

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

# National Voter Registration Day

Save the Date: Tuesday, September 16

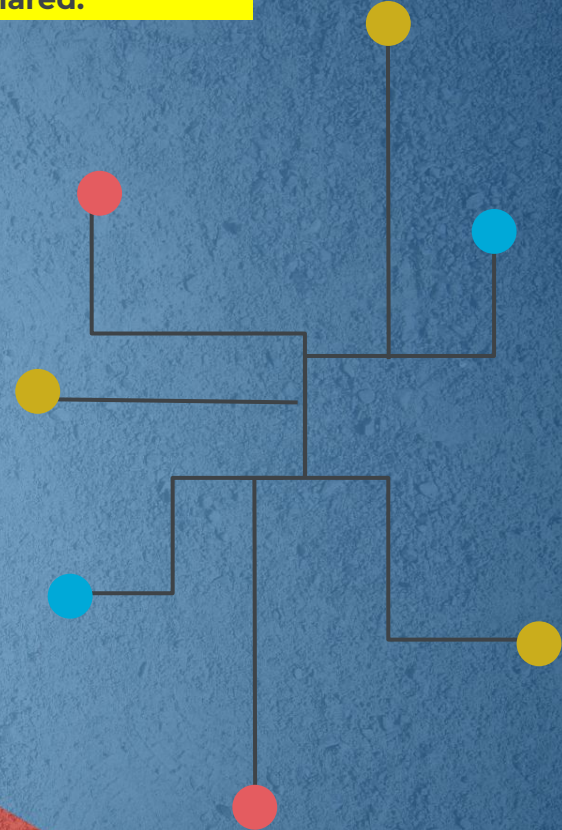


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# Connecting the Dots...

## Data-Driven Democracy: Reaching Voters with Digital Tools

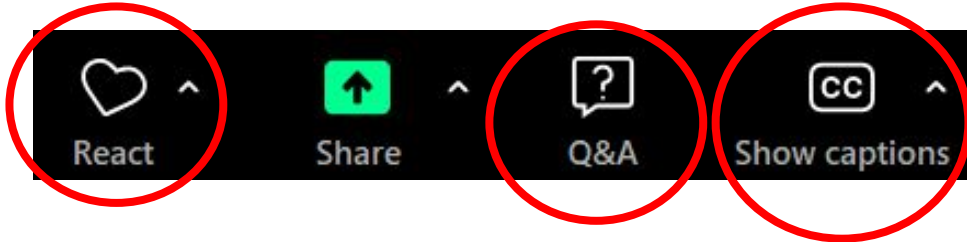
Wednesday, May 14th





# 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



# 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 2012, National Voter Registration Day and its partners have helped register over 6 million voters.
- In 2024 alone, 820,000 people registered or updated their registration—1 in every 120 eligible voters nationwide.
- Thousands of diverse partners participate annually, supported by national endorsements and free tools for digital and in-person outreach.
- 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

## Why Data Matters in Voter Engagement



# Revisiting the 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](#)





# What **role** does data play in civic engagement?

- The voter engagement landscape is changing—data helps us make smarter, more inclusive decisions.
- Data isn't just a bonus—it's essential. Organizations that incorporate data tools into their voter engagement plans are better equipped to reach the right people, craft resonant messages, and drive meaningful action.
- Data-informed outreach is significantly more effective: text messages based on voter file targeting can increase turnout by 1–2 percentage points, and personalized emails yield click-through rates 2.5x higher than non-targeted ones. (CIRCLE, 2022)
- Civic data tells us who we're reaching, how they're responding, and what we need to adjust.



**Organizations that use audience insights are 60% more effective in registration-to-turnout conversion.**



# What are some **practical uses** of data tools in building voter engagement plans?



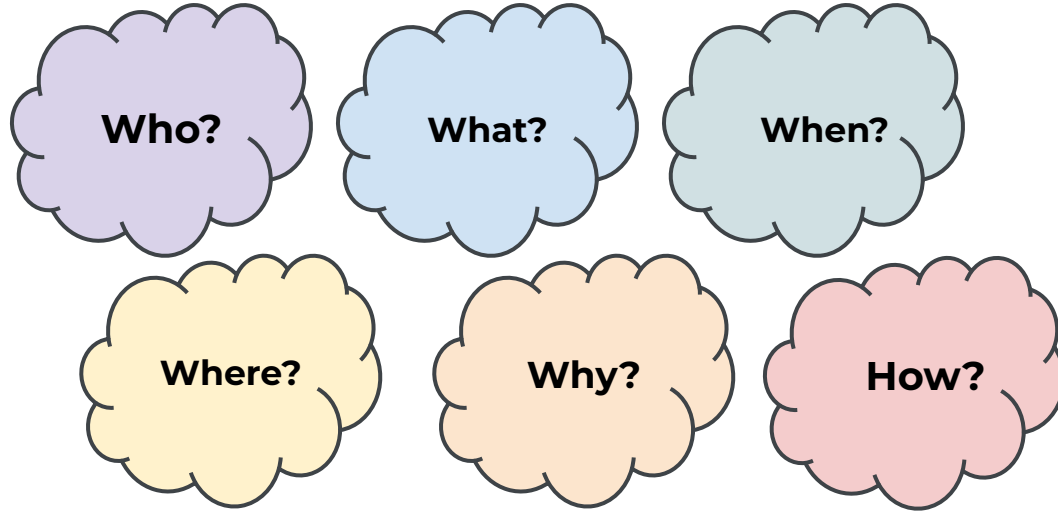
- Reach the right people, craft resonant messages, and drive meaningful action
- Geotarget and pinpoint unregistered voters
- Identify which communities need the most support, track engagement over time, and tailor outreach by geography, language, and interest.
- Demonstrate a commitment to your community and speaking to them in a language they understand through targeted comms and messaging
- Segment audiences for more culturally competent messaging
- Measure the success of a registration drive
- Develop smarter, more strategic decisions

# Incorporating Data Into Your Voter Engagement Plan

Planning Your Efforts Across Election Cycles



# Six Key Questions: What do you want the data to teach you?



**When mapping out your data strategy, start by figuring out the fundamentals:**

- Who do you want to target and why?
- What do you want the data to tell you and why?
- What time frame do you want to use / by when do we want to have this date and why?
- Where can you find this information?
- Why do you want to know this information? What will it help?
- How do you want the data to tell the story?



# Let's think of an example of a **practical use for data**

Your organization works in a community with predominantly Latino families and your research showed that voter turnout **dropped by -30%** in the last local election. With another local election coming up, you want to ensure that the community has a high turnout.

## What questions should we ask to inform the data?

- Who is the voter? Who did not vote? What were the specific age groups, genders, and education levels?
- What is the problem we want to solve? What are the issues that impact this community?
- When was the last time they voted? How have their issues changed over the past year?
- Where does the community go for voting information? Who is the trusted source?
- Why does voting matter to this specific community?
- How many community members are eligible but unregistered? How do we uncover barriers, motivators, and communication preferences?





# What data tools are available?

**Action Network**

(Free + Paid)

**BallotReady**

(Free)

**Catalist**

(Paid)

**CivicEngine by  
BallotReady**

(Paid)

**CiviCRM**

(Free)

**EveryAction (now  
Bonterra)**

(Paid)

**Google Analytics**

(Free)

**NGP VAN**

(Paid)

**PDI (Political  
Data  
Intelligence)**

(Paid)

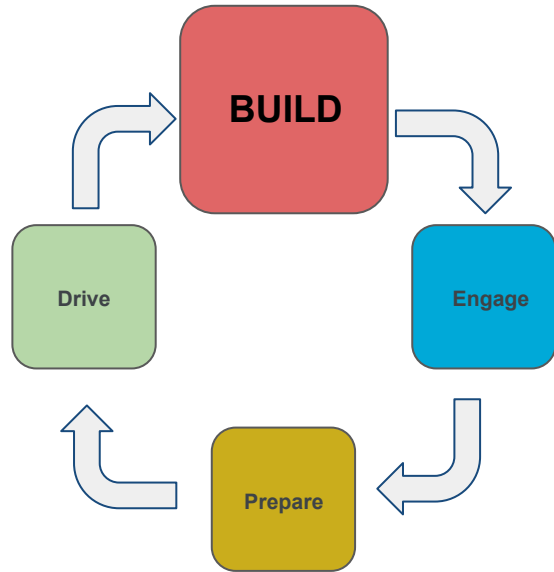
**Vote.org  
Analytics  
Dashboard**

(Free + Paid)



# Year 1 - Building the Foundation

2025



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

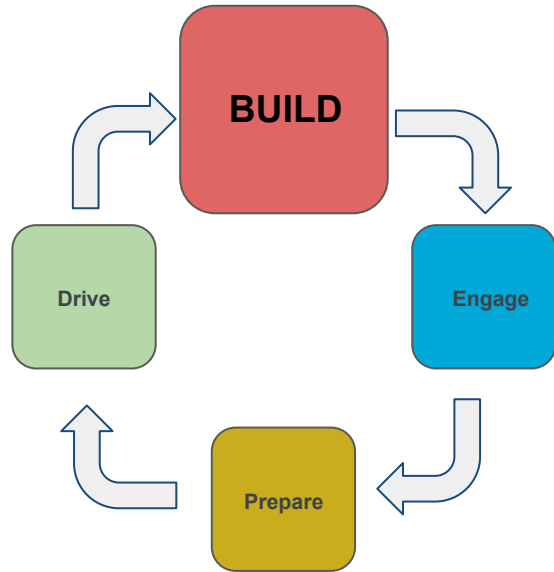
Local elections serve as the cornerstone of the four-year cycle. Engaging in these elections allows communities to **influence decisions** directly affecting their daily lives, from education policies to public safety measures.

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



# Year 1 - Building the Foundation with Data

2025



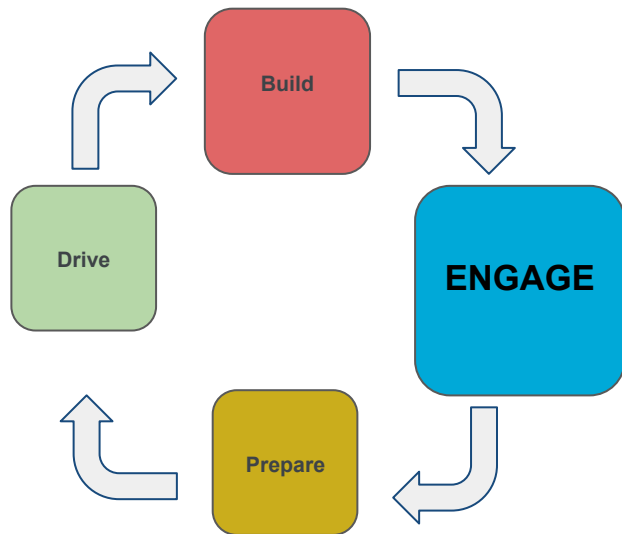
**This is the year to listen, observe, and collect baseline insights.**

- Use free tools like **BallotReady** to help your community understand what's on the ballot and **Vote.org's analytics** to track engagement with registration links.
- Pair this with local demographic data (e.g., from the **U.S. Census or American Community Survey**) to identify which neighborhoods are underrepresented in voter participation.
- Conduct quick surveys or polls using **Google Forms** and **SurveyMonkey** to learn what barriers people face and what issues they care about most.



## Year 2 - Engaging voters in the Midterms

2026



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

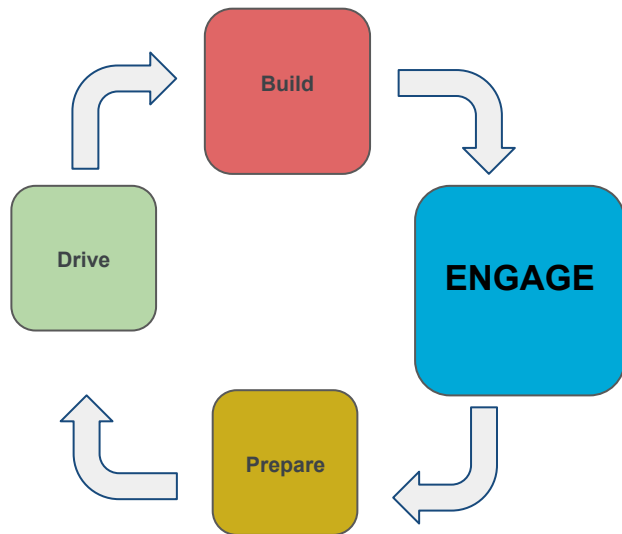
Organizations should build on **local engagement** to expand statewide outreach for the midterm elections, which play a critical role in shaping laws on education, healthcare, and voting rights.

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 using data

2026



**With statewide races on the ballot, this is the year to scale your voter engagement strategy.**

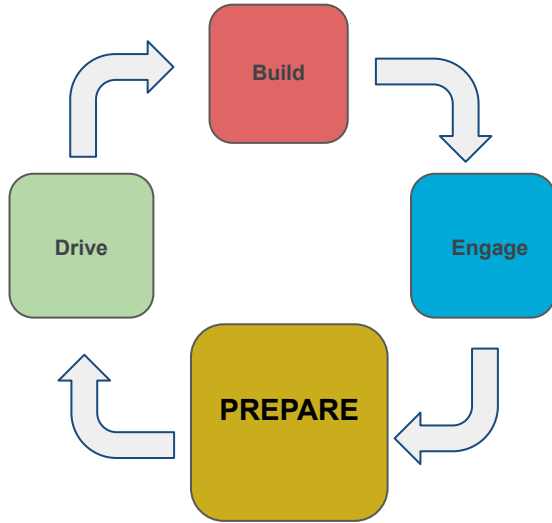
- This is the time to introduce audience segmentation—dividing your community into groups based on geography, age, language, or issue area—and deliver tailored messaging.
- Use **CRM data** or **social media insights** to identify active and passive segments and adjust your outreach accordingly.
- Tools like **Civic Engine** or **TargetSmart (paid)** can provide additional voter file data to guide where to invest your efforts.





## Year 3 - Preparing for the federal elections

2027



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

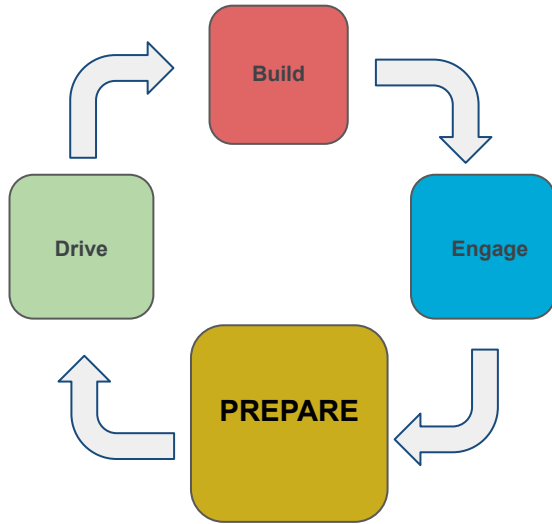
This is a crucial year to **deepen civic education**, encourage community advocacy, and keep voters engaged in the democratic process between election cycles.

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 with data

2027



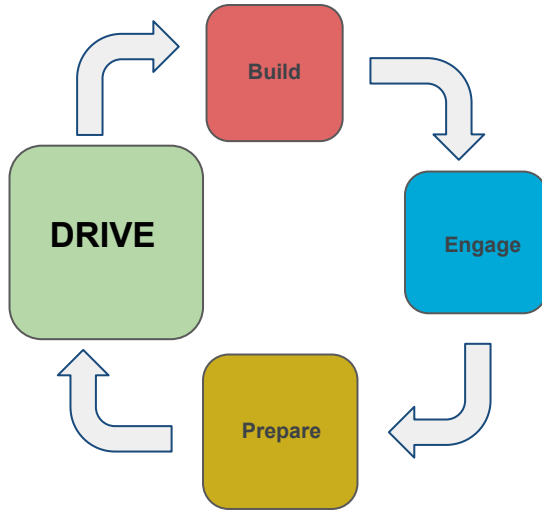
**This is a critical year to keep your audience warm and informed.**

- Leverage surveys, discussion forums, and civic education workshops to deepen relationships. Use tools like **SurveyMonkey** (or **Google Forms** for free) to measure civic knowledge, interest in community issues, and readiness to vote.
- Track engagement rates on **newsletters, social content, and virtual events** to assess who's tuning in and where you need to re-engage.



## Year 4 - Mobilizing for the federal elections

2028



In 2028, it's time to drive!

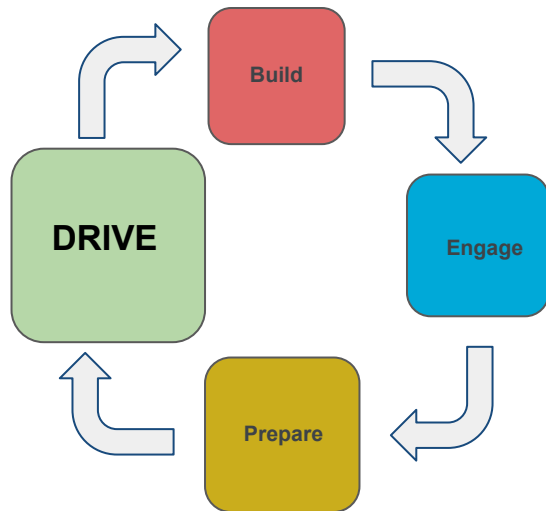
Federal election years typically receive the **most media attention** and spend so take advantage of the opportunity to engage new and returning voters.

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 with data

2028



**This is the moment your past three years of data collection and relationship building pays off.**

- Create layered outreach using tested models: text banking (via platforms like **Scale to Win**), social ads, and mailers that are targeted based on previous interaction data.
- Use **A/B testing** to optimize messaging and turnout tactics.
- Platforms like **Civis Analytics** or **NGP VAN** can provide predictive modeling to help determine which voters need reminders vs. motivation.



# How can we **use AI** to build our plans?

If you use ChatGPT or another AI platform, here are a few prompts you can get started with to help build your plan:

**"Help me create a voter engagement plan for my community organization using free data tools. Our goal is to increase participation in local elections among first-time voters."**

**"Based on U.S. Census and voting data, how can we identify communities in our area with low registration rates and tailor messaging to reach them?"**

**"Give me a step-by-step guide on how to segment our email and text lists based on voter interest or past participation using CRM tools like Action Network."**

**"How can I use surveys and feedback forms to better understand what motivates our audience to vote, and how should I apply that data to our 2025-2028 engagement plan?"**

**"What are the best ways to analyze our event turnout, email open rates, and social media engagement to improve voter outreach strategies?"**

**"Suggest a 12-month communication calendar based on election timelines and data insights that keeps our audience informed and civically engaged year-round."**





# Let's hear from our guest speaker!

## Grant Wiles

VP of Data, Research, and Polling  
*NextGen America*



Grant is the VP of Data, Research, and Polling at NextGen. A veteran of Democratic campaigns, Grant has worked on campaigns on both the state, local, and national level and is passionate about data-driven strategy and tactics. Grant has worked on the tech team at the Democratic National Committee, and as the Northeast Targeting Director for the Democratic Congressional Campaign Committee.

Grant is passionate about youth and campus organizing and started his career in politics organizing the University of Texas at Austin for Wendy Davis' gubernatorial campaign. Grant lives just outside of DC in Maryland.



# NextGen's Target Audience

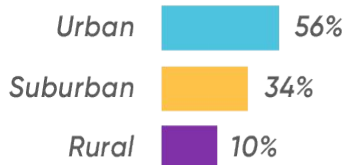
We registered a demographic that is often overlooked:  
Largely Gen Z and people of color (POC)

## Age



**70%**  
18-24

## Urbanity



## Race



57% People of Color  
43% White



**3 out of 4**  
*were first-time voters*



**3 out of 5**  
*were new registrants since  
2022 midterm elections*



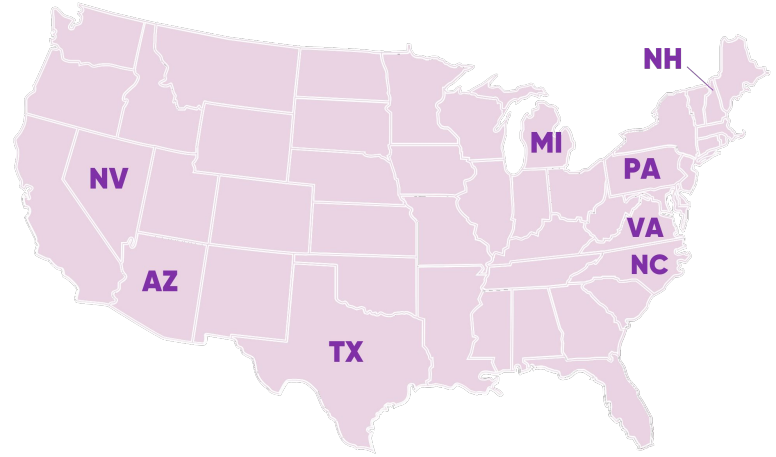
# Meeting Young People Where They Are

- Reached young people everywhere
  - Online, in community hubs, through peer-to-peer conversations
- Creative, culturally relevant outreach
- Engaged youth in high schools, DMVs, restaurants, and local events



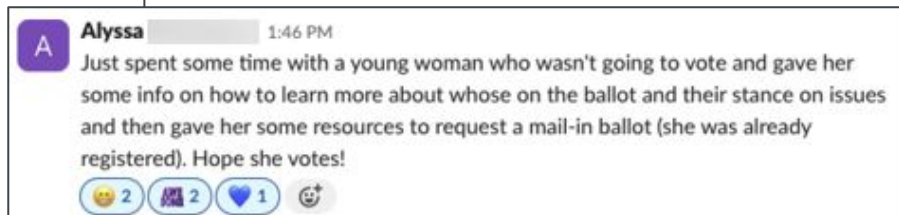
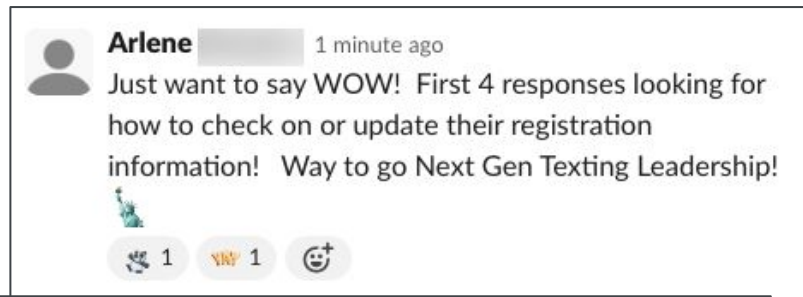
# NextGen in the 2024 Cycle

- Staffed by over **250 field organizers** across our **eight states**
- **129,800+** youth registered
- Nearly **198,000** pledges to vote
- **249 campuses** reached — 38 community colleges, 11 HBCUs



# Reaching Youth at Scale

- **23.5 million** texts
- **2.7 million** phone calls
- **1.2 million** contact attempts on NVRD alone!
- Organized through drag shows, rallies, and more



good support and training and i felt like i was actually doing something to help





# What is Political Data?

- Using tech to solve problems & target resources
  - Targeting
  - Polling
  - Data Visualization
  - Automation
  - AI



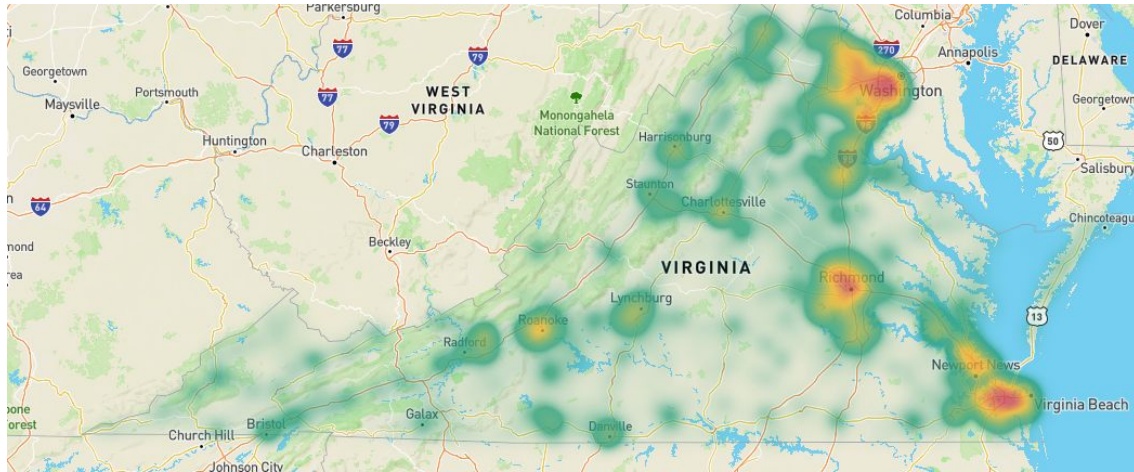
# How to be Data Driven with Voter Registration

- **Figure out your goal and work backwards**
- Registered voters aren't on the voter file; how do we 'target' them?
  - Some vendors sell cleaned consumer databases
  - **Being creative**
- NextGen NVRD targeting: how do we replicate the conversation we have on campus?
  - Individuals whose TargetSmart address (modeled) is different from their Voter File address



# Data Visualization

- We mapped out youth registration density in VA
- Allows us to do things like run geo-fenced digital ads where young people are concentrated



# VOTE-E: An AI Discord bot for Civic Engagement

- **AI Discord bot** + *soon to be* Web Application!

4 Main Functions:

- Help people **register to vote**
- **Remind** voters of key election dates (early voting, absentee voting) by DMing users
- Help them find their **polling place**
- Answering miscellaneous **questions** about the voting process

[nextgenamerica.org/vote-e](https://nextgenamerica.org/vote-e)



# Rock the Vote & Utilizing UTMs



- Online registration tool
  - Works well especially given states have varying rules
- NextGen employs Organization-wide attribution with 'UTM codes'
  - **UTM:** a code added to the end of a url that you can analyze on the backend data
- Has really good back-end data, so we know who registers through it
  - Can fold registrants into our turnout programs
- Knowing *where people are registering from* (Field QR, Social, Distributed) allows for:
  - Data analysis on **turnout rate**, **voter file match** rates, **cost per registration**.



# Resources



# Glossary of Data Tools

- **Action Network** (Free + Paid)  
A digital organizing tool for progressive organizations with CRM capabilities, email campaigns, and event tracking. Offers core services for free with premium features for larger campaigns.
- **BallotReady** (Free)  
A nonpartisan platform offering personalized voter guides and ballot information. Basic tools like voter guides are free for public use.
- **Catalist** (Paid)  
Provides high-quality, modeled voter data and analytics for progressive organizations. Subscription and usage fees apply.
- **CivicEngine by BallotReady** (Paid)  
Customizable election tools like embeddable voter guides and reminders tailored for organizations. Requires a subscription or service contract.
- **CiviCRM** – (Free)  
Open-source constituent relationship management software. No license fee, but organizations may incur costs for hosting, customization, or IT support.
- **EveryAction (now Bonterra)** (Paid)  
A CRM and digital outreach platform tailored to nonprofits, including voter engagement features. Requires a subscription.



# Glossary of Data Tools

- **Google Analytics** (Free)  
A web analytics platform used to track website engagement, user behavior, and content performance. Free to use.
- **NGP VAN** (Paid)  
Comprehensive organizing and voter file tool widely used by Democratic campaigns and progressive organizations. Subscription and usage fees required.
- **PDI (Political Data Intelligence)** (Paid)  
A state-focused data platform (especially in California) offering tools for canvassing, targeting, and voter data analysis. Requires a paid plan.
- **Vote.org Analytics Dashboard** (Free + Paid)  
Offers embeddable tools like voter registration and absentee ballot request forms with a free dashboard. Enhanced analytics and data-sharing options may require a partnership or contract.





# Q&A



# What's Next!

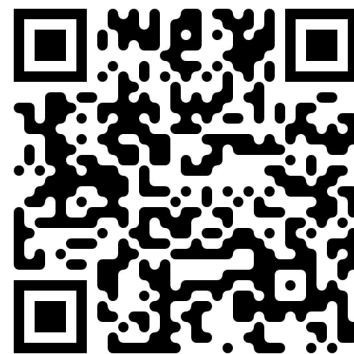


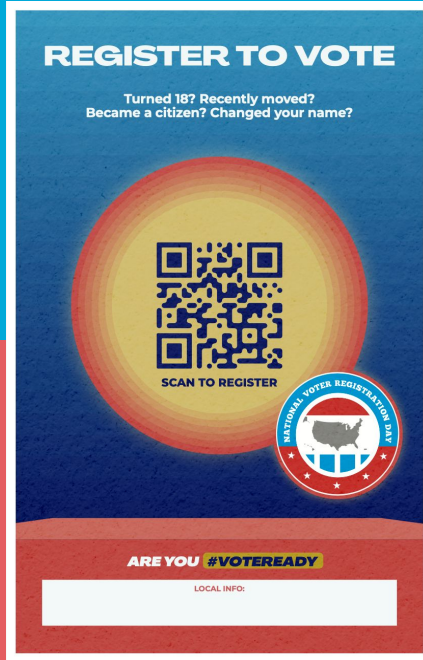
# Be one of the first to sign up as a community partner!

Attendees of this webinar now have  
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**



# Our 2025 goals

Sign on <b>120+</b> Premier Partners (network and national)	Sign on <b>2,800</b> Community Partners (local organizations)	Register <b>250,000</b> new voters on Sept 16th
70% there	In progress	In progress



## Upcoming key dates

All 2025 Politics is Local	May 28th, 2PM
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

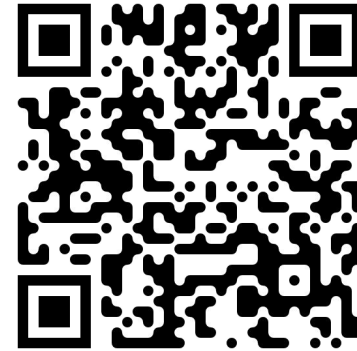




## Contact Us

Questions about partnership and resources:

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



# Thank you

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is on Tuesday, September 16!

