



**NATIONAL VOTER REGISTRATION DAY:
SEPTEMBER 17, 2024**



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 17, 2024!

On September 17, 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, we’ll spend 24 hours driving unparalleled awareness of voter registration opportunities to millions who may not otherwise register.

Far from just the presidential contest, 2024 will bring elections for 34 US Senate seats, 435 House of Representatives seats, state legislative races across 44 states, 11 governors races, alongside scores of municipal races, ballot initiatives, and more! Fitting for the first presidential election since 2020 when NVRD got over 1.5 million Americans registered to vote, 2024 is on track to be one massive year for voter engagement.

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

2024 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.

Steve Simon,
Honorary Co-chair
Minnesota Secretary of State

Armando Salud
Deputy of Elections,
Yolo County (California)



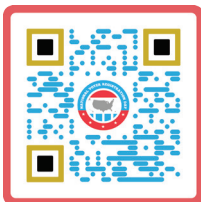
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Why Should Election Officials Participate in National Voter Registration Day?

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

- 1  **Use the Holiday to Educate Voters**
Use the holiday to educate voters about state-specific rules for registering to vote, including deadlines and any options for registering online or verifying one’s status, and the voting process in general. This information can be folded into any of the press releases, social media campaigns, proclamations, and public events below.
- 2  **Sign Up as a Community Partner**
Sign your office up as a Community Partner on NationalVoterRegistrationDay.org or by using the QR code below. Then, you can set a time and location for your event and promote it through social media, flyers, and word of mouth. Once you’re a Partner, you’ll receive free NVRD-branded promotional materials as well as access to our library of voter engagement resources.
- 3  **Issue a Call to Action for Others in Your Community to Join in the National Voter Registration Day Effort**
Enlist community partners as allies in your education effort by reaching out to local libraries, schools, campus-based groups, churches, social clubs, food pantries, nonprofits, and others. Encourage them to sign up as Community Partners and collaborate together on voter registration events.
- 4  **Coordinate With Other State and Local Election Officials**
Join forces with other local election officials in your state and/or coordinate with your Secretary of State’s office to make sure National Voter Registration Day’s presence is felt in every community throughout your state. Then work together to share and promote in-state NVRD events, voter registration resources, and #TrustedInfo on all things elections.
- 5  **Spread the Word About the Holiday and Your Support**
Issue an official resolution recognizing National Voter Registration Day in your state or community and follow that up with a press release to promote your office’s participation in the nationwide civic holiday.



2024 Partner Form

If you would like a sample press release, resolution, social media assets, or other ready-made content to support your election office’s engagement, email us at info@nationalvoterregistrationday.org

