

This webinar is being recorded and the link will be shared.

National Voter Registration Day

Save the Date: Tuesday, September 16

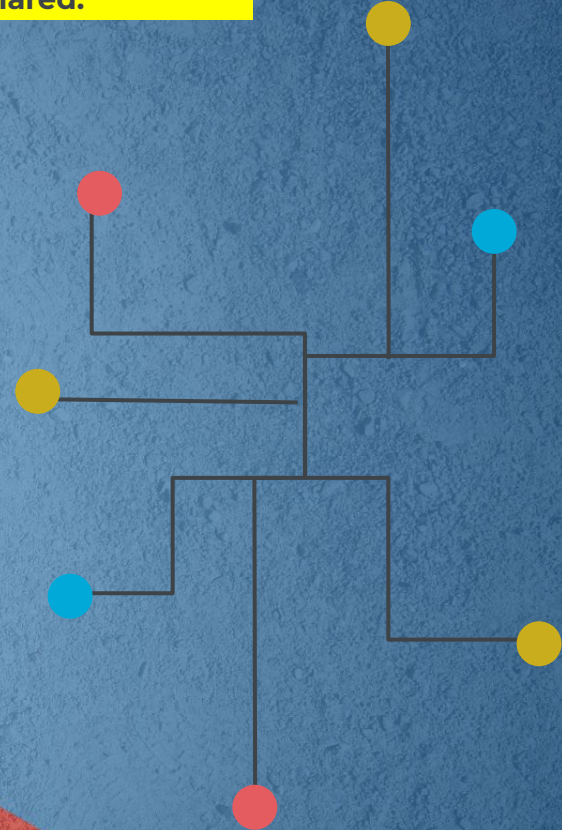


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Connecting the Dots...

Building a 4-Year Voter Engagement Strategy Starting with 2025

Wednesday, March 26th



Housekeeping

- **This webinar is being recorded** and the link will be shared.
- There will be a Question & Answer session
 - Please add your questions in the **Q&A box in zoom**, not in the chat.
- **Closed Captioning** is available via Zoom



Who we are and what we do

- **Mission:** Nonprofit VOTE is the managing partner of the holiday and we equip our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.
- **Vision:** We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a more inclusive democracy where all voices are heard, particularly those currently underrepresented in the voting process.



[Nonprofit VOTE 2023-2024
Biennial Report](#)



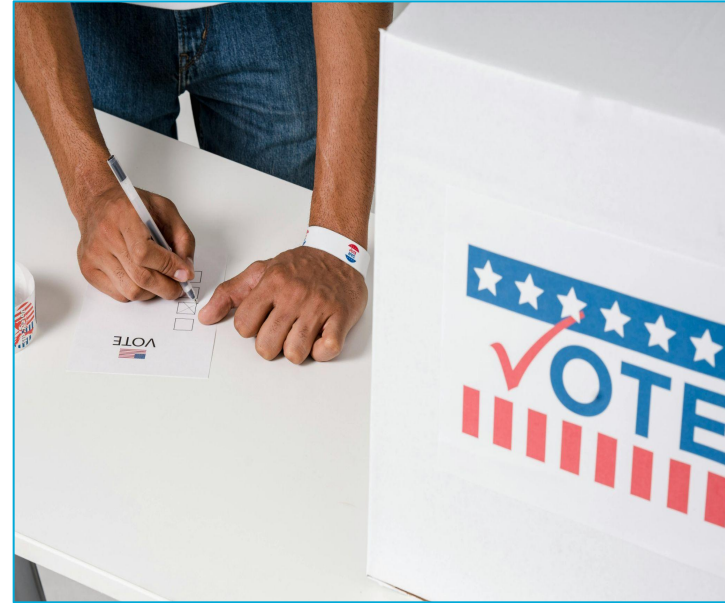
About National Voter Registration Day

- Since its kickoff in 2012, the holiday and our team of thousands of partners (like you!) have worked to get **over 6 million Americans** registered to vote in time for their next trip to the ballot box.
- In 2024, **820,000 voters registered** to vote or updated their voter registration status as part of the day representing 1 out of every 120 eligible voters nationwide. **Over a quarter (230,000)** of the new and updated registrations were collected by community partners at events across the nation
- Every year, thousands of **partners of all stripes and sizes** participate in the holiday including nonprofits, campus and youth groups, high schools, libraries, election offices, companies, co-ops, digital platforms, media outlets, and more.
- We provide **tools and resources** to help local organizations promote the event digitally and at in-person events in their communities.
- The holiday is endorsed by the National Association of Secretaries of State (**NASS**), the National Association of State Election Directors (**NASED**), the U.S. Election Assistance Commission (**EAC**), and the National Association of Election Officials (**The Election Center**).



The six rules for becoming an NVRD partner:

1. Be **nonpartisan**.
2. Be **inclusive**.
3. Be **informed** about your state's voter registration laws.
4. Stay **non-transactional**.
5. Be **#VoteReady**
6. And **have fun!**



Setting the stage

ADDRESSING THE GAPS IN CIVIC EDUCATION



Problem: Understanding the civic education gaps

A significant number of Americans lack a comprehensive understanding of how local, state, and federal elections interconnect, leading to disengagement from the electoral process. This civic education gap undermines informed participation and weakens democratic institutions.

More than 70% of Americans fail a basic civic literacy quiz on topics like the three branches of government, the number of Supreme Court justices, and other basic functions of our democracy.

[U.S. Chamber of Commerce Foundation](#)

Less than half of U.S. adults (**47%**) could name all three branches of government, down from **56%** in 2021.

[Annenberg Public Policy Center](#)

66% of those who score high on civic knowledge intend to vote in the next general election versus only **44%** of those who score low on civic knowledge.

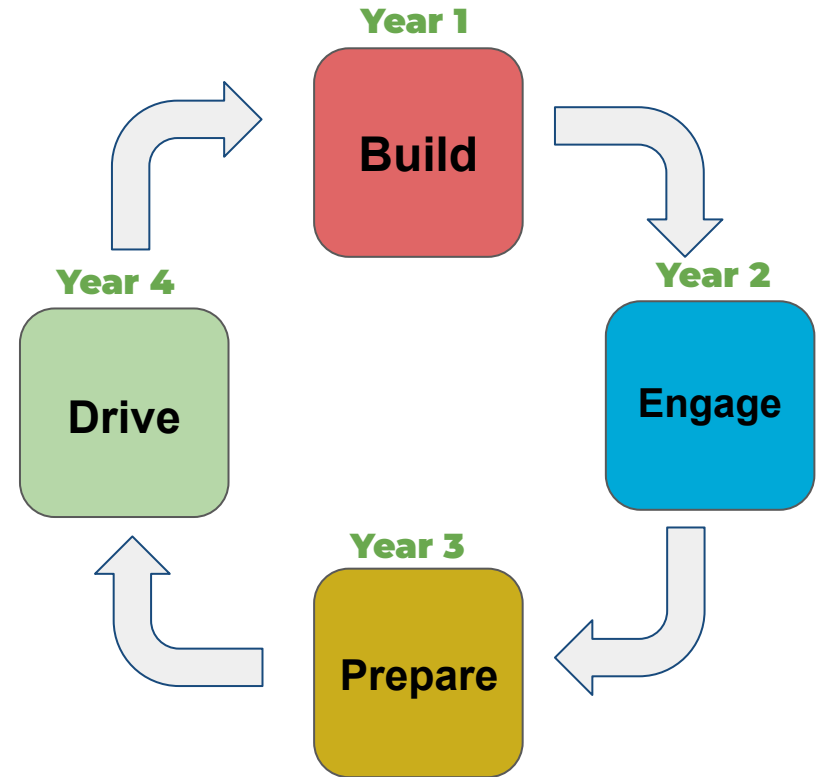
[Institute for Citizens and Scholars](#)



Solution: Let's look at the bigger picture

Viewing elections through a four-year cycle, such as 2025 to 2028, offers a strategic framework for **sustained civic engagement and effective policy influence**.

This approach recognizes the **interconnectedness of local, state, and federal elections**, enabling organizations and individuals to plan and act with a long-term perspective.



Understanding types of engaged citizens

Here are three examples of citizens that help to uphold democracy and maintain a democratic society:

Personally responsible citizens

Value individual contributions to the overall good of their community and demonstrate these values through socially responsible civic engagement, like following the law, recycling, and volunteering. They value character — being honest, working hard, and having respect for oneself and others

Participatory citizens

Value contributions to the social and political life of their local, state, and national communities. They are interested not only in the character and moral value of the community but in the collective governmental and organizing work that supports it. Participatory citizens focus on forms of civic engagement that help them understand and shape the policies and procedures of the community.

Justice-oriented citizens

Are also interested in collective civic engagement to support and improve the community but are not interested merely in upholding the status quo. They are instead dedicated to understanding and dismantling systems of oppression to improve social conditions.

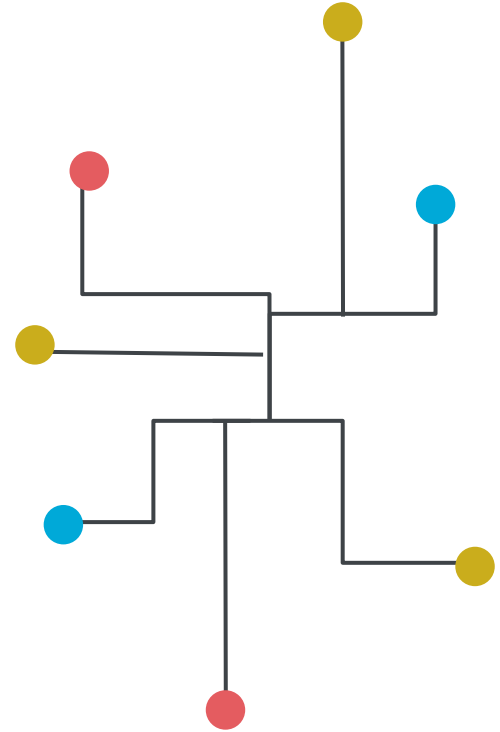
[Brennan Center: Rethinking Civic Engagement](#)



How we connect the dots

When we speak to voters, it's important to make sure we're helping them to **connect the dots** with how our elections connect to their everyday lives and how the elections work together.

Adopting a four-year electoral perspective transforms **sporadic participation into continuous engagement**, enhancing the effectiveness of democratic processes and ensuring that all levels of government reflect the will of the people.



Let's hear from our guest speaker!

Debra Lombardi

Director of National Programs
All Voting is Local



Lombardi has been working in voter engagement and voting rights since 2012. Most recently, she served as the director of election administration for Democracy Works, engaging state election administrators in the Voting Information Project.

Prior to that, she ran National Voter Registration Day, engaging thousands of nonprofit, corporate, university, and other partners in the celebratory civic holiday that helps hundreds of thousands of voters get registered to vote and ready for upcoming elections every September. She has also worked with Fair Elections Center's Campus Vote Project as the national program director.

Lombardi got her start in organizing with Forward Montana Foundation, where she engaged high school students in democracy, led statewide voter registration drives, and coordinated a campaign to protect same-day voter registration.



Local and State Elections Matter

Local and state elections are taking place across the country in 2025, and they impact our day-to-day lives. Offices like mayor and city council are better known, your ballot may have other races as well that impact our future elections:

City Council

State Supreme Court Justice (and other justices)

County Recorder

Board of Supervisors

Attorney General

Referendums



Elections Happening Across the Country

State and local elections are happening across the country in 2025, and it's more important than ever that voter turnout and demonstrate how important democracy is to our country.

[Which US elections are happening in 2025? Here's a look at upcoming primary and general contests](#) - AP

- January
- February
- April
- May
- June
- November

Elections Happening Across the Country

All Voting is Local is in AZ, FL, GA, MI, NV, OH, PA, and WI

First Up: WI Election

Our focus -

- Supporting local elections and election administrators
- Identifying trends for what we may see going into 2026 and beyond
- Building resilience in elections for the next 4 years

Elections Happening Across the Country

It's no secret that [voter turnout](#) in local and state elections is even lower than it is for presidential and midterm election.

But local elections this year are **more important than ever**.

Showing up for local elections shows investment...

- In elections and democracy
- in our local communities, neighborhoods, and neighbors
- In ourselves and our values
- How your local and state government is spending the people's tax dollars
- How else?
 - Audience ideas

Resources

- [BallotPedia](#)
- [AP News](#)
- [All Voting is Local](#)
- [BoltsMag](#)

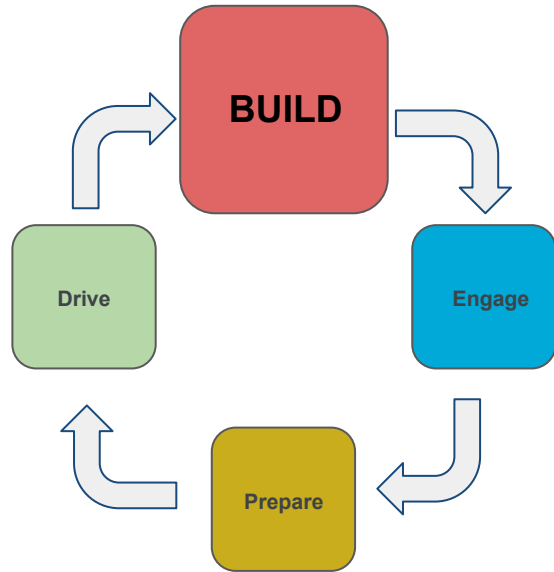
Building Your 4-Year Voter Engagement Strategy

A LOOK AHEAD TO 2028



Year 1 - Building the Foundation

2025



In 2025, we'll focus on building the foundation.

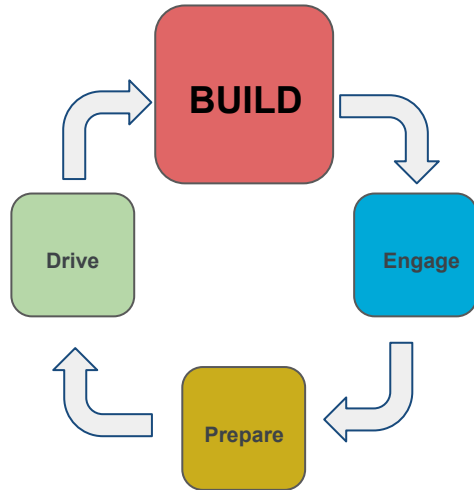
Local elections serve as the cornerstone of the four-year cycle. Engaging in these elections allows communities to **influence decisions** directly affecting their daily lives, from education policies to public safety measures.

Active participation at this level fosters a habit of civic involvement and **empowers citizens** to hold local officials **accountable**.



Year 1 - Building the Foundation

2025



Actionable Plans for Organizations:

- ◆ Host community forums or Q&A sessions on local election issues.
- ◆ Provide voter guides explaining key races and ballot measures.
- ◆ Create social media content highlighting why local elections matter.
- ◆ Organize rides to the polls or early voting awareness campaigns.

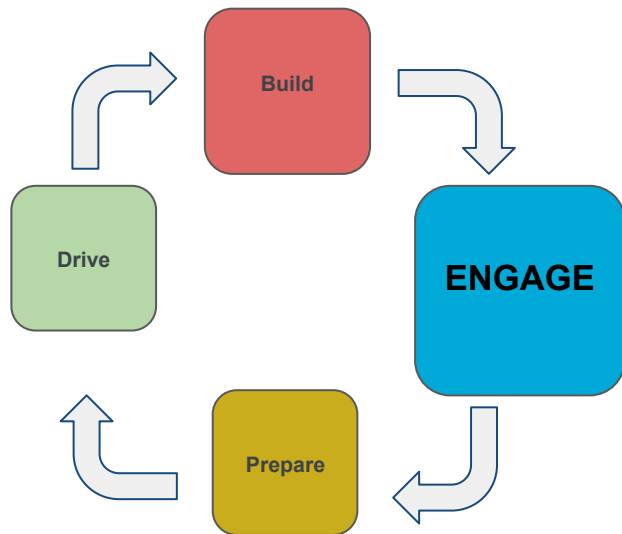
Comms Messaging & Themes:

- ◆ *"Your Vote, Your Community"*
Theme: Empowering voters to see their direct impact on local policies
- ◆ *"Every Election Matters"*
Theme: Increasing awareness that democracy happens more than once every four years
- ◆ *"Know Before You Vote"*
Theme: Breaking down barriers to voter participation through education



Year 2 - Engaging voters in the Midterms

2026



In 2026, we'll focus on the midterm elections.

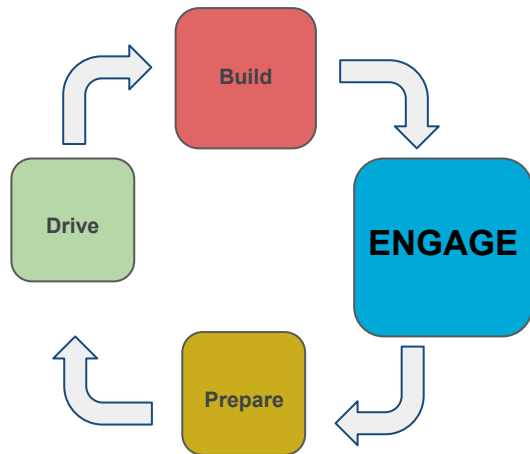
Organizations should build on **local engagement** to expand statewide outreach for the midterm elections, which play a critical role in shaping laws on education, healthcare, and voting rights.

By educating voters on the **impact of state leadership** and launching targeted campaigns, we can boost turnout in these often-overlooked but highly influential elections.



Year 2 - Engaging voters in the Midterms

2026



Actionable Plans for Organizations:

- ♦ Educate voters on how state laws impact their communities.
- ♦ Organize voter registration drives at local businesses, churches, and schools.
- ♦ Launch a "Why Midterms Matter" campaign through emails, social media, and community events.

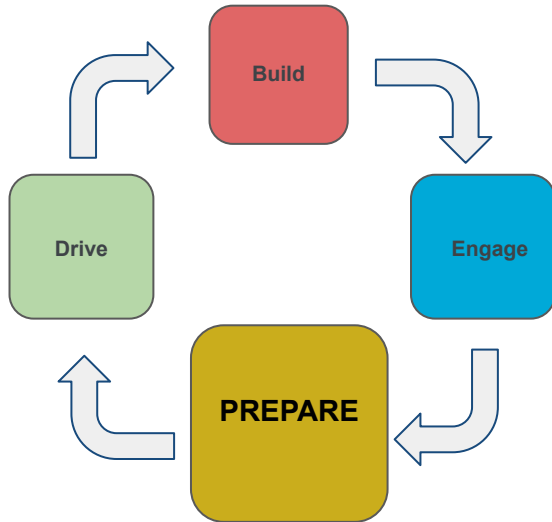
Comms Messaging & Themes:

- ♦ *"Midterms Make the Rules"*
Theme: Elevating the role of state leadership in shaping everyday life
- ♦ *"Don't Skip the Statehouse"*
Theme: Correcting the myth that midterms don't matter
- ♦ *"Power Is Closer Than You Think"*
Theme: Making state-level decisions feel personal and urgent



Year 3 - Preparing for the federal elections

2027



In 2027, we'll rev up for the federal elections.

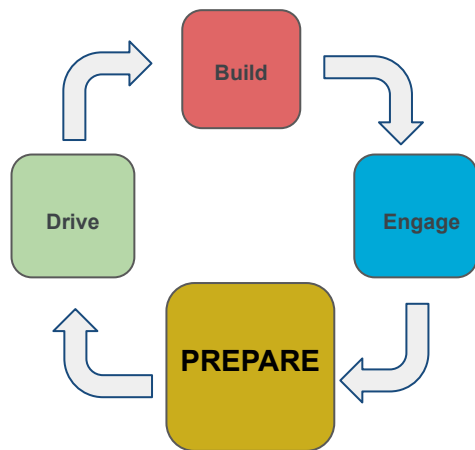
This is a crucial year to **deepen civic education**, encourage community advocacy, and keep voters engaged in the democratic process between election cycles.

By focusing on **policy literacy and local involvement**, organizations can build a stronger, more informed voter base ahead of the 2028 federal election.



Year 3 - Preparing for the federal elections

2027



Actionable Plans for Organizations:

- ♦ Launch civic education workshops on government structure and policy-making
- ♦ Organize community service projects tied to policy issues to keep people engaged
- ♦ Work with elected officials to promote government transparency and accountability

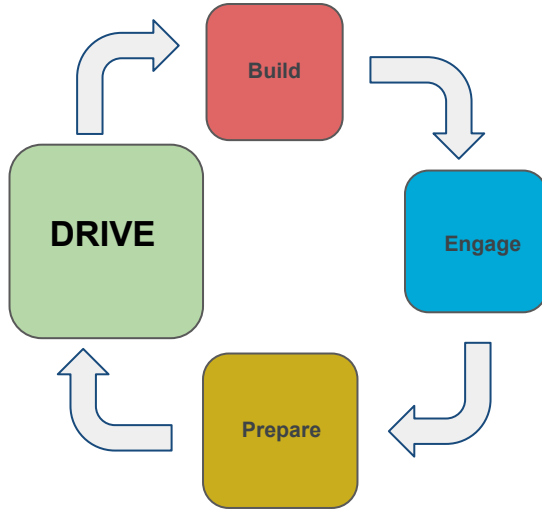
Comms Messaging & Themes:

- ♦ *"Democracy Doesn't Take a Year Off"*
Theme: Emphasizing that civic action happens year-round
- ♦ *"Know the System, Change the System"*
Theme: Building civic literacy as a foundation for action
- ♦ *"Keep the Energy Going"*
Theme: Turning post-election enthusiasm into sustained community power



Year 4 - Mobilizing for the federal elections

2028



In 2028, **it's time to drive!**

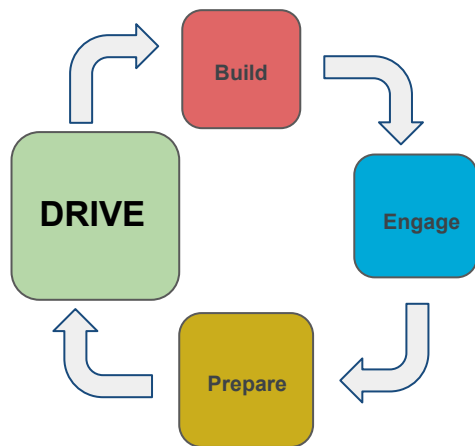
Federal election years typically receive the **most media attention** and spend so take advantage of the opportunity to engage new and returning voters.

Organizations should focus on **voter education**, combating misinformation, and mobilizing turnout from the top of the ballot to the bottom.



Year 4 - Mobilizing for the federal elections

2028



Actionable Plans for Organizations:

- ♦ Organize early voting awareness events and registration drives.
- ♦ Provide voter guides and sample ballots to reduce confusion at the polls.
- ♦ Use text banking and phone banking to remind voters of deadlines.
- ♦ Partner with local influencers, faith groups, and community organizations to maximize outreach.

Comms Messaging & Themes:

- ♦ *"Your Voice, Your Vote, Your Future"*
Theme: Framing voting as a direct investment in community well-being
- ♦ *"Plan Your Vote"*
Theme: Encouraging proactive voter participation
- ♦ *"All In for 2028"*
Driving unity, momentum, and turnout



Civic Education Resources



Tips for Promoting Civic Education Throughout the Four Years

- ♦ **Don't assume:** Many voters may not have learned Civics 101. Use language that helps them to understand the principles of civics.
- ♦ **Meet Voters Where They Are:** Use social media, community events, and in-person engagement to reach people in accessible ways.
- ♦ **Use Simple, Nonpartisan Messaging:** Avoid political jargon and keep messaging clear, factual, and action-oriented.
- ♦ **Leverage Storytelling:** Share real-life examples of how elections have shaped communities.
- ♦ **Provide Easy-to-Access Resources:** Offer flyers, QR codes, and digital toolkits that make voter registration and education seamless.
- ♦ **Encourage Ongoing Engagement:** Remind people that civic participation is not just about voting—it's about staying informed and involved year-round.



Key themes to build into your ongoing messaging

Civics 101

- ♦ **Foundations of Democracy** – Understanding the principles of democracy, including rights, freedoms, and responsibilities.
- ♦ **Separation of Powers** – How the executive, legislative, and judicial branches function and interact.
- ♦ **Checks and Balances** – The mechanisms that prevent any one branch from becoming too powerful.
- ♦ **The U.S. Constitution and Bill of Rights** – Core documents that define American governance and individual rights.

Civics 102

- ♦ **Civil Rights and Social Movements** – Historical and contemporary struggles for equality and justice.
- ♦ **Legislation and Lawmaking** – The process of how laws are proposed, debated, and enacted.
- ♦ **Judicial System and Rule of Law** – The role of courts, legal precedents, and access to justice.

Civics 103

- ♦ **Voting and Elections** – The importance of voter participation, election cycles, and how voting impacts governance.
- ♦ **Local, State, and Federal Government** – How different levels of government operate and serve communities.
- ♦ **Civic Responsibilities and Engagement** – The role of individuals in democracy through voting, advocacy, and community service.



Key themes to build into your ongoing messaging

Civics 104

- ♦ **The Role of the Media in Democracy** – The impact of journalism and press freedom on governance.
- ♦ **Media Literacy and Misinformation** – Identifying credible sources and understanding bias in news and digital platforms.
- ♦ **Public Policy and Advocacy** – How policies are created and the role of civic engagement in shaping them.

Civics 105

- ♦ **Campaigns and Political Leadership** – Understanding elections, candidates, and leadership selection.
- ♦ **Civic Discourse and Constructive Dialogue** – The importance of respectful debate, fact-based discussions, and consensus-building

Civics 106

- ♦ **Global Citizenship and Comparative Governments** – How U.S. democracy compares with other political systems worldwide.
- ♦ **Economic Systems and Government Influence** – How government policies affect the economy, taxes, and social programs.
- ♦ **Civic Technology and Digital Activism** – How technology influences voter engagement, protests, and political movements.



Q&A



What's Next!

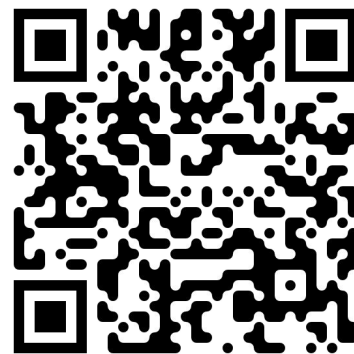


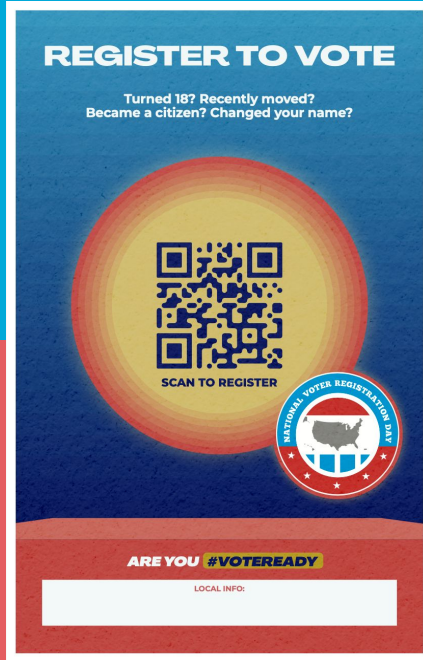
Be one of the first to sign up as a community partner!

Attendees of this webinar now have
first-access to become

**2025 National Voter Registration Day
community partners!**

Following this webinar, you'll receive the
recording of the webinar + a link to sign
up for partnership.





Our tools and resources that are shared with partners across the nation at no charge

- **2025 Posters and stickers**
 - Will be available for digital downloads and editable in Canva
- **Toolkits: Communications, field, social media toolkits**
 - Including recommended copy for press and social media to help make promotion of the holiday low-lift
- **Fact sheets for community partners, high schools & campuses, election officials, and employee engagement**
- **Ongoing webinars**



Upcoming key dates



Staying Nonpartisan with Nonprofit VOTE	April 23rd
Connecting the Dots pt. II: <i>Using Data Tools to Enhance Your Voter Engagement Plan</i>	May 14th
Gearing Up for the Civic Holidays	TBD
Community Partner webinar #1: <i>Crafting Your Comms and Social Plans</i>	August 20th
Community Partner webinar #2: <i>Last-minute NVRD Planning</i>	September 10th
National Voter Registration Day 2025	September 16th

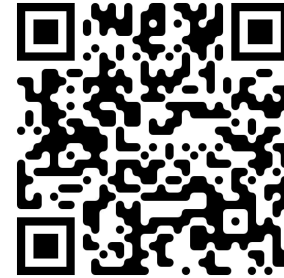




Contact Us

Questions about partnership and resources:

- info@nationalvoterregistrationday.org



Thank you

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