

# TALKING POINTS & SAMPLE MESSAGES

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%.



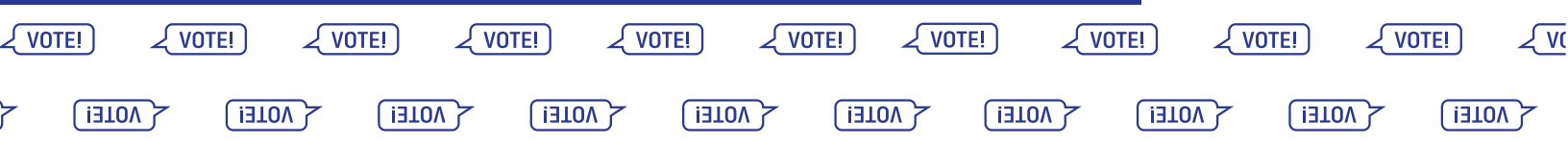
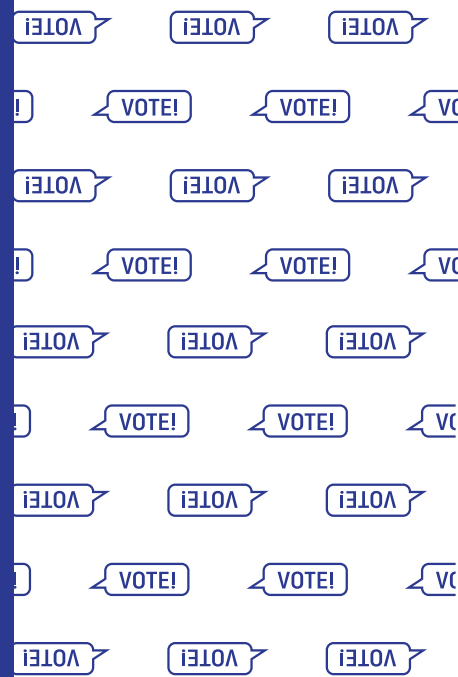
- ◆ **Down-Ballot Races:** Registering to vote in 2024 is about more than just the presidential election. This year, we will see elections for 34 US Senate seats, 435 House of Representatives seats, state legislative races across 44 states, and 11 governors races, alongside scores of municipal races 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!**

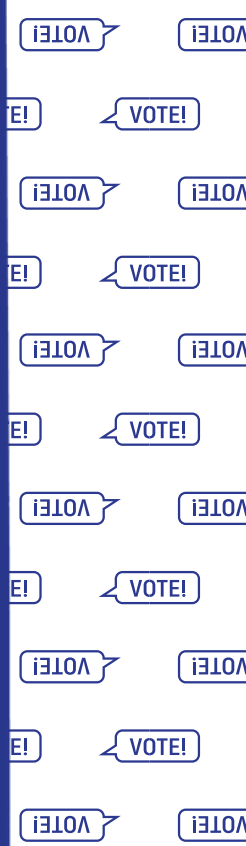
No matter our background or political beliefs, we know that for democracy to work for all of us, it must include all of us. In the 12 years since the first National Voter Registration Day, our Partners have worked hard to fulfill the NVRD mission of ensuring that every eligible American from across the 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.

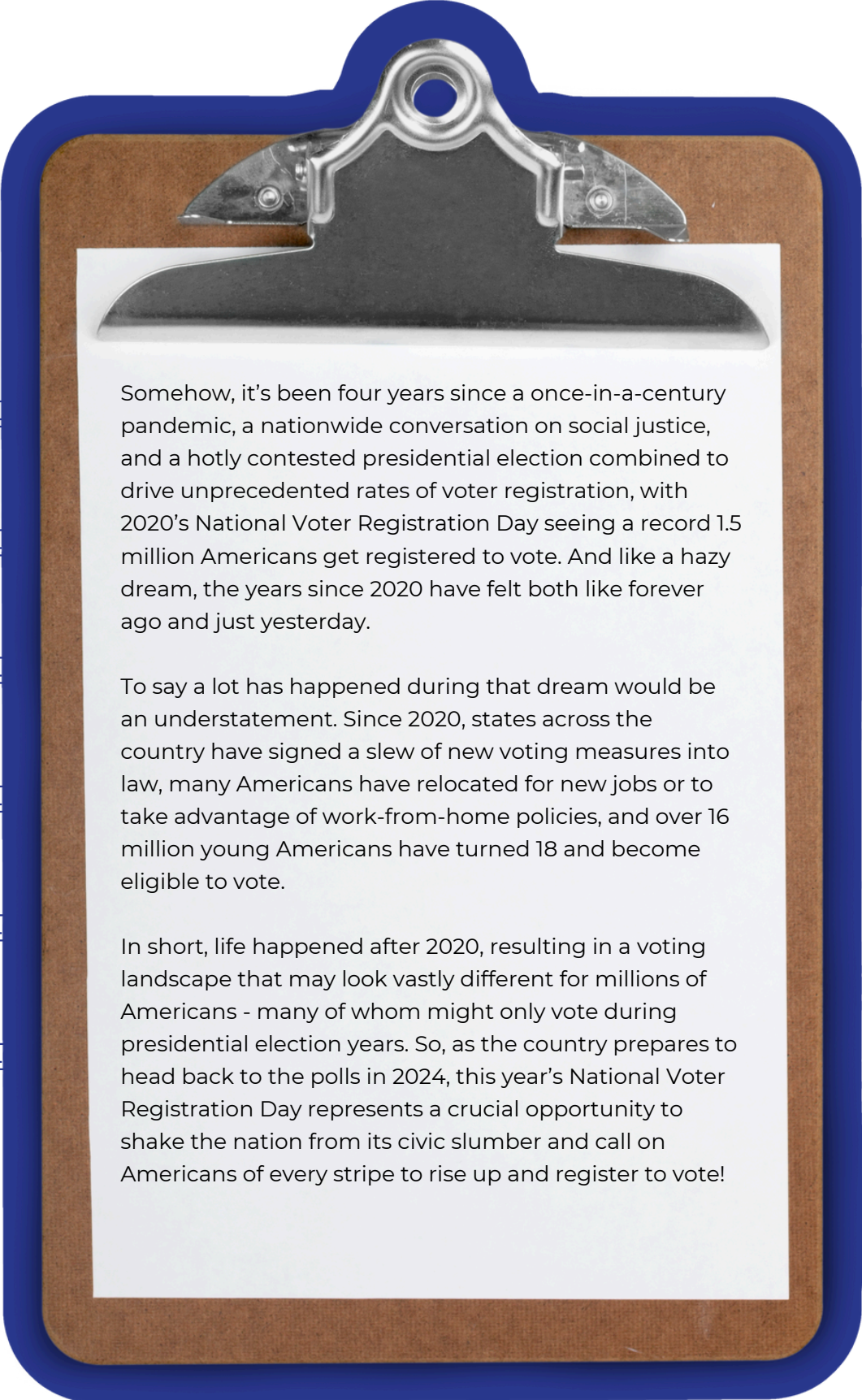
Potential voters are caught in a vicious cycle that sees unregistered citizens become non-voters who are then ignored by political campaigns, which, in turn, leaves these citizens disenchanted by the electoral process.

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.



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

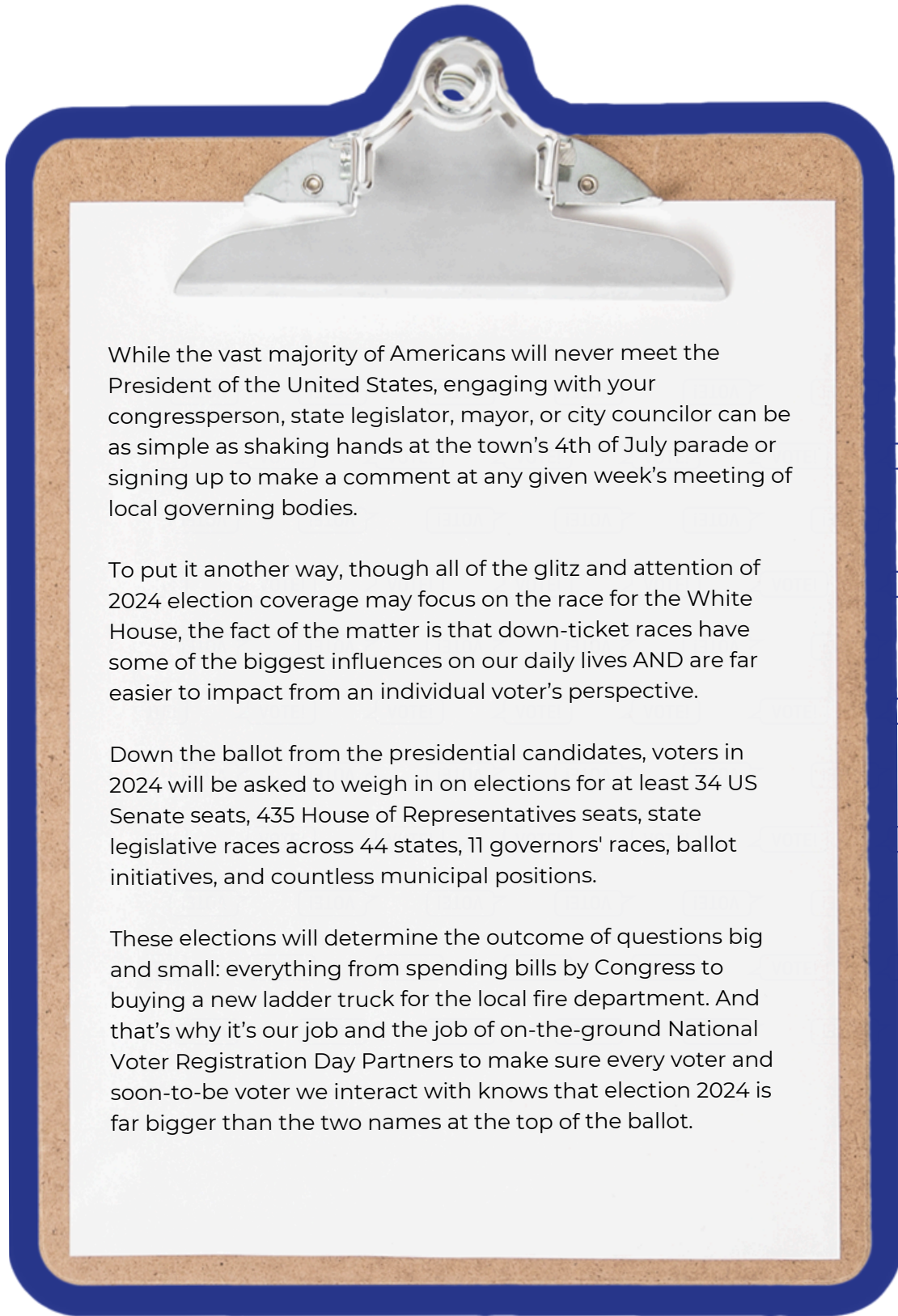


Somehow, it's been four years since a once-in-a-century pandemic, a nationwide conversation on social justice, and a hotly contested presidential election combined to drive unprecedented rates of voter registration, with 2020's National Voter Registration Day seeing a record 1.5 million Americans get 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.

