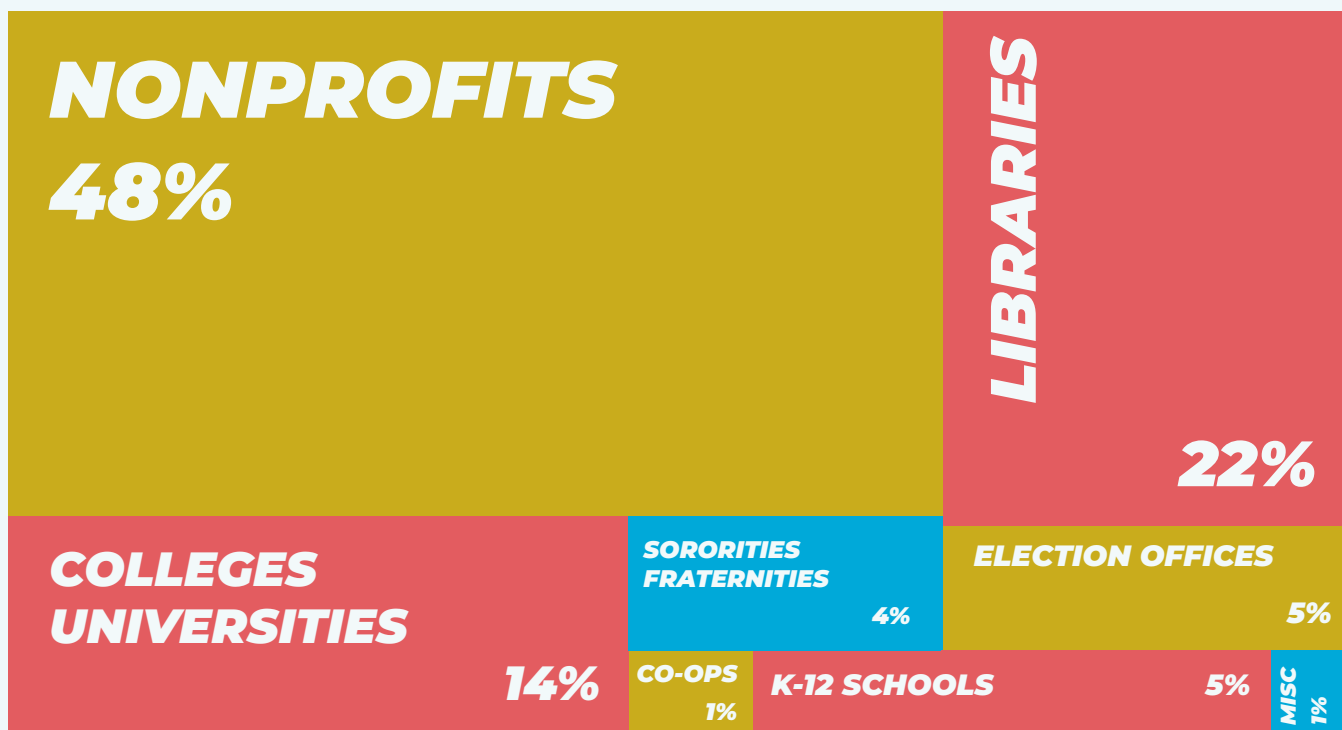
Thanks to the incredible efforts of our community partners, events were held in **every state that requires voter registration**, as well as in the **District of Columbia and the U.S. Virgin Islands**.



**COMMUNITY AND
PREMIER PARTNERS**

COMMUNITY PARTNER HIGHLIGHTS

Nonprofits continue to make up highest percentage of partners



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

**based on number of voters registered*

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.



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.

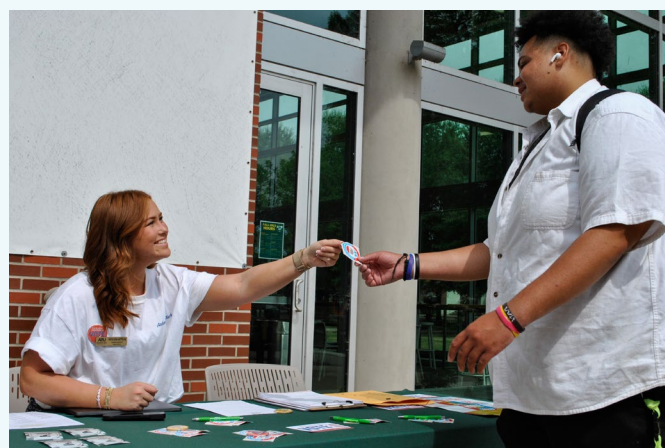


NATIVE AMERICAN RIGHTS FUND

*"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."*



**TRANSMOUNTAIN EARLY COLLEGE
HIGH SCHOOL STUDENT COUNCIL**



ARKANSAS TECH UNIVERSITY



JCSU IN NORTH CAROLINA





The city of Atlanta put their community on the fast track to greater voter participation this NVRD when the **Metropolitan Atlanta Rapid Transit Authority (MARTA)** invited area nonprofits to set up voter registration events at seven of the authority's rail stations.



HOBOKEN PUBLIC LIBRARY

THE NEWS-ENTERPRISE

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.

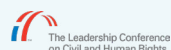
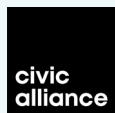
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On Tuesday, which was **National Voter Registration Day**, Hardin County Clerk Brian D. Smith and Stover set up a table at the Hardin County Early College and Career Center to register students to vote.



PREMIER PARTNERS

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

*"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."*

And similar stories from a variety of other outlets:



THE HILL

billboard

RollingStone



People



AND MANY MORE!

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



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 @Woolf4VA 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



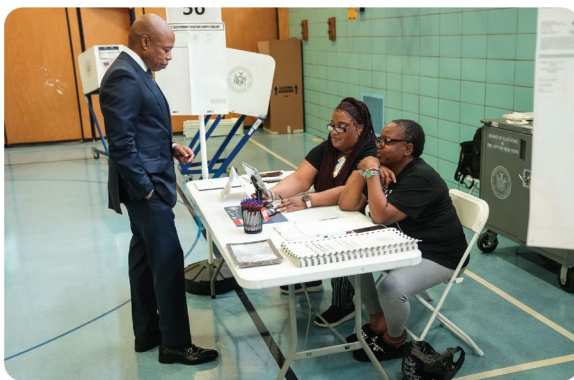
Mayor Eric Adams
@NYCMayor



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



taylorswift 7h



Are you registered to vote yet?

I've been so lucky to see so many of you guys at my US shows recently. I've heard you raise your voices, and I know how powerful they are. Make sure you're ready to use them in our elections this year!

Register to vote in less than 2 minutes at

VOTE.ORG/NVRD



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





OAEC - Oklahoma Association of Electric Cooperatives

September 19 · 🌐

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



Kansas City Chiefs

@Chiefs



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](https://www.risetovote.org)



9:53 PM · Sep 19, 2023

Instagram



aapi.montclair · Follow



aapi.montclair

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，州政府和镇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，每个选举对于你住在这里的居民都是非常重要。



Barack Obama

@BarackObama



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](https://www.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*

| | |
|-------------------------------|-------------------|
| Salaries, Taxes, and Benefits | \$ 437,067 |
| Independent Contractors | \$ 34,116 |
| Partner Grants | \$ 50,600 |
| Event Materials and Shipping | \$ 131,099 |
| Communications and Supplies | \$ 22,401 |
| Occupancy and Other Expenses | \$ 37,342 |
| Meeting and Travel | \$ 19,511 |
| Total Expenses | \$ 732,136 |

* Unaudited

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

Staff

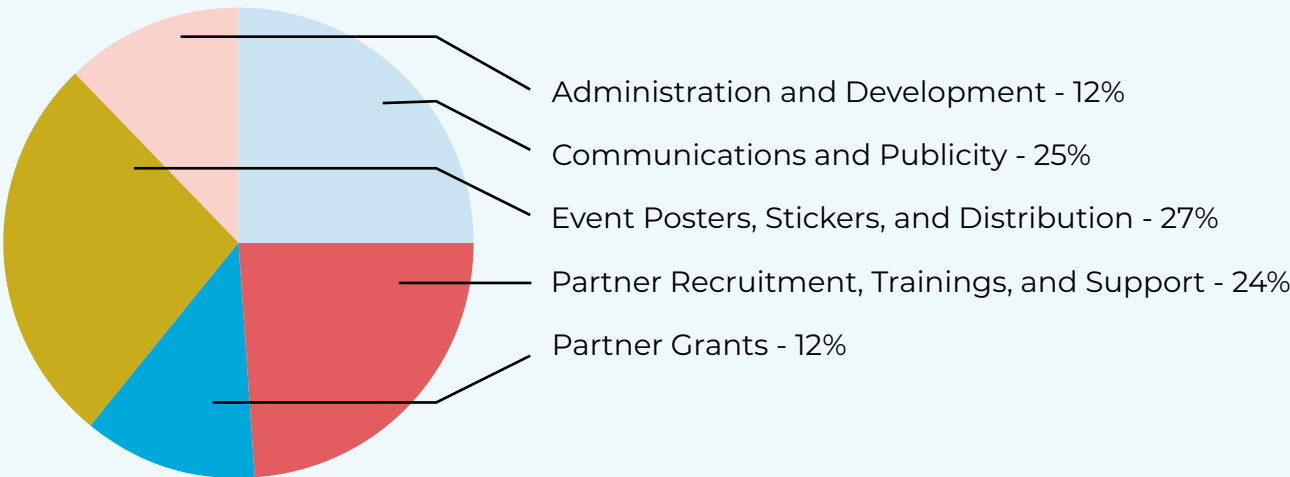
Allen Blackwell
Brian Miller
Brandi Jimenez
Caitlin Donnelly
Caroline Mak
Chyann Sapp
JunXian Xie
Kaaryn McCall
Kimberley Carroll-Cox
Pradeep Gyawali
Sugelema Lynch
Travis Morin

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.



**Visit Our Website And Sign Up For
2024 NVRD Updates:**

NationalVoterRegistrationDay.org



SEE YOU AGAIN ON
SEP 17, 2024
