



2 0 2 4

# COMMUNICATIONS STRATEGY GUIDE

Prepared by  
Nonprofit VOTE



# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>3</b>
<b>BACKGROUND</b>	<b>4</b>
<b>HOW TO CELEBRATE</b>	<b>5</b>
<b>COMMUNICATIONS GOALS AND GUIDELINES</b>	<b>7</b>
<b>KEY 2024 TALKING POINTS</b>	<b>9</b>
<b>WEBSITE AND SOCIAL MEDIA ACCOUNTS</b>	<b>15</b>
<b>MESSAGING TIPS, TRICKS, AND BEST PRACTICES</b>	<b>17</b>
<b>RESOURCES, ASSETS, AND NEXT STEPS</b>	<b>20</b>



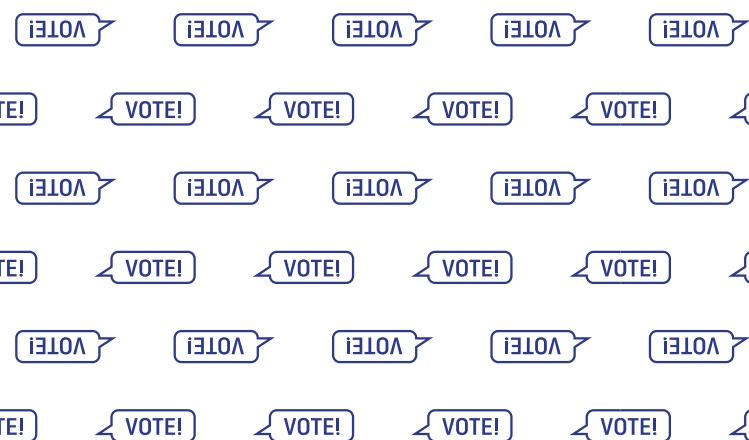
# INTRODUCTION

## ***Welcome to the National Voter Registration Day (NVRD) team, Partner!***

Breaking through the noise and business of daily life to inspire friends, neighbors, and perfect strangers to get registered to vote is no easy task – as evidenced by the millions and millions of unregistered Americans across the country who are, at this very moment, unable to participate in our democracy. While the topic of voter registration can seem complex and overwhelming, clear, concise, and inspirational messaging remains the key to getting Americans from every walk of life to take action and get #VoteReady for that big trip to the ballot box in 2024.

To that end, this Communications Strategy Guide contains a full suite of resources, tools, best practices, and more that you can use to craft the kind of impactful messaging that will make your contribution to National Voter Registration Day 2024 a tremendous success.

We encourage you to use these resources fully but know that NVRD's unparalleled strength comes from Partners who set out to build voter registration event(s) that are uniquely their own. So, while this guide's contents are a great jumping-off point, we always encourage Partners to embrace the creativity that makes this yearly celebration of democracy the one-of-a-kind day of action it's been for over a decade.



# BACKGROUND

Celebrated each September, [National Voter Registration Day](#) is the nation's largest, nonpartisan civic holiday dedicated to celebrating our democracy. Each year, the holiday aims to get as many eligible Americans as possible registered to vote and #VoteReady ahead of their next election. Since its founding in 2012, the holiday has helped over 5 million Americans register to vote- including 1.5 million during the last presidential election year of 2020. The work of reaching the unregistered and meeting soon-to-be voters where they are is done through the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries, election officials, and friends just like you, who represent our nationwide coalition of Community Partners.

By engaging all those Partners in a massive single-day event, we aim to saturate the media, light up the internet, and reach the scores of Americans who either haven't yet registered to vote or simply need to update their registration due to a recent move, name change, naturalization, or other life events.



*National Voter Registration Day is [supported](#) by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASSED), the National Association of Election Officials (Election Center), and the U.S. Election Assistance Commission (EAC). The holiday's [Steering Committee](#) is composed of a diverse, nonpartisan group of civic and business leaders and election officials from both sides of the aisle.*





# HOW TO CELEBRATE

**National Voter Registration Day is a civic holiday with a heavy emphasis on “HOLIDAY.”** We celebrate our democracy and all it stands for by approaching voter registration with all the enthusiasm and unmitigated glee of a kid in a candy store—and we encourage all of our Partners to do the same in their own special way.

By definition, any voter registration event is a GREAT one. That said, we challenge our Partners to fully embrace National Voter Registration Day’s fun-loving, star-spangled awesome vibe by thinking outside the box of the traditional “folding table and clipboards” registration event and building an event that people won’t be able to resist.

In addition to decorating your registration tables so they can’t be missed, here are a few examples of events that went above and beyond from NVRDs past:

- ✓ Music, or even live concerts
- ✓ Dance contests
- ✓ Baby goat petting zoos
- ✓ Pokemon GO
- ✓ Pizza parties
- ✓ Barbecues
- ✓ Yoga
- ✓ Yard games like frisbee, cornhole, and volleyball
- ✓ And more!

## #VOTEREADY PRO TIP

Make your event authentic by incorporating the flavor and culture of your community. Maybe that’s setting your event up near a **bustling community gathering space** or serving snacks from a favorite **local restaurant or food truck**. Get creative and work with what you have!



Dream big, plan big, and register BIG numbers by organizing fun and creative events in your neck of the woods that are sure to generate media buzz, curiosity, and foot traffic in your community.

***In short, no matter what kind of event you're planning or what kind of Partner you are, National Voter Registration Day is about building community while building democracy!***



# COMMUNICATION GOALS AND GUIDELINES

**The following goals are shared across all event communications efforts:**

- ◆ Encouraging voter registration and raising awareness of voter registration options
- ◆ Building excitement about the holiday, elections, and the democratic process
- ◆ Elevating reliable and trusted sources of information on voting
- ◆ Amplifying and celebrating the great work of our Partners
- ◆ Getting Americans by encouraging them to see the 24/7/365 practice of being civically informed and engaged as the next step after registering to vote

## **GUIDELINES FOR SUCCESSFUL #VOTEREADY COMMUNICATION**

### **Guideline #1: Keep it Nonpartisan, Positive, and Celebratory**

National Voter Registration Day is about celebrating our shared American democracy, and that means voters and soon-to-be voters of every stripe should feel welcome and included in your events and messaging. What's more, while the media discourse around democracy and elections can often feel weighty and existential, NVRD strives to exude positivity by framing democracy as a shared nonpartisan institution that gives every American agency to participate in a system that truly belongs to us all.

We ask that all Partners keep their communications positive and nonpartisan by:

- ✓ Making sure all messaging avoids any appeals to people based on party affiliation, the campaign of a particular candidate, or specific ballot measures.
- ✓ Keeping communication celebratory, unifying, and easily relatable to those from every walk of life.





## Guideline #2: Don't Bury the Lede—Get People Registered to Vote!

The overall goal of National Voter Registration Day is (you guessed it!) to get people registered to vote. This includes both new registrations and reminding people to check their registration status and make any necessary updates to ensure they're able to hit the polls come Election Day.

- ✓ In all communications your group, organization, or company sends, the primary ask should be to register and/or confirm registration status, register friends and family, and otherwise contribute to efforts to register every eligible American to vote.
- ✓ By all means, share information about related topics such as voting rules and options in your state, but try to do so in the context of a crystal clear call to action of registering to vote.
- ✓ If you're talking to the press, please encourage them to include information on official voter registration options. These can include a state-specific online voter registration tool, a local elections office, an online voter registration tool offered through your organization or on [NationalVoterRegistrationDay.org/register](https://NationalVoterRegistrationDay.org/register), and/or a local National Voter Registration Day event.





# KEY 2024 TALKING POINTS

Whether you're speaking to someone attending your voter registration event or a member of the press, it can be helpful to have some crisp and concise messaging points that lay out the central themes of National Voter Registration Day.

- ◆ **About the Holiday:** Held this year on September 17, 2024, National Voter Registration Day is dedicated to getting every eligible American registered to vote ahead of the various state deadlines.

As the nation's **largest nonpartisan civic holiday**, organizations [ranging from Fortune 500 companies to local food banks and public libraries](#) will join forces for a one-day, nationwide democracy blitz to create broad awareness of voter registration opportunities through in-person events, virtual events, and media outreach.

Since 2012, over 5 million voters have registered to vote or updated their voter registrations on National Voter Registration Day, including 1.5 million in 2020 alone.

- ◆ **The Need:** Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, don't update their registration, or aren't sure how to register. Voters need to register or update their registration for reasons such as moving to a new address, turning 18, becoming a citizen, or changing their names.

In the 2020 U.S. presidential election, as many as one in four Americans reported not being registered to vote or unsure if they were registered, with over 600,000 non-voters specifically citing a registration problem as their reason for not casting a ballot.

A 2020 study by the Knight Foundation found more than one in four unregistered voters (27%) reported not being registered because they didn't know how, kept forgetting, did not have time, were too busy, or had recently moved. Among unregistered voters ages 18-24, this percentage was even higher at 42%.

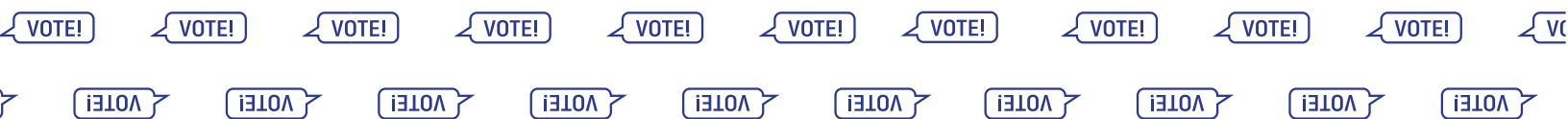
- ◆ **Down-Ballot Races:** Registering to vote in 2024 is about more than just the presidential election. This year, we will see elections for 34 US Senate seats, 435 House of Representatives seats, state legislative races across 44 states, and 11 governors races, alongside scores of municipal races and ballot initiatives.
- ◆ **It's YOUR Right:** On September 17, 2024, National Voter Registration Day and Constitution Day celebrate their shared birthdays - and it couldn't be more fitting! The U.S. Constitution laid the groundwork for our shared democracy, and as its inheritors, it's our responsibility to participate in it, strengthen it, and pass it down to future generations.
- ◆ **New Voting Laws:** In 2024, millions of Americans will face a new landscape of voting laws passed by their states in the wake of the 2020 election. While these changes vary from state to state, ensuring you're #VoteReady to hit the polls begins and ends with registering to vote OR updating your voter registration with any new information.
- ◆ **Life Changes:** Because many people only vote during presidential elections, 2024 will be the first time millions of Americans plan to vote in four years. A lot can happen in four years that may require an updated voter registration—a move across town or state lines, marriage or separation, a name change, naturalization, or just turning 18—and National Voter Registration Day is the perfect day to do it.

#### PRO TIP

**MAKE IT YOURS!** Find talking points relevant to your community – whether that's a college campus, the clients served by your food pantry, the employees of your business, transit riders, or the avid readers coming through your library doors! Make the holiday your own!



- ◆ **Engaging Young and New Voters:** Over 16 million young Americans have turned 18 since 2020, making 2024 the very first opportunity for millions of Gen Z voters to get #VoteReady for a trip to the ballot box in a presidential election year.
- ◆ **A Nation of Movers:** COVID-19 and the advent of remote work drove millions of Americans to relocate since the 2020 election. But if they haven't attempted to vote or updated their voter registration with their new address since moving, they may be unable to cast a ballot on Election Day 2024. Whether you've moved down the street or across the country, National Voter Registration Day 2024 is a great opportunity to ensure you're #VoteReady.



## SAMPLE MESSAGES

What follows are three examples of how the talking points above can be folded into a comprehensive message. Pick and choose the talking points relevant to your audience, add your own twist or local angle, and make it pop!

### **Sample Message #1: Celebrate democracy with National Voter Registration Day!**

No matter our background or political beliefs, we know that for democracy to work for all of us, it must include all of us. In the 12 years since the first National Voter Registration Day, our Partners have worked hard to fulfill the NVRD mission of ensuring that every eligible American from across the country is registered and ready to cast a ballot in their next election. As we continue into the second decade of National Voter Registration Day's existence, the work of that mission is far from over.

Every year, millions of eligible voters are unable to cast a ballot because of frustrating stumbling blocks like missed deadlines, outdated information, or other easily fixable paperwork problems.

Potential voters are caught in a vicious cycle that sees unregistered citizens become non-voters who are then ignored by political campaigns, which, in turn, leaves these citizens disenchanted by the electoral process.

According to 2020 post-election U.S. Census data, as many as one in four eligible voters were either not registered to vote or didn't know whether they were registered. For communities of color, young adults, and other already underrepresented parts of the electorate, the numbers were even more stark. Less than 60 percent of potential voters aged 18–24 reported being registered to vote, and registration rates in communities of color significantly lagged.

Led by a diverse bench of Partners like you joining forces for a coast-to-coast celebration of democracy on September 17, we aim to narrow these voter registration and engagement gaps that keep our country from reaching its true democratic potential.

VOTE!

VOTE!

E!

VOTE!

VOTE!

VOTE!

E!

VOTE!

VOTE!

VOTE!

E!

VOTE!

VOTE!

VOTE!

E!

VOTE!

VOTE!

VOTE!

E!

VOTE!

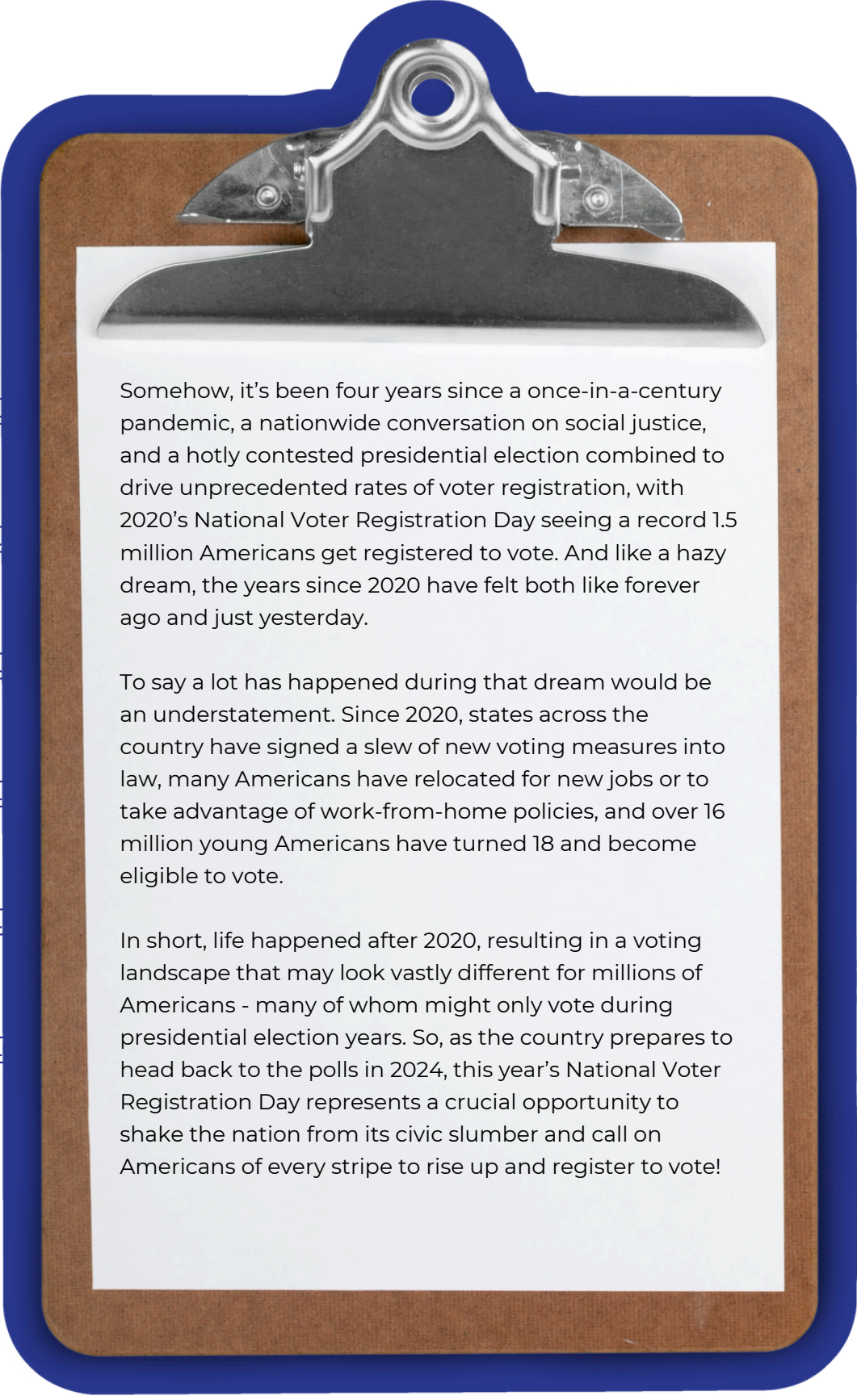
VOTE!

VOTE!





## Sample Message #2: Rise up and register!



Somehow, it's been four years since a once-in-a-century pandemic, a nationwide conversation on social justice, and a hotly contested presidential election combined to drive unprecedented rates of voter registration, with 2020's National Voter Registration Day seeing a record 1.5 million Americans get registered to vote. And like a hazy dream, the years since 2020 have felt both like forever ago and just yesterday.

To say a lot has happened during that dream would be an understatement. Since 2020, states across the country have signed a slew of new voting measures into law, many Americans have relocated for new jobs or to take advantage of work-from-home policies, and over 16 million young Americans have turned 18 and become eligible to vote.

In short, life happened after 2020, resulting in a voting landscape that may look vastly different for millions of Americans - many of whom might only vote during presidential election years. So, as the country prepares to head back to the polls in 2024, this year's National Voter Registration Day represents a crucial opportunity to shake the nation from its civic slumber and call on Americans of every stripe to rise up and register to vote!

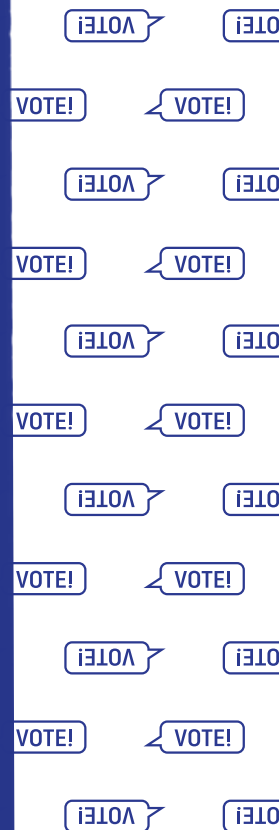
### Sample Message #3: 2024; Keep down-ballot races top of mind

While the vast majority of Americans will never meet the President of the United States, engaging with your congressperson, state legislator, mayor, or city councilor can be as simple as shaking hands at the town's 4th of July parade or signing up to make a comment at any given week's meeting of local governing bodies.

To put it another way, though all of the glitz and attention of 2024 election coverage may focus on the race for the White House, the fact of the matter is that down-ticket races have some of the biggest influences on our daily lives AND are far easier to impact from an individual voter's perspective.

Down the ballot from the presidential candidates, voters in 2024 will be asked to weigh in on elections for at least 34 US Senate seats, 435 House of Representatives seats, state legislative races across 44 states, 11 governors' races, ballot initiatives, and countless municipal positions.

These elections will determine the outcome of questions big and small: everything from spending bills by Congress to buying a new ladder truck for the local fire department. And that's why it's our job and the job of on-the-ground National Voter Registration Day Partners to make sure every voter and soon-to-be voter we interact with knows that election 2024 is far bigger than the two names at the top of the ballot.



# WEBSITE & SOCIAL MEDIA ACCOUNTS

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

On the NVRD website, individuals and organizations can access official online voter registration tools to register voters or confirm if their registration is up to date, get additional information about in-person and mail-in voting options in their states, access guides and resources for hosting successful voter registration events, and connect with helpful #VoteReady resources from our friends in the civic space.

**Hashtags** #NationalVoterRegistrationDay #VoteReady

Unsurprisingly, our primary social media hashtag is none other than the name of the holiday #NationalVoterRegistrationDay. Our secondary hashtag is #VoteReady, which is intended to have a life beyond the holiday.

It is best used in a sentence like *Make sure you are #VoteReady* or, even better, in a sentence alongside #NationalVoterRegistrationDay, as in *Get #VoteReady by updating your registration on #NationalVoterRegistrationDay*.

All Partners are encouraged to use these hashtags frequently, as it increases the likelihood that the official National Voter Registration Day social media accounts and/or the official accounts belonging to other Partners will see, engage with, and re-share your content.

### PRO TIP

*While it might seem easier to abbreviate the holiday with “NVRD,” this is not an official hashtag and will fly under the radar for supporters and Partners looking to signal boost voter registration content for the holiday. Since 2018, #NationalVoterRegistrationDay has been the #1 trending hashtag on X (Twitter) on the holiday, and #VoteReady has also trended high. Help us make that happen again this year!*





## Social media accounts

Follow our social media accounts for updates on the holiday, Partner highlights, training resources, webinar reminders, and more. We encourage you to share and repost NVRD content across your own social media accounts during both the lead-up to the holiday and on September 17 to maximize the length of time that voter registration information can reach as many potential voters as possible.

@NatlVoterRegDay



FACEBOOK



X (TWITTER)



INSTAGRAM



REDDIT





# MESSAGING TIPS, TRICKS, AND TACTICS

Talking about voter registration and related topics can be tricky, particularly in today's environment. As a reminder, National Voter Registration Day Partners are asked to remain strictly nonpartisan in all communications related to their participation in the holiday. But nonpartisan doesn't mean non-participation, and we depend on Partners to help us get the word out, help every eligible voter get registered, and make their voice heard!

The following are some key takeaways from research and lessons learned about the type of communication, messaging, and language that inspire action around voter registration and beyond.

- ◆ ***Sometimes, boring is best.*** Funny memes go a long way on the internet. Still, people respond best to voting information that feels official/governmental in nature and gives clear and unambiguous details about election-related information and issues.
- ◆ ***Keep it nonpartisan.*** Your agreement as a National Voter Registration Day Partner to keep your nonpartisan messaging around the holiday works out well, as nonpartisan messaging is more effective at gaining trust than messaging with a partisan tilt! We recommend regularly consulting and sharing information from Vote.gov or your state or local election official's office to ensure that the details you share with your community are updated and accurate and that the necessary information is clearly communicated to voters.

- ◆ **Keep it positive.** In keeping with the celebratory, unifying, and nonpartisan tone we try to cultivate around National Voter Registration Day, we recommend keeping your communications uplifting and positive. Lead with statements that focus on the values we share, such as the freedom to vote, ensuring every voice is heard, and building a strong democracy in which voters are empowered to pick our leaders. Stress that voting is a superpower we all possess, and we can create positive change by exercising it! Thank the local superheroes in your community—election officials—who register voters and administer trusted and smooth elections year after year.
- ◆ **Consider your message framing.** Messages about voting tend to fall into the following categories:
  - Identity (e.g., “Are you a voter?”; “Be a voter”; etc.)
  - Issue-based (focusing on the tangible impacts of voting on issues of importance such as healthcare, education, public transportation, crime and justice, etc.)
  - Empowerment (focusing on how the voter has the ability to make change)
  - Process-oriented (specific, detailed information on the voting process)

**Research conducted by the Ad Council in partnership with Democracy Works**

shows that different age groups respond differently to the different types of voting message frames described above. **Know your audience:**

- *All generations:* Social pressure messaging (humorous, not shameful) is effective for all generations
- *Boomers/Gen X:* Identity messaging is the most impactful
- *Millennials/Gen Z:* Empowerment messaging is the most impactful
- Additionally, *Gen Z* is most likely to encourage others to vote and share political views. Celebrity voices have been shown to boost Gen Z turnout but have little or no effect on other age groups.

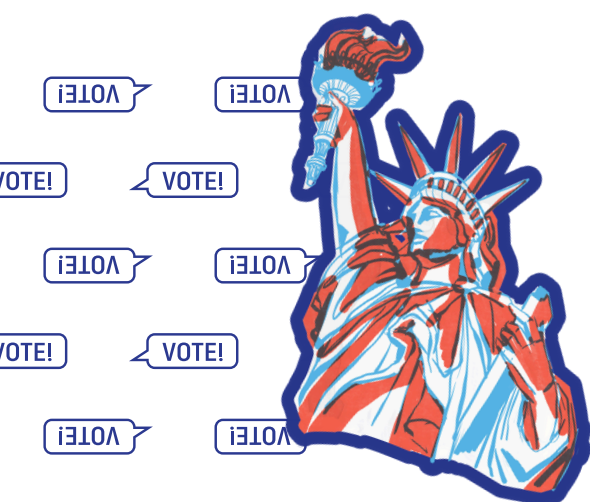


- ◆ **Choose trusted messengers.** Across these different types of messages, a key finding is that **messages that feel personal, conversational, and timely are most effective.** Regardless of the message frame around voting, **people respond best to trusted messengers** in the workplace, in their communities, and in their personal networks of friends and family.

Furthermore, the exact words you use to craft a message can be equally or more important to the substance of your message itself. As detailed in [PACE's Civic Language Perceptions Project 2024](#), word choice can have an outsized influence on how receptive and included a general audience will feel in response to a given message. For example, the project found that words like “freedom,” “liberty,” “community,” and “service” were received with a positive impact by an overwhelmingly large majority of people. Additionally, the same project found that words like “freedom,” “American,” and “citizen” were among the most effective terms when it comes to motivating people to vote.

Recognizing that the goal of National Voter Registration Day is to bring all Americans together for a bipartisan celebration of democracy, here are the top ten strongest terms that the Civic Language Perceptions Project found to signal broader values that bring the most people together:

- |             |            |             |           |            |
|-------------|------------|-------------|-----------|------------|
| ① Community | ② Unity    | ③ Belonging | ④ Service | ⑤ Freedom  |
| ⑥ Liberty   | ⑦ American | ⑧ Civility  | ⑨ Citizen | ⑩ Equality |



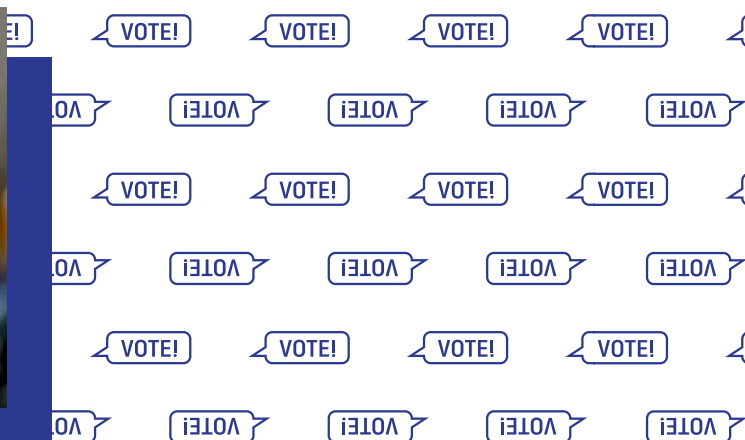
In a nutshell, this is exactly why National Voter Registration Day is so effective! **We depend on a network of thousands of Partners (this means YOU!) who all leverage their trusted messenger status and effectively tailored communication to share information about voter registration in their communities.** Deliberately crafted, interpersonal communication is highly effective—much more so than mass emails or generic social media posts.

# RESOURCES, ASSETS, AND NEXT STEPS

This Communications Strategy Guide offers topline information and support as you build your messaging for National Voter Registration Day 2024, but we also have a variety of resources to support your celebration of the holiday further, including:

- ◆ *Email Outreach Best Practices*
- ◆ *5 Tips for Communicating with Press*
- ◆ *Communications Activation Timeline*
- ◆ *Sample Social Media Text*
- ◆ *Sample Emails for Affiliates or Supporters*
- ◆ *Sample Press Release and Media Alert*

You can also check out our [Resources](#) page for swag, field organizing tools, and more. Lastly, keep an eye on your inbox for email updates full of news, upcoming webinars and trainings, and new tools and resources to help with your National Voter Registration Day Community Partner needs as we approach September 17!





## EMAIL OUTREACH BEST PRACTICES

**Email campaigns can live and die by the subject line.** This is your one shot to grab someone's attention or pique their interest long enough to get them to take that gigantic step of actually opening the email. In general, the more concise the subject line, the more likely it is to get opened – hard numbers, declarative statements, or short, quirky questions do well – anything to make the reader do a double take.

**The times you send can be just as important as the subject line itself.**

In general, there are three sweet spots around 10:00 a.m., 1:00 p.m., and 6:00 p.m. Think of these as after breakfast, lunch, and just before dinner is ready, when a person is more likely to be free and use their phone or other personal devices.



**Strive to sound human to stand out from the over-polished marketing noise cluttering inboxes everywhere.**

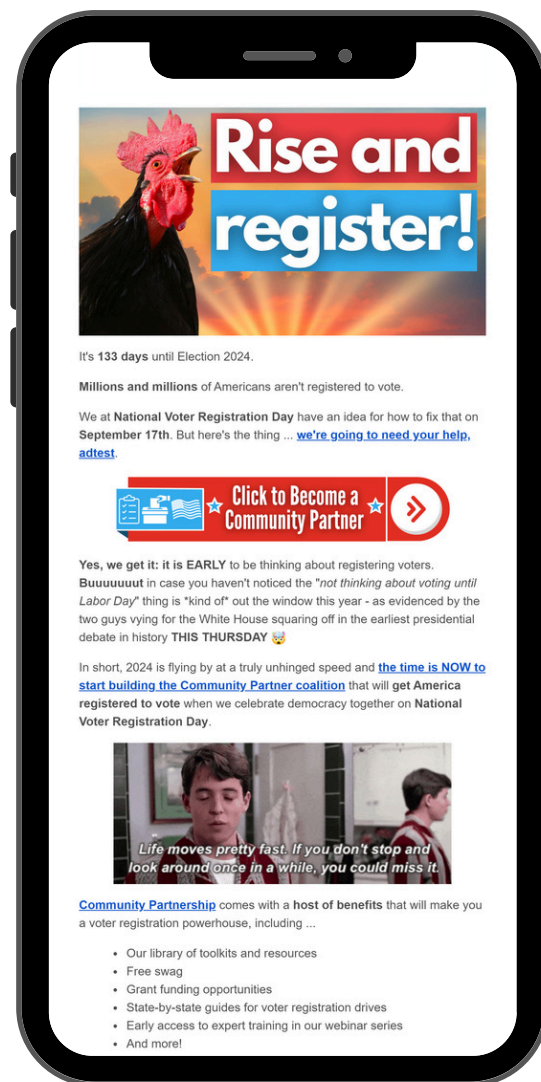
For example, using “Re:” or “Fw” gives the reader the false sense that they have previously established a relationship with you. That being said, there is a fine line between strategy and manipulation, and most folks have a built-in gut sense of that creepy, uncanny valley wherein a mass email is overly familiar.

**Have a clear call to action.** You've gotten your recipient to open your email, and that's the hard part. Now, it's your job not to mess it up. At this point, the biggest enemy of email success is mission creep and too many asks—you want one specific, actionable goal or call to action in your email and prominently placed as close to the top as possible. This might be a sign-up form or a button the reader can click to take them to a specific link. The more steps you add to the process, the higher the bar of effort you set for your reader, resulting in a higher drop-off before taking action.

**Keep things as pithy and concise as possible, with the experts recommending at most 50 to 125 words in your email.**

### **Other helpful tips to keep in mind:**

- ✓ Break up big, daunting blocks of text in favor of short paragraphs composed of no more than about two to three sentences. (Keep in mind the various devices on which people read emails, resulting in scrolling even for these two to three sentences.) Bolding some of the text periodically also helps break up the paragraphs.
- ✓ Make the email read as conversationally as possible. The more you can continue to pull the reader in with humor, quirks, or just plain good writing, the better your chance of keeping them reading the entire email.
- ✓ GIFs and Images are your friends. Not just because of the humor they inject but also because they're a chance to break up the text and entice the reader to keep scrolling. But there is such a thing as too much of a good thing: overloading on images or GIFs can be dizzying, drown out your message, and, in the worst cases, cause the email to be inadvertently chucked into the spam folder.
- ✓ Be mindful of your audience's makeup and diversity to ensure that people from every walk of life can appreciate and understand your content.



## 5 TIPS FOR COMMUNICATING WITH THE PRESS

- 1** Keep your press releases and media advisories short. Reporters (especially local reporters) get A LOT of these, and it's easy to get lost in the shuffle. As a rule, all written outreach should be concise and easy to read.
- 2** After emailing a press release or advisory, always make a follow-up phone call to flag your release and add a voice and some personality to your story.
- 3** Reporters love stories that can be a follow-up or continuation of an earlier story. Research voting/voter outreach/voter registration in your area/community to see if there's anything your story may be related to, and then be sure to mention and link to it in your release/follow-up call.
- 4** Local news outlets monitor trends or headline stories. Tie your release to a current hot topic in the news. For example, if high gas prices are something everyone is currently talking about, emphasize the virtual voter registration options your event offers to allow people to participate regardless of transportation limitations.
- 5** News outlets love good visuals. If your event includes any cool attractions, activities, or sights, highlight that in your press outreach.

### PRO TIP

#### **Media advisory vs. press release - what's the difference?**

*Press releases are more narrative and include lots of information that reporters can use to inform their stories, including background information, relevant quotes, photos, and more. On the other hand, media advisories are more direct and to the point, with a bare-bones bullet-list outline answering the essential whos, whats, wheres, whens, and whys of a given event. Timing is also a key distinction, with media advisories generally sent out within days of the event and press releases up to a week or more.*



## COMMUNICATIONS ACTIVATION TIMELINE

The timeline below is a sample timeline by which you can share information about National Voter Registration Day in 2024, 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 17, 2024: Let's get #VoteReady this #NationalVoterRegistrationDay!
- ✓ Encourage others in your community to join 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 start getting #VoteReady on this year's #NationalVoterRegistrationDay.

### ***One Month Before National Voter Registration Day (mid-August)***

- ✓ Remind your community about your official Partner role in this year's #NationalVoterRegistrationDay on September 17. Encourage potential voters not to wait and get #VoteReady today by registering!
- ✓ 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 a go on September 17! Build excitement among your employees or members and encourage them to get registered today so that they're freed up on September 17 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 (the last week of August)***

- ✓ Issue one final push to encourage organizations to sign up as Partners before 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!
- ✓ Put out a press release. September 1 marks the start of National Voter Registration Month!
- ✓ 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.

### ***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 reminding people about events you are hosting, including in-person and/or online events. This is a good time to recruit and train volunteers and ensure 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 17 should consist of frequent, daily social media posts and repeated calls to register to vote and celebrate #NationalVoterRegistrationDay.
- ✓ Alert the media via direct outreach, press releases, and/or a media alert. It is essential to remind the media of your event and the holiday more broadly as it nears.
- ✓ 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. You will likely be asked questions by the media and/or the public at your event or online on September 17, 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.





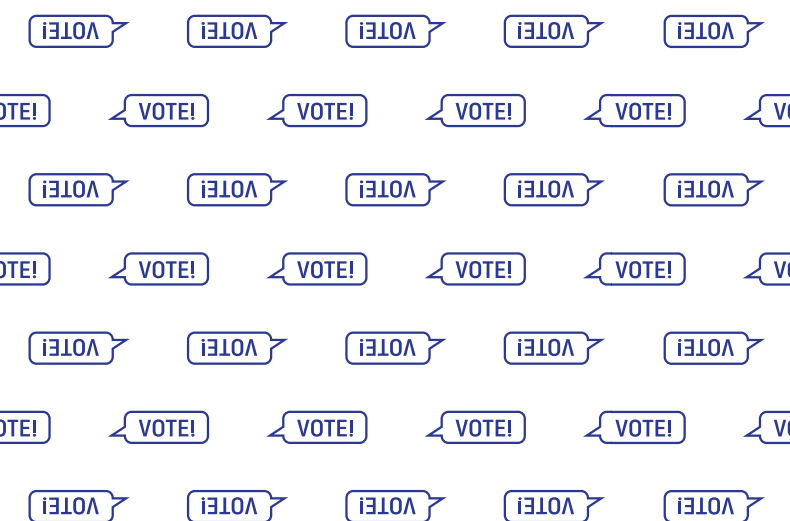
### **National Voter Registration Day—September 17, 2024 🇺🇸**

- ✓ 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 (including the 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 the general public beyond your regular distribution lists.



## One Day After—September 18, 2024 and beyond

- ✓ Remind your community that voter registration deadlines vary by state, from 30 days before Election Day through to Election Day itself for states with Same Day Registration. If people in your community missed National Voter Registration Day, they can still register to vote or update their registration up to their own state deadline. If all your work is in one state, include that state's deadline in your communication. If not, include a list of state deadlines or resources from official sources like [Vote.gov](https://www.vote.gov) or the election section of your Secretary of State's website.
- ✓ Stay engaged! Plan to help your community get #VoteReady starting today. We hope National Voter Registration Day is just the start of your group's civic engagement efforts. The 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 7-11), Vote Early Day (October 29), and Election Hero Day (November 4). Check them out and learn more at [CivicHolidays.org](https://www.civicholidays.org).



## SAMPLE SOCIAL MEDIA TEXT

Here, you can find sample social media copy to share leading up to and following National Voter Registration Day. Additionally, you can find our ever-growing library of ready-made digital graphics in our Social Media Toolkit, which you're free to use on your social media feeds.

Posts can absolutely be modified and customized to fit your organization's needs. Still, we recommend always providing a link to your preferred voter registration site, the NVRD website, and include the hashtags #NationalVoterRegistrationDay and/or #VoteReady.

Please contact [info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org) with any questions or direct message us via any of our social media platforms.

Celebrate democracy in the United States by registering to vote on September 17 at <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> #NationalVoterRegistrationDay #VoteReady.	Are You #VoteReady? Make sure you are by getting registered on #NationalVoterRegistrationDay on 9/17! <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a>	Have you moved since the last election? Make sure you're registered to vote with your new address! <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> #NationalVoterRegistrationDay #VoteReady
National Voter Registration Day is in just [insert amount of time]! Find a voter registration event near you at <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> . #NationalVoterRegistrationDay.	What are you doing on September 17? Join us at a #NationalVoterRegistrationDay event near you or a virtual event! [LINK TO FB RSVP LISTING] #VoteReady	It's beginning to feel a lot like Election Day out there! Make sure your community is #VoteReady to hit the polls by registering at <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> .

## Sample Social Media Posts for September 17

It's National Voter Registration Day! Take 30 seconds to register to vote, check your registration status, or find a registration event on or offline near you! <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> #NationalVoterRegistrationDay #VoteReady	Did you know [ORGANIZATION NAME] is helping register voters in our community today? We're taking part in #NationalVoterRegistrationDay. <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a>	Want to vote this year? Make sure you're #VoteReady NOW at <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> . #NationalVoterRegistrationDay
If you've recently moved, turned 18, or changed your name, you may not be #VoteReady! Take this opportunity to update your voter registration at <a href="https://NationalVoterRegistrationDay.org/register-to-vote">NationalVoterRegistrationDay.org/register-to-vote</a> [feel free to substitute your organization's registration tool here] #NationalVoterRegistrationDay	As many as 1 in 4 eligible Americans are not registered to vote. Be part of the solution and get your community #VoteReady today on #NationalVoterRegistrationDay <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a>	Already registered and wondering how you can celebrate #NationalVoterRegistrationDay today? Tag a friend or 10 and tell them to pass it on! Or get #VoteReady yourself! Look into options available in your state for voting by mail, voting early, and more on our website, <a href="https://NationalVoterRegistrationDay.org">NationalVoterRegistrationDay.org</a> .



## SAMPLE EMAILS FOR AFFILIATES OR SUPPORTERS

### Sample Email: For Supporters and Affiliates to be sent about a month before National Voter Registration Day

**Sender:** Name, Organization Name (Should read “Samantha, Organization.com” for example)

**Suggested Subject Lines:**

- Celebrating Democracy in America—Register to Vote!
- [ORGANIZATION NAME] and National Voter Registration Day: Let's Get #VoteReady!
- Mark your calendar: September 17 is National Voter Registration Day!

**Body:**

Dear [SUPPORTER'S FIRSTNAME],

We're excited to be part of a national effort to strengthen our democracy by registering voters on this year's National Voter Registration Day, which will take place on September 17, 2024!

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that's helped more than 5 million Americans register to vote! With the help of thousands of organizations and volunteers working together across the country, the holiday serves as a pre-election-season springboard that gets communities of every stripe #VoteReady to hit the polls in their next election.

No matter what party you support or what issues matter most to you, National Voter Registration Day is the perfect time to contribute to our shared American democracy.

Today, we invite you to register to vote and use the voting resources at [NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org). Use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you're registered to vote, there are many other ways you can get involved:

- Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online
- [INSERT DETAILS OF EVENT]
- Step up to host your own local in-person or online event with your family, friends, and neighbors to make sure everyone you know is registered. Learn more about becoming a National Voter Registration Day Partner at [NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org).
- Follow us on social media to get reminders that September 17 is the big day!
- We're really excited to be able to join thousands of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME], [ORGANIZATION NAME]



## Sample Email: To be sent out about a month before National Voter Registration Day

**Sender:** Name, Organization Name (Should be like “Samantha, Organization.com,” for example)

**Suggested Subject Lines:**

- Where will you be on September 17?
- National Voter Registration Day events near you—or online!
- [ORGANIZATION NAME] is registering voters in [YOUR TOWN]!
- Celebrate #NationalVoterRegistrationDay on September 17!

**Body:**

Dear [FIRSTNAME],

We’re committed to sustaining and strengthening our democracy by getting voters registered on National Voter Registration Day this September 17. This will be the last big opportunity to get millions of Americans registered to vote on a single day before the 2024 election!

Join our voter registration event and its vital celebration of our shared democracy on September 17 at [INSERT EVENT DETAILS AND/OR SHARE ONLINE EVENT DETAILS].

This year, there are important state and local elections all across the country, in addition to the presidential election on November 5!

RSVP now to an event in your area, then ask a friend to join you:

[EVENT NAME 1]  
[EVENT LOCATION OR URL]  
[TIME]  
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]  
[EVENT LOCATION OR URL]  
[TIME]  
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers who, like you, value civic participation and are willing to take a few hours for one day to help strengthen our communities' bonds. Visit [NationalVoterRegistrationDay.org/events](https://NationalVoterRegistrationDay.org/events) to RSVP and invite a friend! See you on September 17!

Sincerely,

[NAME]  
[ORGANIZATION NAME]

P.S. If events aren’t your thing, no big deal. Just don’t miss out on the most important part of National Voter Registration Day—take 30 seconds to make sure you’re registered to vote at your current address.





## Sample Email: To be sent the morning of September 17

**Sender:** Organization Name

**Subject Line:** It's National Voter Registration Day!

**Body:**

Dear [FIRSTNAME] / Supporter,

While this is a democracy, ensuring that our electoral outcomes reflect the will of the American people requires making sure that as many of those people as possible are able to participate at the ballot box as registered voters.

That's why [ORGANIZATION NAME] is a proud Partner and supporter of National Voter Registration Day, the nation's largest civic holiday, with well over 5 million voter registrations since 2012.

Here's how YOU can celebrate democracy today:

- Register to vote or check your registration online using [National Voter Registration Day's Online Voter Registration Portal](#). It's simple, it's free, and it's secure. Even if online voter registration is unavailable in your state, you can easily start the process online, no matter where you live.
- Attend a National Voter Registration Day event: Find one near you by connecting with your state or local election officials.
- Spread the word: Once you make sure you're registered to vote, forward this email, text a friend, and/or post to social, asking your network to join you in getting #VoteReady. Be sure to use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts. Check out this library of great social media content from our friends at National Voter Registration Day.
- Get #VoteReady: Already registered? Even better! To learn more about elections in your community, check out our [#VoteReady resources](#) on the National Voter Registration Day website.

Thanks for taking a few moments to strengthen our community—and our country—with your voice.

Sincerely,

[ORGANIZATION NAME]



## SAMPLE PRESS RELEASE AND MEDIA ADVISORY

### Sample Press Release: Distribute the week after Labor Day

#### September 17, 2024 is National Voter Registration Day

**[ORG NAME] joins thousands-strong democracy coalition to register voters in [CITY/ONLINE]**

[CITY, STATE – DATE] – On September 17, 2024, [ORGANIZATION NAME] joins a coalition of thousands of Partners across the country that will celebrate National Voter Registration Day with a coordinated democracy blitz aimed at getting every eligible American registered to vote in advance of election 2024!

Every eligible citizen should have the option to exercise their right to be heard at the ballot box, and with well over 5 million registered voters to its name since 2012, National Voter Registration Day is the perfect day to start getting America #VoteReady for Election 2024. With this year's holiday being the last big opportunity to get millions of Americans registered to vote in advance of the hotly contested presidential election, there's no time like National Voter Registration Day to ensure every eligible American is ready to participate in our shared democracy this November 5.

[INSERT QUOTE ABOUT YOUR ORGANIZATION AND HOW IT WILL PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY]

[ORGANIZATION NAME] is proud to stand beside the thousands of national, state, and local organizations as well as scores of volunteers who each year serve as the driving force behind National Voter Registration Day's mission to get every eligible American registered before their next trip to the ballot box. Come September 17, Partner organizations ranging from local libraries and college campuses to Fortune 500 companies will coordinate a star-spangled tidal wave of online and offline events to leverage this largest of civic holidays designed to drive unparalleled attention to voter registration.

On September 17, [ORGANIZATION NAME] will engage its community and register voters at the following events:

- [EVENT 1, TIME, LOCATION OR URL]
- [EVENT 2, TIME, LOCATION OR URL]
- [EVENT 3, TIME, LOCATION OR URL]

The civic holiday's website, [NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org), lists National Voter Registration Day events across the country and includes comprehensive and state-specific resources on voter registration and voting more generally.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT].

###

#### About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by over 4,000 national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 5 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

#### About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



## Final Pre-Holiday Sample Media Advisory: Distribute a week before September 17

### September 17, 2024, is National Voter Registration Day

According to post-2020 election Census data, one in four Americans either are not registered to vote or do not know whether they are registered to vote. With the help of a nonpartisan, coordinated, nationwide effort to get Americans of every stripe registered to vote in time for their next election, we'll build a stronger democracy.

[ORGANIZATION NAME] will join thousands of organizations nationwide to celebrate National Voter Registration Day on September 17 by getting [YOUR COMMUNITY] residents registered and #VoteReady in time for Election Day 2024 on November 5.

**What:** [YOUR ORGANIZATION'S EVENT DETAILS]

**Who:** [NOTE ANY PARTICIPANTS, OFFICIALS, OR ORGANIZATIONS THAT MIGHT DRAW MEDIA]

**When:** Tuesday, September 17, 2024 [TIME AND RELEVANT TIMEZONE], rain or shine.

**Where:** [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

**Media Contact:** [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

# # #

#### About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by over 4,000 national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 5 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

#### About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



*[nationalvoterregistrationday.org](https://nationalvoterregistrationday.org)*



**SEPTEMBER 17, 2024**

**ARE YOU #VOTEREADY?**



**@natlvoterregday**

***[info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org)***