

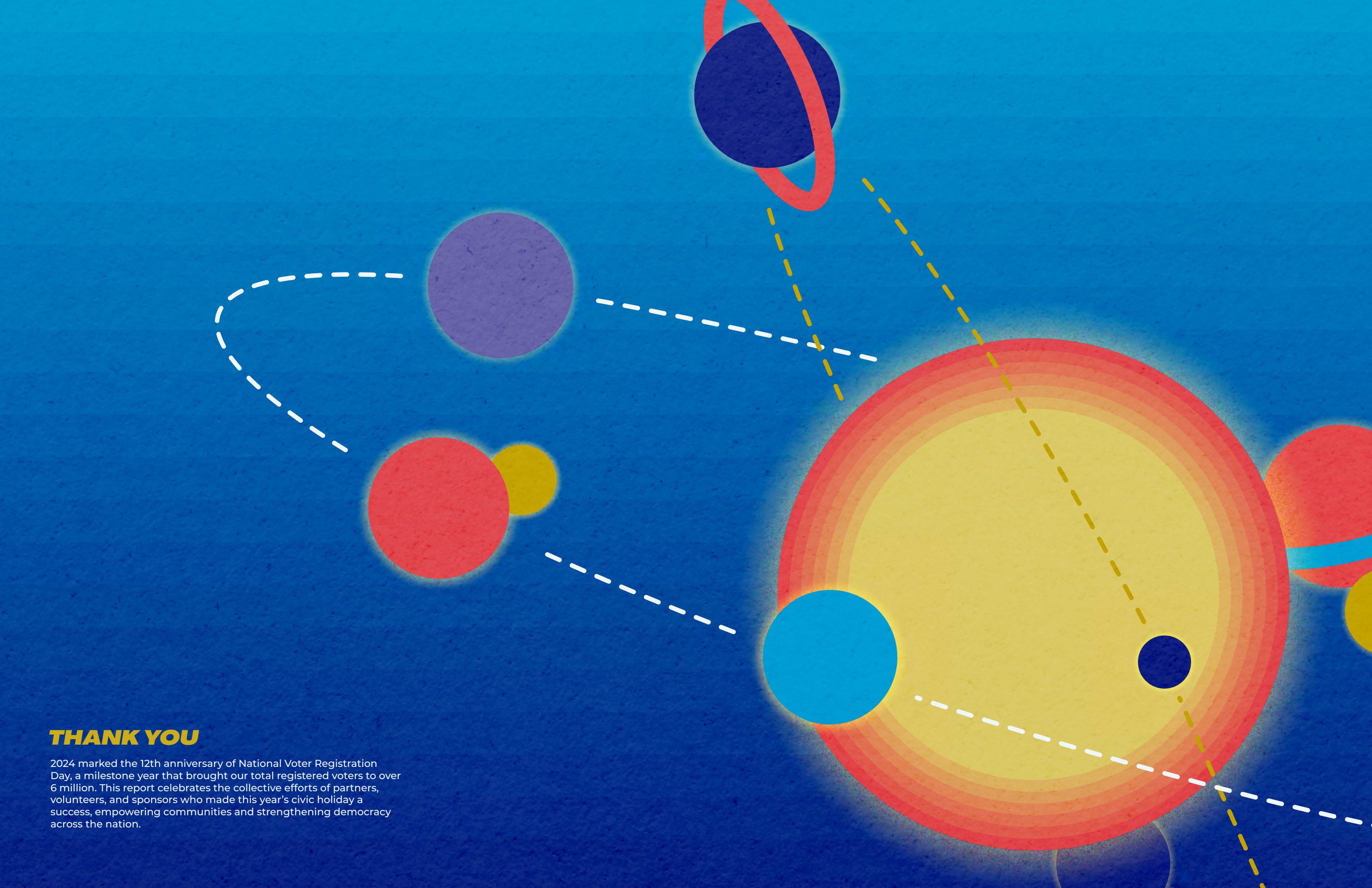
NATIONAL VOTER REGISTRATION DAY



**RISE UP AND
REGISTER**

ANNUAL REPORT

2024



THANK YOU

2024 marked the 12th anniversary of National Voter Registration Day, a milestone year that brought our total registered voters to over 6 million. This report celebrates the collective efforts of partners, volunteers, and sponsors who made this year's civic holiday a success, empowering communities and strengthening democracy across the nation.

TABLE OF CONTENTS

OVERVIEW

5

LETTER FROM OUR CO-CHAIRS

6

2024 HIGHLIGHTS + IMPACT

7

PREMIER SPONSORS

10

IN THE MEDIA

11

MEDIA COVERAGE

12

SOCIAL MEDIA

14

ELECTION OFFICIALS

16

ELECTION ENDORSERS

17

ELECTION OFFICIALS ENGAGE

18

COMMUNITY PARTNERS

20

PARTNER BREAKDOWN

21

PARTNER ENGAGEMENT

22

YOUTH ENGAGEMENT

24

PREMIER PARTNERS

25

FINANCES & LEADERSHIP

28

PROGRAM EXPENSES

29

ACKNOWLEDGEMENTS

30





OVERVIEW



LETTER FROM OUR CO-CHAIRS

In the lead up to the 2024 elections, from the high-profile presidential race to the thousands of consequential down-ballot races, the National Voter Registration Day team continued its twelve-year history of nonpartisan activations — online and in communities across the nation — to ensure that every eligible American had the opportunity to register to vote well ahead of their own state deadlines.

Knowing this was going to be a big year, the team got started earlier than ever. Recruitment of major national partners started in January of 2024, and by June, we had already surpassed our Premier Partner goal, ultimately signing on 152 Premier Partners. The team also exceeded our Community Partner goal in mid-August, with 5,600 partners signing on by the holiday. Additionally, the team worked tirelessly to support the thousands of partners across the nation. Resources and toolkits were updated and distributed, workshops and trainings were held, and printed material was provided in multiple languages to partners serving diverse communities.

Thanks to the work of the thousands of partners who make the holiday possible, 2,000,000 voters either registered, updated their registration, or verified their status. This big number includes 820,000 new and updated registrations, 310,000 of which were 18-24 year olds, many of whom voted for the first time. The pages that follow tell the story of this powerful, nationwide, nonpartisan day of action.

To all of the partners, sponsors, and supporters who make the success of National Voter Registration Day possible, we thank you!

Sincerely,



Michael Adams (R)
Secretary of State, Kentucky



Steve Simon (D)
Secretary of State, Minnesota

Sec. Michael Adams and **Sec. Steve Simon** are honorary co-chairs of the Steering Committee for National Voter Registration Day.



2024 HIGHLIGHTS

2 MILLION

NEW, UPDATED, AND CHECKED REGISTRATIONS*

820,000

OF WHICH WERE NEW AND UPDATED REGISTRATIONS

310,000

OF VOTER REGISTRATIONS CAME FROM 18-24 YEAR OLDS

1
OUT OF
100

ELIGIBLE YOUNG VOTERS WERE REGISTERED



EVENTS TOOK PLACE IN ALL 50 STATES AND WASHINGTON, D.C

3.2K

NEWS STORIES FROM NATIONAL, STATE, AND LOCAL MEDIA

TRENDED
TOP 5

ON X FOR MOST OF THE WORKDAY

152

PREMIER PARTNERS

5,600

COMMUNITY PARTNERS

43,000

STAFF AND VOLUNTEERS



*Special thanks to the Natl. Assoc. of State Election Directors, Community Partners, and third party tools for providing data that was used in projecting the voter registration totals.

CUMULATIVE IMPACT

SIX MILLION

REGISTERED VOTERS

Y. 2023

REGISTERED
130,000 VOTERS

Y. 2021

REGISTERED
233,571 VOTERS

Y. 2020

REGISTERED
1,554,920 VOTERS

Y. 2019

REGISTERED
473,725 VOTERS

Y. 2024

REGISTERED
820,000 VOTERS

Y. 2022

REGISTERED
414,016 VOTERS

Y. 2012

REGISTERED
303,610 VOTERS

Y. 2017

REGISTERED
124,290 VOTERS

Y. 2018

REGISTERED
865,015 VOTERS

Y. 2014

REGISTERED
154,500 VOTERS

Y. 2016

REGISTERED
771,321 VOTERS

Y. 2013

REGISTERED
56,196 VOTERS

Y. 2015

REGISTERED
129,851 VOTERS

IN our 12th anniversary of this civic holiday, we set out with bold, ambitious goals to harness the energy of this exciting election year—and we crushed it!

This year, we hit our target, bringing the total number of voters registered through National Voter Registration Day to an incredible six million! What a way to mark a milestone!

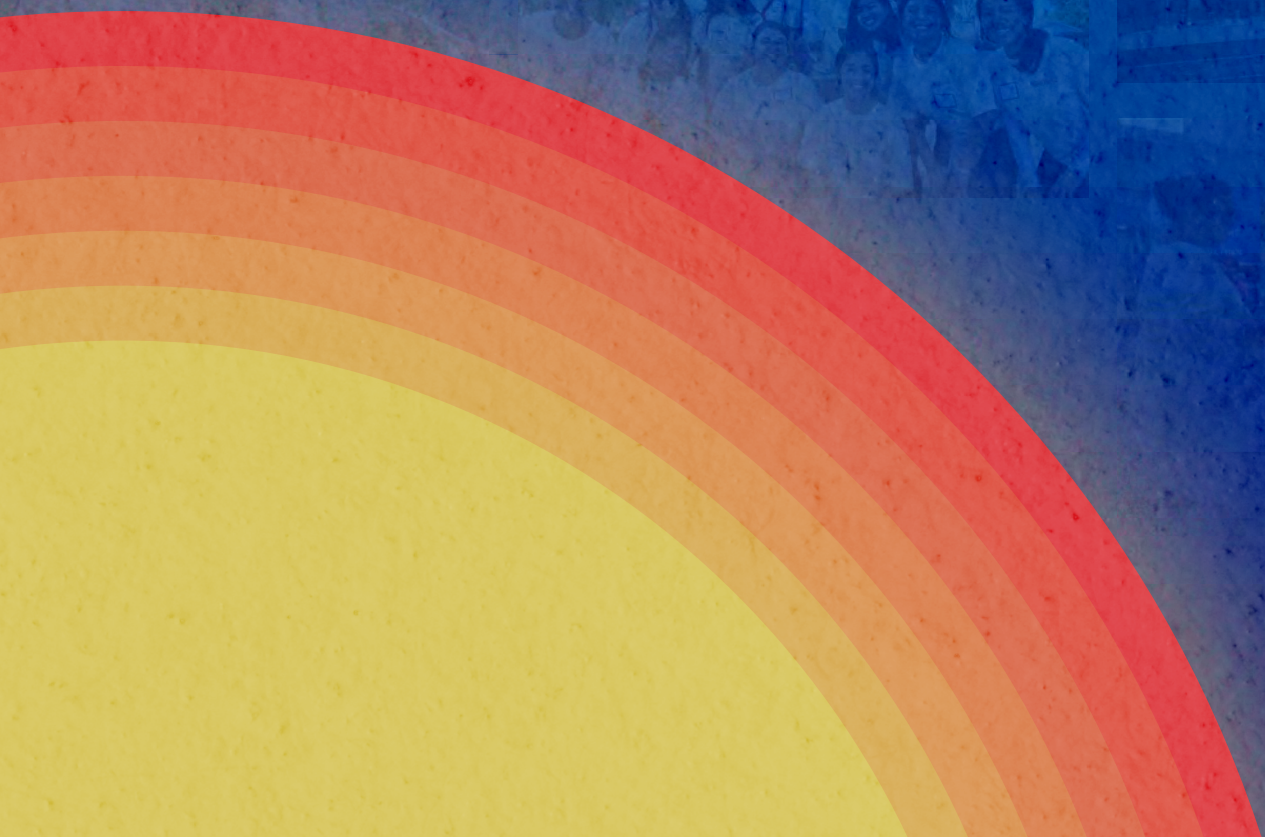
THANK YOU TO OUR PREMIER SPONSORS

The work of National Voter Registration Day 2024 was made possible by the financial support of our sponsors. This year, 15 Premier Sponsors supported the holiday with fiscal gifts. We are incredibly grateful for the support of each of the organizations listed below and once again thank them for their generosity and commitment to democracy.





IN THE MEDIA



MEDIA COVERAGE

The 12th anniversary of National Voter Registration Day was an amazing year for press coverage, with the holiday being heavily covered by local and national publications, as well as nationwide public service announcements.

HUNDREDS OF MAJOR NEWS OUTLETS COVERED NATIONAL VOTER REGISTRATION DAY, INCLUDING:



'HAMILTON' BROADWAY CAST UPDATES 'THE ELECTION OF 1800' FOR NATIONAL VOTER REGISTRATION DAY

*"In conjunction with the song's release, the brand is also dropping a new collection of merchandise, the Hamilton Vote Collection (consisting of T-shirts, hats, stickers, buttons and bags), to be made available **Sept. 17** at the Broadway Merchandise Shop and at theaters where Hamilton is performing, per BroadwayWorld."*



TELEMUNDO LANZA CAMPAÑA PARA INCENTIVAR EL VOTO LATINO

"Arturo Vargas, director ejecutivo de la organización NALEO, habló de la importancia de la participación de la comunidad latina en las próximas elecciones en Estados Unidos para asegurar un mejor futuro para el país."



NATIONAL VOTER REGISTRATION DAY: MAP SHOWS DEADLINES IN KEY SWING STATES

“It’s National Voter Registration Day, a nonpartisan action day to mobilize voter registration across the United States.”



SEPT. 17 IS VOTER REGISTRATION DAY. HAVE YOU DONE YOUR PART?

“National Voter Registration Day is a nonpartisan civic holiday dedicated to celebrating our democracy. It kicked off in 2012 and is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the U.S. Election Assistance Commission and the National Association of Election Officials.”

AS WELL AS COVERAGE IN THOUSANDS OF LOCAL NEWS OUTLETS:



LAREDO HIGH SCHOOL STUDENTS REGISTER TO VOTE ON NATIONAL VOTER REGISTRATION DAY



UCONN HOSTS NATIONAL VOTER REGISTRATION DAY PRESS CONFERENCE TO ENCOURAGE CIVIC ENGAGEMENT



LEAGUE OF WOMEN VOTERS, GOODWILL PARTNER TO HELP VOTERS ON NATIONAL VOTER REGISTRATION DAY



PULASKI COUNTY CELEBRATES NATIONAL VOTER REGISTRATION DAY WITH VOTE FEST EVENT



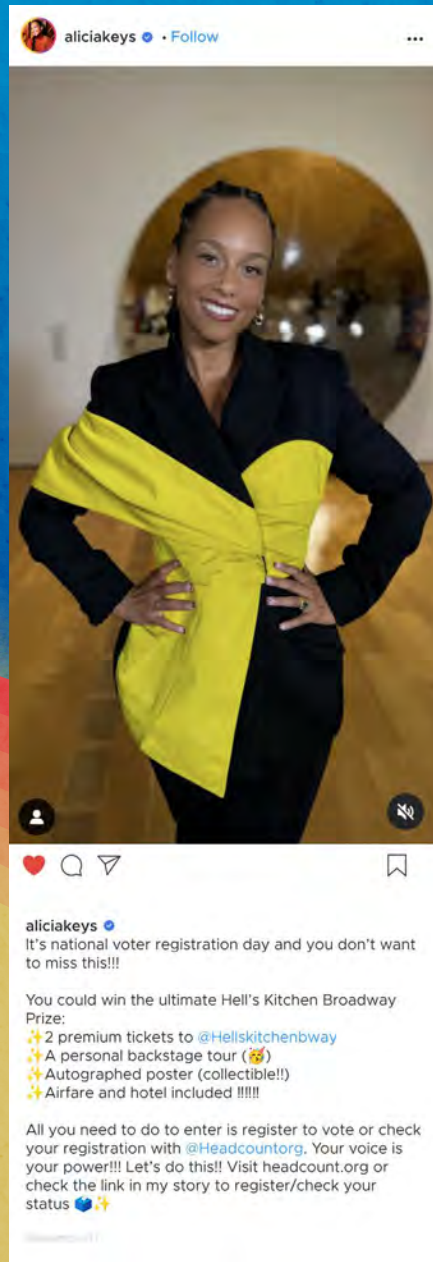
UNC CHARLOTTE CELEBRATES NATIONAL VOTER REGISTRATION DAY WITH TABLING FOR STUDENTS

SOCIAL MEDIA

One of the best parts of every National Voter Registration Day is when our Partners signal boost voter registration by flooding the social media sphere with a deluge of **#VoteReady** content, get us **TRENDING #1 NATIONALLY** and making the holiday impossible to ignore! Here's just a snippet of the great posts our friends put out on this year's big day!



Tweet - LeVar Burton



Instagram - Alicia Keys



IG Reel - New York Liberty



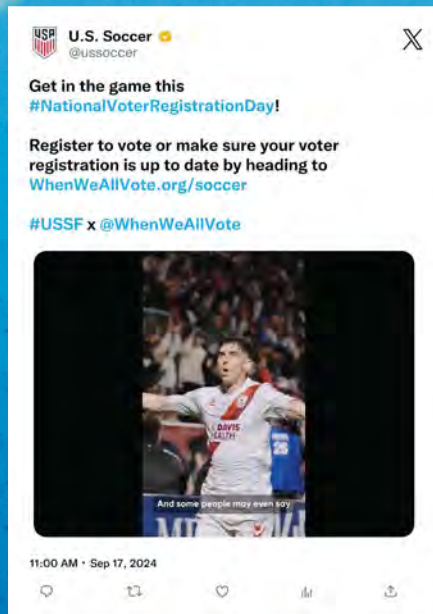
IG Reel - Urban Outfitters



IG Reel - NFL



Facebook - NASA



Tweet - U.S. Soccer



Instagram - NBA



Tweet - Michelle Obama



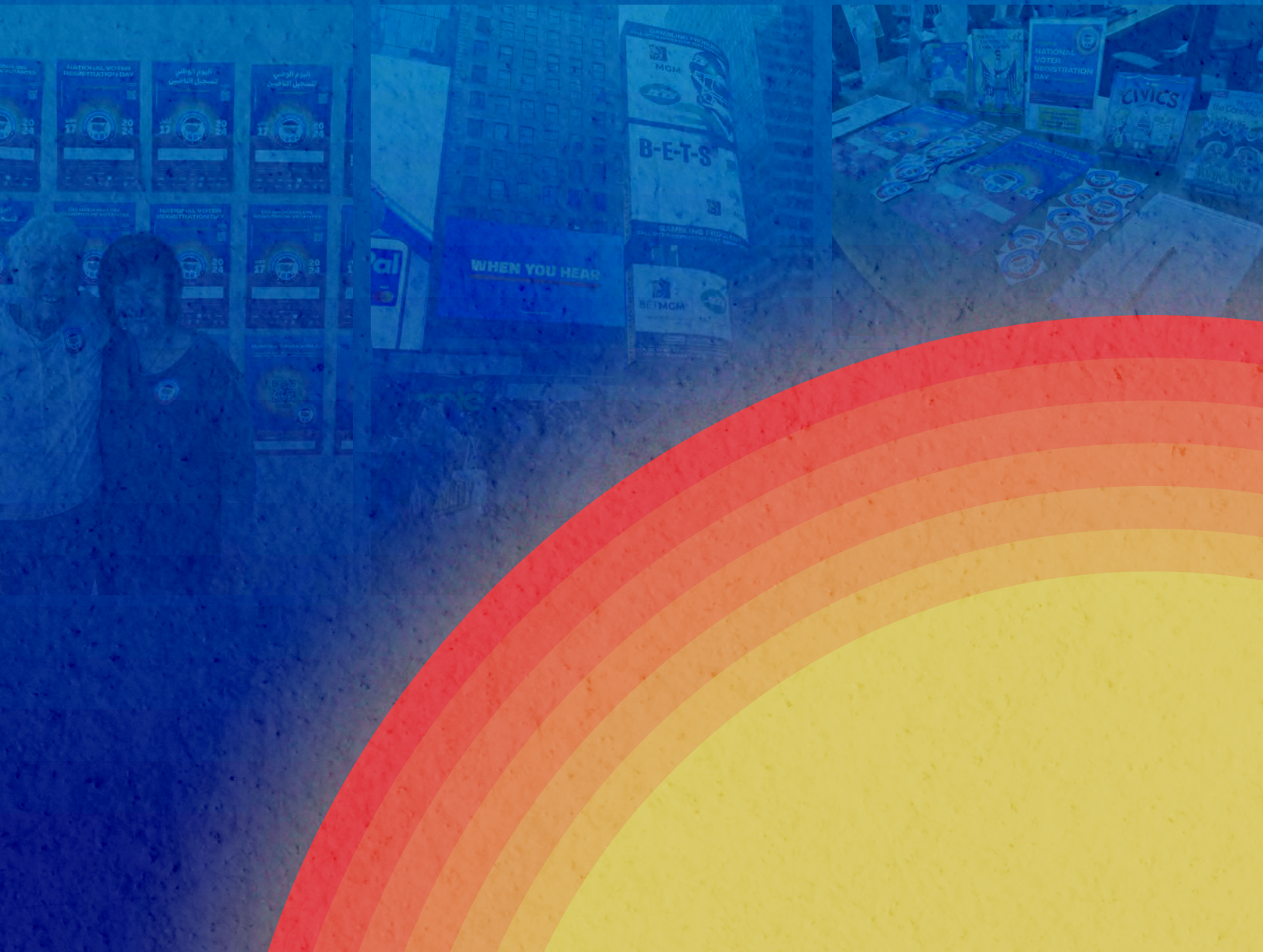
IG Story - Olivia Rodrigo



Tweet - The Tonight Show



ELECTION OFFICIALS



ELECTION OFFICIAL ENDORSEMENTS

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. In 2024, we were proud to be endorsed once again by the national organizations representing those hard-working heroes of our democracy: the US Election Assistance Commission (EAC), the Election Center, the National Association of State Election Directors (NASED), and the National Association of Secretaries of State (NASS).



U.S. ELECTION
ASSISTANCE
COMMISSION



NATIONAL ASSOCIATION of
STATE ELECTION DIRECTORS



NASS
National Association
of Secretaries of State

GOVERNMENT RESOLUTIONS

In 2024, National Voter Registration Day was celebrated in some of the highest offices in the land. Elected officials of every stripe supported this year's effort to get America #VoteReady in time for Election Day, including: official White House Proclamation, to a bipartisan Senate resolution co-sponsored by Sens. Amy Klobuchar (D-MN) and Deb Fischer (R-NE), and a recognition from the nonpartisan National Association of Secretaries of State.

CATEGORY: NASS

NASS Recognizes National Voter Registration Day 2024

For Immediate Release
September 17, 2024

Washington, D.C. – In collaboration with members of the elections community, the National Association of Secretaries of State (NASS) recognizes and celebrates September 17, 2024, as [National Voter Registration Day](#) (NVRD). This nonpartisan effort encourages eligible citizens across the country to check their voter registration status, register to vote, and become more aware of the overall election process.



BI-PARTISAN SENATE RESOLUTION S.RES.766

Recognizing September
17, 2024, as "National
Voter Registration Day"

Passed July 11th, 2024

NASS PROCLAMATION

SENATE RESOLUTION

WHITE HOUSE PROCLAMATION



SEPTEMBER 16, 2024

A Proclamation on National Voter Registration Day, 2024

BRIEFING ROOM PRESIDENTIAL ACTIONS

American democracy begins and ends with the ballot box – putting the right to vote and the right to decide our Nation's future in the hands of "We the People." Voting defines our threshold of liberty and makes everything possible. On National Voter Registration Day, we recommit to protecting the sacred right to vote, and we encourage every eligible American to register to



ELECTION OFFICIALS ENGAGE

So much of the magic that is National Voter Registration Day happens out in the community, up close and personal with potential voters. Lucky for us, America's Secretaries of State and election officials across the nation were right in the thick of it, championing the holiday's shared efforts.

YubaNet.com

CALIFORNIA SECRETARY OF STATE SHIRLEY N. WEBER, PH.D., ENCOURAGES ELIGIBLE CALIFORNIANS TO REGISTER TO VOTE



City of Country Club Hills -
Municipal Clerks of Illinois District 1

Tweet - TX Secretary of State

Texas Secretary of State @TXsecofstate

Celebrate [#NationalVoterRegistrationDay](#) by registering or checking your registration status.

Find out more at [VoteTexas.gov!](#)

NATIONAL VOTER REGISTRATION DAY
Deadline for voter registration is October 7, 2024
For voter information, click the link in our bio or visit [VoteTexas.gov](#)

Office of the Texas Secretary of State
Secretary Jane Holton

10:23 AM · Sep 17, 2024



SECRETARY OF STATE PAUL PATE URGES IOWANS TO REGISTER TO VOTE

Frank LaRose @FrankLaRose

Happy National Voter Registration Day to those who celebrate...and all eligible Ohioans should!

Remind your friends and family to visit [VoteOhio.gov](#) and register or check/update your info. While you're there make a plan to vote early or on Election Day.

9:24 AM · Sep 17, 2024

Tweet - OH Secretary of State

GA Secretary of State Brad Raffensperger
 September 17

Today is National Voter Registration Day! Have you checked your voter registration since the last Presidential election? If not, your precinct may have changed. Visit My Voter Page - mvp.sos.ga.gov to check your status, make a plan, and most importantly - go vote!



Facebook - GA Secretary of State



'THERE IS STILL TIME TO REGISTER TO VOTE,' TEXAS SECRETARY OF STATE SAYS ON NATIONAL VOTER REGISTRATION DAY



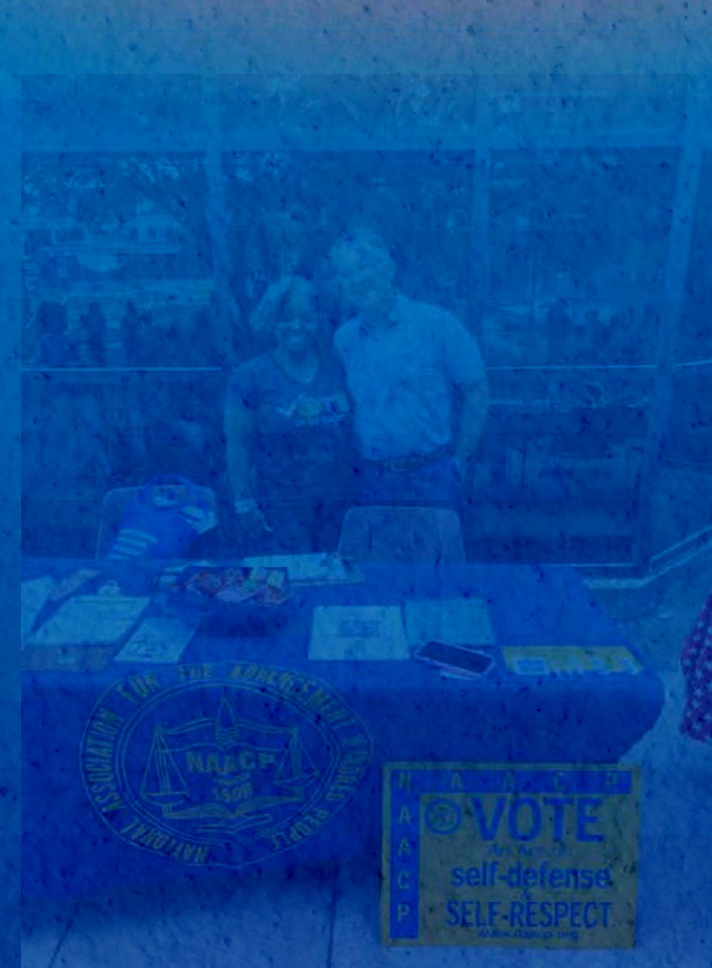
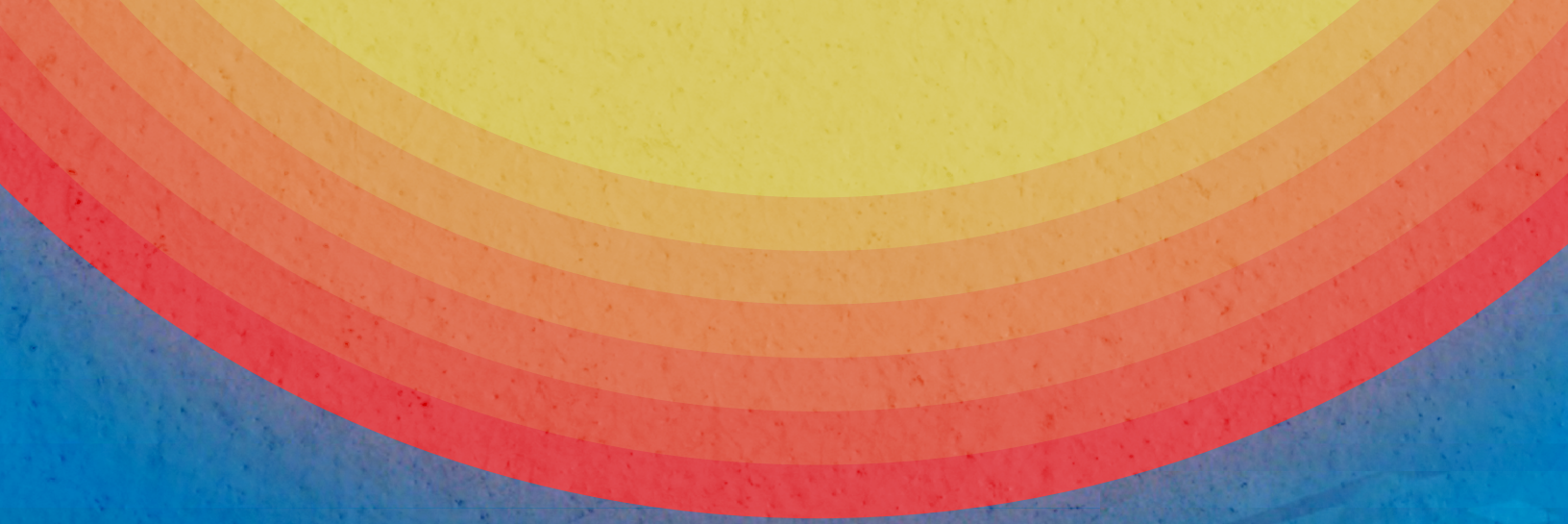
Milwaukee County Election Commission



SECRETARY HARGETT ENCOURAGES TENNESSEANS TO REGISTER TO VOTE AS PART OF NATIONAL VOTER REGISTRATION DAY

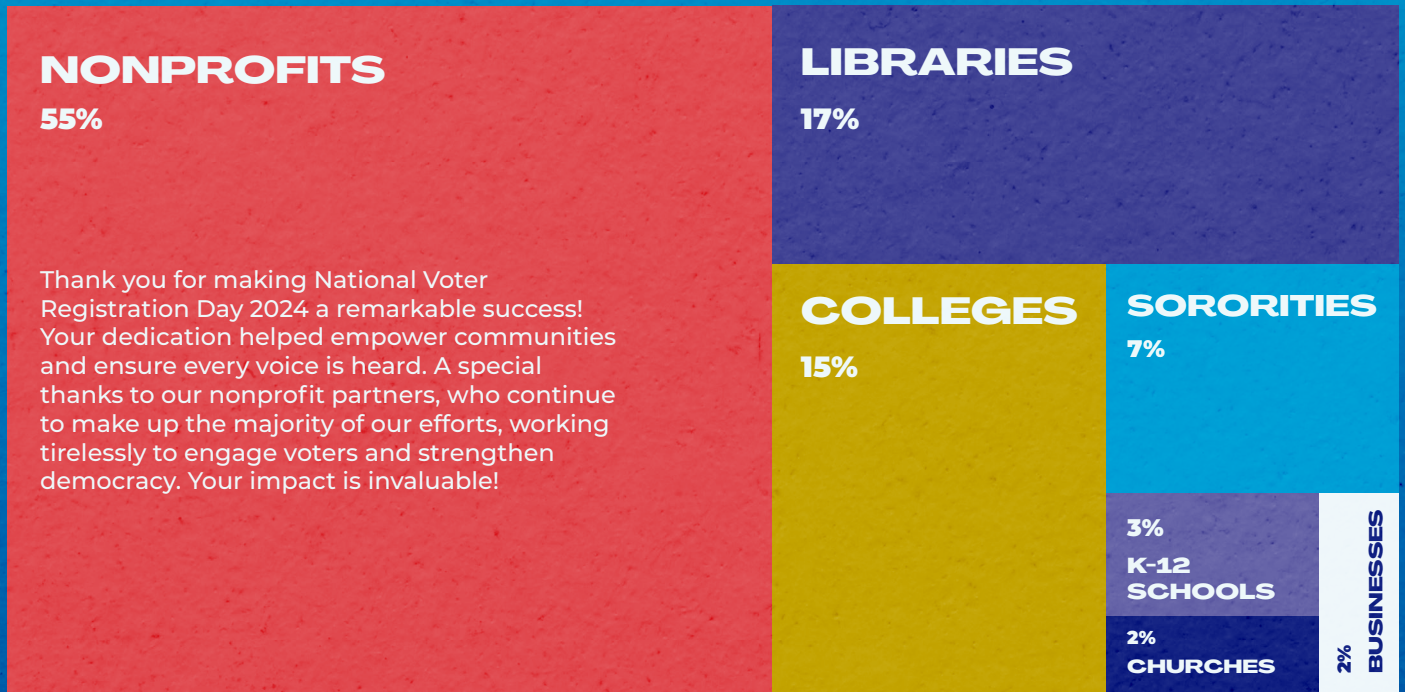
Facebook - MI Department of State





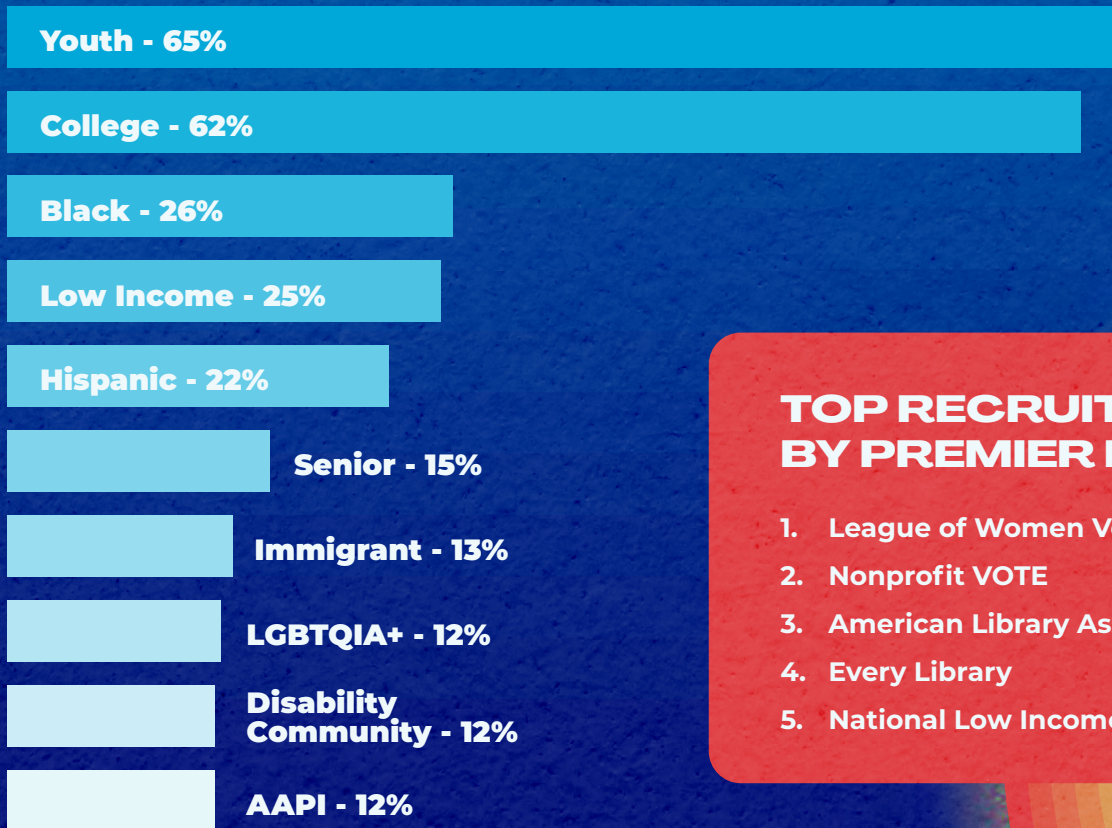
COMMUNITY PARTNERS

PARTNER BREAKDOWN



ENGAGED DEMOGRAPHICS

Share of Surveyed Partners that Engaged Each Group (Multiple Selections Allowed)



TOP RECRUITMENT BY PREMIER PARTNERS

1. League of Women Voters
2. Nonprofit VOTE
3. American Library Association
4. Every Library
5. National Low Income Housing Coalition

PARTNER ENGAGEMENT

In May 2024, we called on Community Partners to help get Americans #VoteReady—and wow, did they deliver! Across the nation, **A RECORD-SHATTERING 5,600 PARTNERS** of all sizes stepped up to celebrate democracy like never before. From coast to coast, on September 17th, these incredible partners joined forces to make National Voter Registration Day our biggest and best yet!



Faith Food Fridays



NAACP (Instagram)



Clovis Community College



Reviving the Islamic Sisterhood for Empowerment



Voto Latino (Facebook)



Korean American Federation of Los Angeles



League of Women Voters (Facebook)



South Asian American Voter Empowerment - Texas



BABE VOTE - Boise State University



Santa Fe Indigenous Center

YOUTH ENGAGEMENT

From coast to coast, young voters (ages 18-24) showed up in force, fueling partner registration drives—especially on college campuses! We had over **700 COLLEGES AND UNIVERSITIES** participate this year. And thanks to the amazing support from Levi Strauss & Co., we awarded our Community College Grant to 30 incredible community colleges across the nation. These young leaders are stepping up and making their voices heard like never before!



Jefferson College



Mississippi Delta Community College



University of Pennsylvania



McDaniel College



Pima Medical Institute



Fort Valley State University



University of South Carolina



Goodwin University





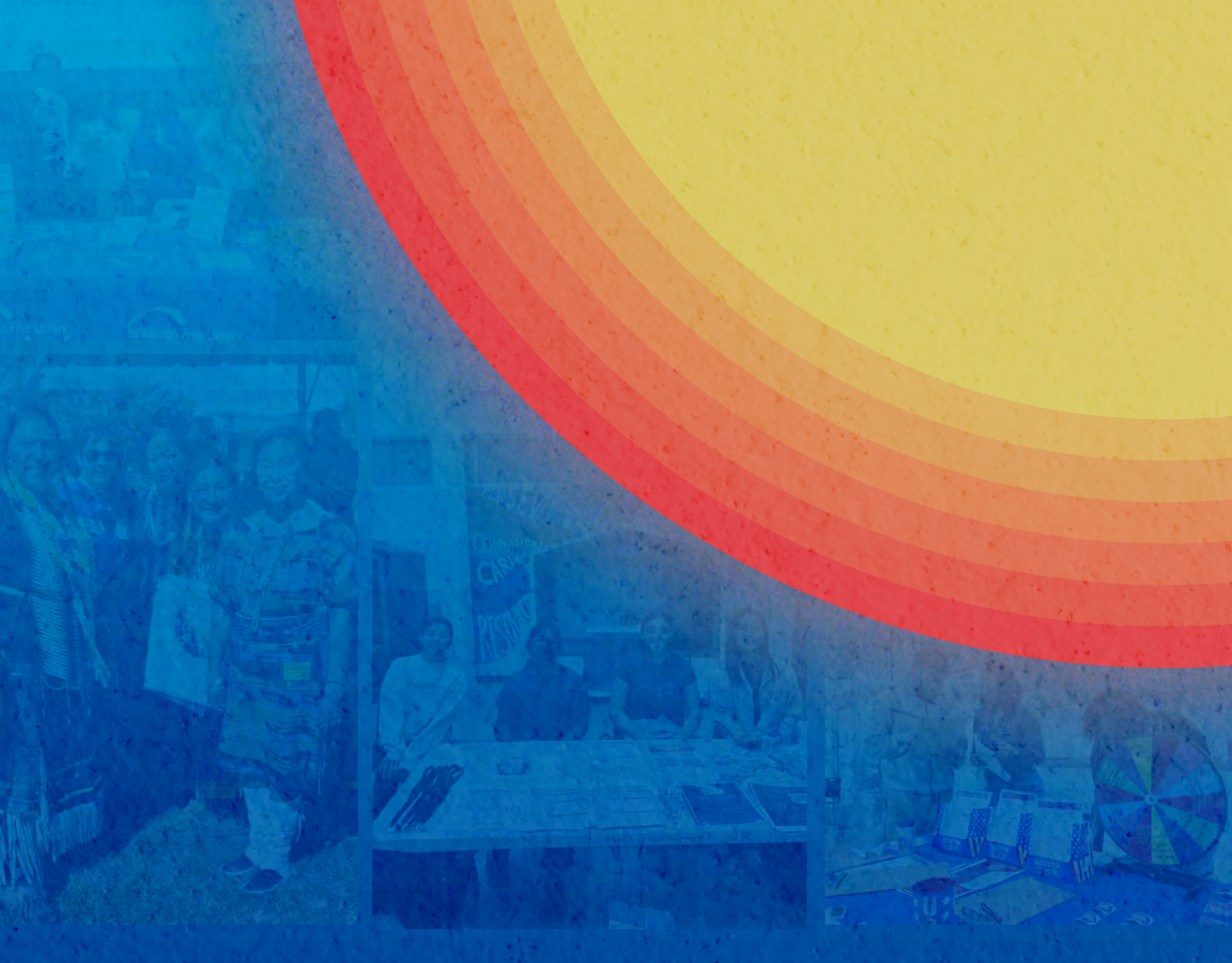
PREMIER PARTNERS

PREMIER PARTNERS

In 2024, **A RECORD-BREAKING 152 PREMIER PARTNERS** joined in our shared efforts to help get every eligible American registered and **#VoteReady** for the 2024 elections. Composed of Fortune 500s, media agencies, social media giants, companies from virtually every major industry, and nationwide nonprofits and civic organizations, the National Voter Registration Day 2024 Premier Partner coalition represented the best America has to offer working hand in hand for our democracy.







FINANCES & LEADERSHIP



PROGRAM EXPENSES

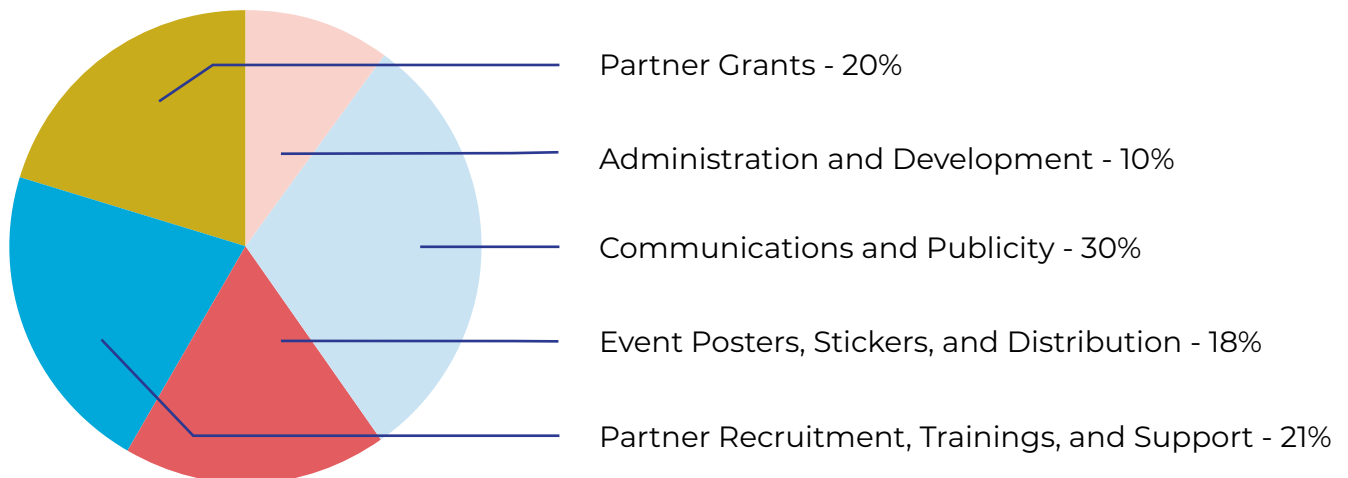
Salaries, Taxes, and Benefits	\$ 560,538
Independent Contractors	\$ 71,745
Partner Grants	\$ 141,816
Event Materials and Shipping	\$ 97,341
Communications, Supplies, and Expenses	\$ 38,082
Meeting and Travel	\$ 37,235
Total Expenses	\$ 946,757

* Preliminary, Unaudited

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

SPECIAL THANKS to our financial supporters, including Aflac, American Property Owners Alliance, CAA Foundation, Carnegie Corporation of New York, Civic Alliance, Civic Responsibility Project, Google, I am a Voter, Levi Strauss & Co, Microsoft, National Association of Realtors, Paramount Global, Room & Board, Target, the Wallace H. Coulter Foundation, and post-holiday support from National Basketball Association.

We also extend our gratitude to LinkedIn and iHeart Media, in addition to our many other Premier and Community Partners who supported this year’s holiday by way of in-kind contributions of everything from social and traditional media ad buys to free pizza and snacks at events. While not included in the numerical financials for 2024, these gifts were crucial to the success that was National Voter Registration Day.



ACKNOWLEDGEMENTS

2024 STEERING COMMITTEE MEMBERS

Honorary Co-chair Minnesota Secretary of State, Steve Simon (D)
Honorary Co-chair Kentucky Secretary of State, Michael Adams (R)

U.S. Election Assistance Commission, Commissioner Christy McCormick (R)
U.S. Election Assistance Commission, Commissioner Benjamin Hovland (D)
Colorado Department of State, Division of Elections, Judd Choate
Yolo County Elections, Armando Salud
APIA Vote, Christine Chen
Civic Alliance, Natalie Tran
EveryLibrary, Patrick Sweeney
Google, Emily Luepker
Levi Strauss & Co., Alexis Bechtol
Military Officers Association of America, Cathy Artino
Meta, Eva Guidarini
NALEO Educational Fund, Arturo Vargas
Election Center, Tammy Patrick
National Alliance on Mental Illness (NAMI), Brandon Graham
National Disability Rights Network, Michelle Bishop
Natl. Rural Electric Cooperatives Association, Laura Vogel
National Urban League, Jerika Richardson
Snap, Inc, Jillian Corrozzo
United Way Worldwide, Jordan McKinney
Impactual, LLC, Matt Singer
Nonprofit VOTE, Brian Miller

*Includes all members who served at any point during the year

SUPPORTING STAFF As the managing partner, Nonprofit VOTE provides core staffing for the collaborative work of National Voter Registration Day

Brian Miller	JunXian Xie
Chyann Sapp	Kimberley Carroll-Cox
Allen Blackwell	Pradeep Gyawali
Caroline Mak	Sugelema Lynch
Gwen Stembidge	Travis Morin
Jack Flynn	

DIGITAL SUPPORT AND TOOLS PROVIDED BY TurboVote and Vote.gov

DATA SUPPORT BY the National Association of State Election Director (NASED)





SEP
16
2025

SAVE THE DATE

THANKS FOR CELEBRATING THIS YEAR'S NATIONAL VOTER REGISTRATION DAY

WE'LL SEE YOU NEXT YEAR!

SEE YOU AGAIN ON
SEPT 16, 2025

