

**2025**

# FIELD ORGANIZER TOOLKIT

NATIONAL VOTER REGISTRATION DAY



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# HOW TO USE THIS TOOLKIT

This Field Toolkit is here to empower organizations and individuals with the resources needed to effectively promote and run voter registration drives on National Voter Registration Day. It provides materials, strategies, and guidance to engage communities, educate voters, and ensure a successful, impactful day of celebration.

## Step 1

**Familiarize yourself with the toolkit.** Take the time to thoroughly review all the resources and materials provided in the toolkit, including flyers, social media templates, FAQs, and instructional guides.

## Step 2

**Identify Key Components:** Make a list of the key components that will be most useful for your specific event or campaign.

## Step 3

**Sign up to become a [community partner](#).** This will give you access to all of our resources including webinars, posters and stickers, and more - all at no cost!

## Step 4

**Check out our [additional resources on the National Voter Registration Day website](#),** such as our Communications Strategy Guide, our library of sample social media content, or additional resources from our friends in the voter engagement space.



## Step 5

**Get connected.** Get acquainted with NationalVoterRegistrationDay.org and be sure to follow us @NatlVoterRegDay on [Twitter](#), [Facebook](#), and/or [Instagram](#). Make sure to use the hashtags #NationalVoterRegistrationDay and #VoteReady to join in the conversation and help us trend once again on the civic holiday.

## Step 6

**Participate in any trainings you need.** Do you have limited experience with promoting and running a voter registration drive, or is this your group's first time doing a virtual event? Even if you're experienced, are you looking for tips on how to adapt your work for given audiences or local contexts? Look for announcements of our webinar trainings. Find information for your local election board at [nonprofitvote.org/voting-in-your-state](https://nonprofitvote.org/voting-in-your-state).

## Step 7

**Ask for help.** Need something you don't see in our training and resources? Contact us at [info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org) and we'll do our best to make your event organizing life easier. That's what we're here for!



# READY?

# LET'S GET STARTED!



# NATIONAL VOTER REGISTRATION DAY

**W**elcome to the **National Voter Registration Day** team! On **September 16, 2025**, we'll be celebrating democracy through a single day of nonpartisan action and celebration designed to ensure all eligible voters are registered and #VoteReady. We're proud to count you among this year's coalition of partners.

Celebrating National Voter Registration Day has been partner-driven from the very beginning. In a nationwide collaborative effort, partners of all sizes and sectors from local food pantries to Fortune 500 companies stage a 24-hour democracy blitz aimed at getting every eligible American #VoteReady for their next trip to the polls. Over the holiday's first 13 years, the resourcefulness and commitment of partners like you who make this day possible has resulted in more than 6 MILLION Americans being registered to vote. The collaborative holiday, which includes thousands of community partners and over 100 major national organizations and corporations, is housed at and managed by Nonprofit VOTE which itself provides nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.

There are thousands of local elections happening every month this year all across the country from house representatives to mayors to city council to school boards. These vital elections have a tremendous impact on the everyday lives of Americans and the decisions that are made over the next few years. With the help of coalition partners like you across the nation, we plan to get more than 250,000 Americans #VoteReady this year.

## BACKGROUND

National Voter Registration Day is celebrated every year on a Tuesday in September. First organized in 2012, it is the nation's largest nonpartisan civic holiday dedicated to celebrating our democracy by registering as many eligible Americans to vote as possible through the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries, election officials, and individuals from across the country.

National Voter Registration Day is endorsed by the National Association of Secretaries of State, National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials. The holiday is governed by a Steering Committee composed of a diverse, nonpartisan group of civic and business leaders, including election officials from both sides of the aisle.



# KEEPING IT ABOUT DEMOCRACY

National Voter Registration Day is about democracy. It's about doing something, big or small, to help your community participate in the electoral process. We're helping people use their voice—not telling them what to say.

**Following are three major ways we keep National Voter Registration Day about democracy and not partisanship:**

1

## ***NO ELECTIONEERING***

National Voter Registration Day events cannot be used to advocate on behalf of a particular candidate or ballot measure. By keeping National Voter Registration Day strictly about registering people to vote, we keep it a feel-good democracy event that everyone wants to participate in.

2

## ***NONPARTISAN POSITIVE MESSAGING***

In addition to not advocating for partisan issues, there's a lot you can do to help National Voter Registration Day stay all about democracy and the importance of turning out the vote in your community. Keep it positive and check out our [communications tools](#).

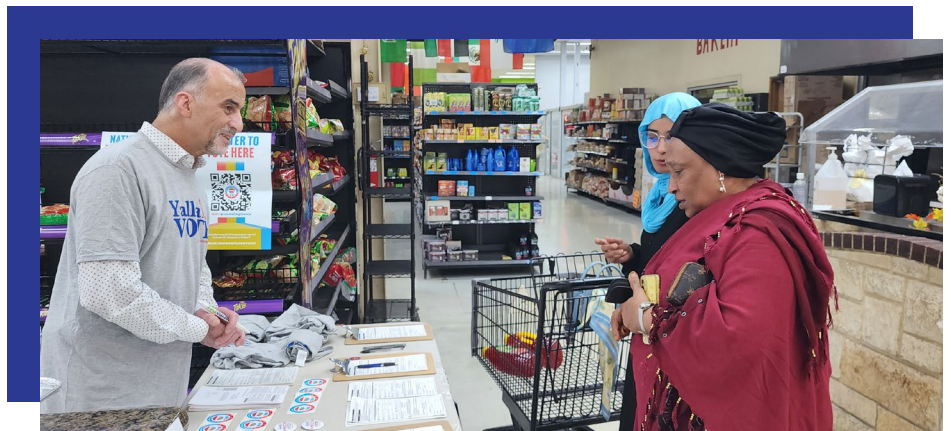
3

## ***INCLUSIVE OUTREACH***

When interacting with potential voters, no targeting may be done on the basis of party. By all means, gear your outreach to your local community, communities you or your organization serve, areas with historically low turnout or populations, and/or those who are new to voting, such as young voters or new citizens.

### ***Avoid:***

- ◆ Asking people who they plan to vote for or who they voted for in the past
- ◆ Wearing shirts, buttons, or stickers that support a candidate or convey a political message
- ◆ Getting pulled into political debates with people you are registering or bystanders





## MAKING A PLAN FOR THE NEXT FEW MONTHS

Preparing for National Voter Registration Day on September 16, 2025 requires strategic planning and execution. Here are ten ways local organizations can get ready, segmented by July, August, and September. From planning and promoting the day to engaging the community and running voter registration drives, these steps will ensure a successful event.

### JULY: PLANNING AND PREPARATION

- ◆ **Sign up to receive posters and stickers** - Become a [community partner](#) and you can place an order for posters and stickers to display around your community / event. All at no charge.
- ◆ **Form a Planning Committee** - Assemble a team dedicated to organizing and executing activities for National Voter Registration Day.
- ◆ **Develop a Plan** - Outline goals, identify target audiences, and determine the specific activities and events to be held.
- ◆ **Partner with Local Organizations** - Reach out to community groups, businesses, and schools to form partnerships and collaborate on voter registration initiatives.

### AUGUST: PROMOTION AND COORDINATION

- ◆ **Promote on Social Media** - Start a social media campaign to raise awareness about National Voter Registration Day, sharing important dates and voter information.
- ◆ **Create and Distribute Marketing Materials** - Design and distribute flyers, posters, and banners in high-traffic areas to inform the community about upcoming voter registration events.
- ◆ **Host Informational Workshops** - Train volunteers on local voter registration laws and best practices for talking with voters
- ◆ **Engage Local Media** - Collaborate with local newspapers, radio stations, and TV channels to promote voter registration events and share success stories.



## SEPTEMBER: EXECUTION AND FOLLOW-UP

- ♦ **Provide Online Registration Information** - Offer links and resources for those who prefer to register online, ensuring they have access to reliable information and support.
- ♦ **Finalize Event Details** - Confirm all logistical details, such as venue arrangements, equipment needs, and volunteer schedules. Make sure you have all necessary supplies, like registration forms and informational brochures.
- ♦ **Engage with the Community** - Conduct community events or informational sessions leading up to NVRD to educate the community about the importance of voter registration and the registration process.
- ♦ **Run Voter Registration Drives** - On National Voter Registration Day, set up registration booths at strategic, high-traffic locations such as schools, libraries, and community centers. Ensure you have knowledgeable staff or volunteers available to assist with the registration process and answer any questions.





## EVENT CHECKLIST

Use this checklist to make sure you and your team are prepared for National Voter Registration Day!

### PLANNING

- ❑ **Build Your Team:** Bring in people and partners who are passionate about voting, are good at organizing and tracking details, and/or are charismatic and enjoy talking with strangers. Make sure you have someone on the team who can grant or get approval for the timing and location of the event.
- ❑ **Timing & Location:** Select a high-traffic area where people will be stopping or passing through and time your event to coincide with the location's busiest hours. Avoid tourist attractions or events attended by folks from out-of-state. If you expect out-of-state attendees or your event is near a state line, have national registration forms handy or a computer open to Vote.gov.
- ❑ **Promotion:** Get the word out by posting flyers around the location 2-4 weeks in advance and/or spreading awareness through social and traditional media. See the Communications Strategy Guide for sample social media posts, press releases, and additional assets.
- ❑ **Paper or Digital Voter Registration:** Decide which options for registering will be available at your event. Tablets or QR codes open to your state's registration portal can reduce errors and the need to handle paper forms. However, it's good to have paper forms as a backup. If your location lacks WiFi or your state does not have online registration, consider using paper-based forms. If you will not deliver completed forms on behalf of voters, consider supplying stamps and envelopes for voters to mail their forms.

### MATERIALS

- ❑ **Voter registration applications (and stamps and envelopes if needed)**
- ❑ **Pens and clipboards for writing on**
- ❑ **QR-coded flyers or posters with registration link**
- ❑ **Stickers and other fun giveaways\***
- ❑ **Swag from the [National Voter Registration Day store](#) to draw people's attention**
- ❑ **A lock-box or large manila envelopes for completed registration forms**

\* In compliance with state and federal law, any giveaway items at your event must be made available to anyone regardless of whether or not they register to vote.



# VOLUNTEERS, TRAINING, AND THE DAY OF YOUR EVENT

Recruiting and training volunteers for a nonpartisan voter registration drive is essential for its success. Here are some effective strategies, from leveraging social media and partnering with local organizations for recruitment to conducting comprehensive training workshops and providing online training modules to ensure volunteers are well-prepared and confident in their roles.

Volunteers and staff should consider **wearing stickers or pins** that note that they are a part of an organization not an elections office. They can say **"I'm a volunteer with: (name of your organization)"**

## RECRUITMENT

Most events will not need more than 2-3 volunteers helping with registration at a time. Keep shifts shorter than 4 hours, but make sure you have any set-up or break-down time covered.

- 1. Leverage Social Media** - Use social media platforms to post volunteer opportunities. Create engaging content and share stories about the impact of voter registration.
- 2. Partner with Local Organizations** - Collaborate with community groups, schools, churches, and civic organizations to reach potential volunteers. These partnerships can provide a steady stream of enthusiastic helpers.
- 3. Host Information Sessions** - Organize sessions where potential volunteers can learn about the importance of voter registration and how they can get involved. Provide clear details on what the role entails.
- 4. Create an Online Sign-Up Form** - Make it easy for people to volunteer by creating an online sign-up form. Include information about the tasks, time commitments, and any special requirements.
- 5. Engage Through Local Events** - Attend community events, fairs, and festivals to recruit volunteers. Set up a booth with information about your voter registration drive and sign-up sheets.

## ASSIGN ROLES AND RESPONSIBILITIES

Clear roles will make it easier to manage the planning and execution of your voter registration drive. Here are a few examples that will help ensure a well-organized and effective voter registration drive, maximizing the impact on the community.



## Event Organizer

- ◆ **Responsibilities:** Plan and coordinate the logistics of the voter registration drive, including securing locations, obtaining necessary permits, and organizing materials and supplies.
- ◆ **Skills Needed:** Strong organizational skills, attention to detail, and ability to multitask.

## Outreach Coordinator

- ◆ **Responsibilities:** Engage with community members, promote the event through various channels (social media, flyers, local media), and build partnerships with local organizations and businesses.
- ◆ **Skills Needed:** Excellent communication skills, networking abilities, and enthusiasm for community engagement.

## Registration Assistant

- ◆ **Responsibilities:** Assist individuals with completing voter registration forms, answer questions about the registration process, and ensure all forms are correctly filled out and submitted.
- ◆ **Skills Needed:** Knowledge of voter registration laws and procedures, patience, and attention to detail.

## Data Manager

- ◆ **Responsibilities:** Collect, organize, and manage data from the voter registration drive, including tracking the number of registrations and ensuring data privacy and accuracy.
- ◆ **Skills Needed:** Strong data management skills, familiarity with spreadsheets or databases, and attention to detail.

## Volunteer Trainer

- ◆ **Responsibilities:** Train new volunteers on the voter registration process, provide them with necessary materials and information, and offer ongoing support and guidance.
- ◆ **Skills Needed:** Experience in training or teaching, strong understanding of the voter registration process, and excellent communication skills.

## Photographer

- ◆ **Responsibilities:** We'd love to see your event in action! Encourage volunteers to take pictures of each other assisting voters (ask before snapping a photo!). If you use social media, be sure to share it with the hashtags #NationalVoterRegistrationDay and #VoteReady
- ◆ **Skills Needed:** Basic photography skills. If you're using your phone, remember to turn the screen horizontally to take any videos.



## TRAINING

Anyone assisting voters should review the Voter Registration 101 sheet, the Staying Nonpartisan Fact Sheet, and do a role-play with another volunteer to practice engaging with voters. Provide volunteers with the tally sheet and give them instructions on what to do with completed forms.

- ◆ **Conduct Comprehensive Training Workshops** - Hold workshops to educate volunteers about the voter registration process, legal guidelines, and best practices. Ensure they understand the importance of maintaining a nonpartisan approach.
- ◆ **Provide Training Materials** - Create and distribute clear, concise training manuals or handouts that volunteers can reference. Include FAQs, troubleshooting tips, and contact information for support.
- ◆ **Role-Playing and Mock Scenarios** - Use role-playing exercises to prepare volunteers for real-life interactions. Simulate common scenarios they might encounter while registering voters.
- ◆ **Online Training Modules** - Develop online training modules for volunteers who cannot attend in-person sessions. These can include videos, quizzes, and other interactive elements to ensure comprehension.
- ◆ **Regular Check-Ins and Feedback Sessions** - Schedule regular check-ins with volunteers to answer questions, provide additional training, and offer support. Encourage feedback to continually improve the training process.



## VOTER REGISTRATION 101

With the exception of North Dakota, states require a person to be registered in order to cast a vote in elections. **When you help people register, you make democracy work!**

This is a general guide for conducting voter registration drives on National Voter Registration Day. Find state-specific information and additional resources at your local election office or on our [website](#). All National Voter Registration Day partners commit to remaining nonpartisan and abiding by state and local laws while registering voters.

### VOTING ELIGIBILITY

Everyone who registers to vote must attest (be able to prove) that they are:

- ♦ **A citizen of the United States (for federal elections and most state and local elections);**
- ♦ **At least 18 years of age by Election Day (unless the state offers pre-registration); and**
- ♦ **A legal resident of the state they register in (students may register in their school OR home state, but may only register and vote in one).**

### THERE ARE TWO OPTIONS FOR REGISTERING TO VOTE:

#### Using Paper Registration Forms

- ♦ **Low-tech and readily accessible**
- ♦ **No WiFi or device necessary**
- ♦ **Accepted in every state\***

**Assisting voters:** Make sure a voter has filled out all required fields

- ♦ Checkbox: 18 or older
- ♦ Checkbox: U.S. Citizen
- ♦ Date of birth (make sure they didn't put today's date here)
- ♦ Residential address (can't be a P.O. Box)
- ♦ State ID # or last 4 digits of social security number
- ♦ Signature

**Accessing paper forms:** Call your state or local election office to request forms, or print your own where allowed. The federal form may also be used.

#### Registering Online

- ♦ **No paper forms to handle**
- ♦ **Fewer mistakes**
- ♦ **Available in 42 states & DC**



**Using the NVRD portal:** Our registration page utilizes Vote.gov and official state online registration portals where available. **Click or scan the QR code to connect to the portal.**

**Use your state or a third-party portal:** Connect voters directly to your state's website where available for registering online. Third party tools add extra steps, but also provide automatic voting reminders.

**ID requirements** In most states, voters will need to have a state-issued ID # in order to register. Voters without the necessary ID can usually still register with paper forms.

*\*Review state laws prior to offering voter registration. Contact your local elections office or see our 50 state legal guides for more. Do not offer to retain and submit paper voter registration forms in Florida, New Hampshire, or Texas without proper authorization.*





## TIPS

# TIPS FOR TALKING TO VOTERS

### HAVE FUN!

- ◆ Get out from behind that table and invite people to talk to you.
- ◆ Give a shout-out every time somebody registers to vote and compliment the heck out of them. If you make somebody feel special for participating, you can bet they'll want to keep doing it and invite others.
- ◆ Keep it interactive. Move or say something while you're standing around, and have a good time. This can help make the whole process much less intimidating for new voters.
- ◆ Make sure you're approachable. Standing or walking in pairs is encouraged, but not at the expense of talking to voters instead.

### BE THE KIND OF PERSON YOU'D WANT TO TALK TO.

- ◆ Be friendly.
- ◆ Talk like a regular person. Don't be a robot and read directly off the script.
- ◆ Be up front about what you're doing in a positive way. Identify yourself as a volunteer with an organization immediately when you start talking to people.
- ◆ Don't get discouraged or take things personally. If somebody is rude, shake it off and move on.

### HAVE A CONVERSATION — TALK WITH PEOPLE, NOT AT PEOPLE.

- ◆ Ask questions and listen to the answer. Tailor your message to what the individual says.
- ◆ Find your own pitch. Experiment and figure out what works best for you.
- ◆ Talk to everyone you see. The next person could be amazing!
- ◆ While being careful to remain nonpartisan, connect voting to people's lives and issues they care about. (Don't assume and don't ask intrusive questions, but if someone lets you know about issues that are important to them, connect the dots (see "tailor your message to what the individual says" above).



## STAY ON MESSAGE.

- ◆ You're not telling people who or what to vote for, just helping them register!
- ◆ National Voter Registration Day is a positive way to celebrate democracy—that takes all of us!

## CLOSE THE DEAL.

- ◆ Always make the ask. If you can, put the clipboard and pen in a person's hand while you're talking with them.
- ◆ Don't backtrack. Once you ask, wait for the person's response.

**If you have handouts, give them to the person at the end of your conversation to prevent distraction.**



## MOST COMMONLY ASKED QUESTIONS ABOUT REGISTERING TO VOTE

### ***Q: Who is eligible to register to vote?***

To register to vote, you must be a U.S. citizen, meet your state's residency requirements, and be at least 18 years old by Election Day. Some states also allow 16- or 17-year-olds to pre-register.\*

### ***Q: How do I register to vote?***

You can register online (in states that offer it), by mail, or in person at your local election office, DMV, or other designated locations. Forms can be found on your state's election website or at [Vote.gov](https://www.vote.gov).

### ***Q: What information do I need to provide to register?***

Typically, you'll need to provide your name, address, date of birth, and a form of identification such as a driver's license number or the last four digits of your Social Security number.

### ***Q: When is the deadline to register to vote?***

Deadlines vary by state. It's important to check your state's specific deadline, which can range from 30 days before the election to Election Day registration in some states.

### ***Q: Can I register to vote if I don't have a permanent address?***

Yes, you can still register to vote. You can use a shelter address, a description of where you live, or even a public place where you spend a lot of time.

### ***Q: How do I check if I am already registered to vote?***

You can check your registration status online through your state's election website or at [Vote.gov](https://www.vote.gov).

### ***Q: Can I register to vote if I have moved recently?***

Yes, but you must also meet your new state's residency requirement in order to vote. If you can't meet your new state's residency requirements, which can be up to 30 days prior to the election, you can still vote at your former address using an absentee ballot.

### ***\*PRE-REGISTRATION FOR 16 & 17-YEAR OLDS:***

If you expect young people at your event, learn your state's rules for pre-registration. Every state allows 17 year olds to register if they will turn 18 by Election Day. Some states allow all 16 and/or 17 year olds to "pre-register." They will get a notice as the registration becomes active.





***Q: What should I do if my name has changed?***

If your name has changed, you should update your voter registration with your new name. This can typically be done online, by mail, or in person.

***Q: Can I register to vote with a P.O. Box as my address?***

No, you must provide a physical address so election officials can determine your voting precinct. However, you can provide a P.O. Box as your mailing address

***Q: What happens after I register to vote?***

After you register, you should receive a confirmation from your local election office, either by mail or email. This will confirm your registration and provide information about your polling place.

***Q: Can I vote if I am a student and live away from home?***

Yes, you can choose to register and vote either at your home address or your school address, but not both.

***Q: Can I register to vote if I have been convicted of a felony?***

Voter eligibility for felons varies by state. Most states restore voting rights automatically after release, while others have specific processes. Check your state's laws for details.  
([See voting as an ex-offender for more.](#))

***Q: What if I need assistance with registration due to a disability?***

States must offer accommodations for voters with disabilities, including accessible registration forms and assistance at registration sites. Contact your local election office for help.

***Q: Can I register to vote if I am overseas or in the military?***

Yes, U.S. citizens living abroad and military members can register using the Federal Post Card Application (FPCA) through the Federal Voting Assistance Program (FVAP).

***Q: Is voter registration information public?***

Basic voter registration information is often public record, but the details available vary by state. Personal identifying information like your Social Security number is typically kept private. Additionally, special provisions allow victims of domestic violence to keep their address private and off of public voter rolls.





### **Q: Can I register to vote online?**

Most states now offer online voter registration. Check your state's election website to see if this option is available.

### **Q: Do I need to show ID to register to vote?**

ID requirements for voter registration vary by state. Some require a driver's license or state ID number, while others may ask for the last four digits of your Social Security number.

### **Q: What should I do if I haven't received confirmation of my registration?**

If you haven't received confirmation within a few weeks, check your registration status online or contact your local election office.

### **Q: Can I cancel my voter registration?**

Yes, you can cancel your voter registration by contacting your local election office and requesting to be removed from the voter rolls.

### **Q: What if I need to register to vote in a language other than English?**

Many states and localities offer voter registration materials in multiple languages. Check with your local election office for available options.

## **ADDITIONAL RESOURCES**

Here are a few verified resources that local partners can share with voters for verified election-related information. These resources provide reliable guidance on voter registration, polling locations, election security, and more, helping to ensure that voters have access to accurate and up-to-date information during the election process.

- ◆ **Nonprofit VOTE** - [www.nonprofitvote.org](http://www.nonprofitvote.org)
  - ◆ **State by State guides to elections** - [www.nationalvoterregistrationday.org/state-voter-guides/](http://www.nationalvoterregistrationday.org/state-voter-guides/)
- ◆ **Vote.gov** - [www.vote.gov](http://www.vote.gov)
- ◆ **Can I Vote** - [www.canivote.org](http://www.canivote.org)
- ◆ **National Association of Secretaries of State (NASS)** - [www.nass.org](http://www.nass.org)
- ◆ **U.S. Election Assistance Commission (EAC)** - [www.eac.gov](http://www.eac.gov)
- ◆ **Federal Election Commission (FEC)** - [www.fec.gov](http://www.fec.gov)
- ◆ **League of Women Voters** - [www.vote411.org](http://www.vote411.org)
- ◆ **Election Protection (866-OUR-VOTE)** - [www.866ourvote.org](http://www.866ourvote.org)
- ◆ **Ballotpedia** - [www.ballotpedia.org](http://www.ballotpedia.org)
- ◆ **Federal Voting Assistance Program (FVAP)** - [www.fvap.gov](http://www.fvap.gov)



## WHAT TO DO IF YOU'RE IN A STATE WITH STRICT VOTER REGISTRATION LAWS

While the vast majority of states welcome the help of third-party organizations in collecting completed registration forms, a few states make it difficult or outright prohibit third-party voter registration drives. Wherever you live, rest assured that this work continues despite restrictions your state may have. Don't be discouraged. There are many partners just like you who are on the ground and looking for ways to continue registering their communities in spite of such restrictions. Your community needs support with registering to vote and updating their forms.

### HERE'S A COUPLE OF THINGS YOU SHOULD KNOW:

- ◆ **Make sure you're educated about your state's laws.** Community members are looking to you as a trusted source to be knowledgeable and up to date. Review our [state by state guides for third-party registration drives](#) or contact your local elections office to learn more about your state's laws, deadlines, and requirements for third-party groups collecting registration forms.
- ◆ **Become familiar with other organizations that may be registering voters in your city or state.** Share ideas and learnings about what works and strategies for success. You're not alone in this work, so build community wherever possible.

If you're in a state where third-party, nongovernmental organizations are not allowed to register voters, there are a few things you can do that require just a couple of extra steps. As of this writing, only NH and WY explicitly prohibit third-party registration drives. Other states may still have significant limits.

- ◆ **Partner with local election officials:** Reach out to your local election office to find out if you can get a town clerk or election official to attend your drive and register voters at your college or community event. Make sure you have all the details on hand, ask for written confirmation, and follow up with the office to confirm their attendance. While you handle promotion, the election office representative will be able to register voters, check the forms, and ensure that voters are providing the appropriate documentation.
- ◆ **Use pledge to vote / register cards.** Start a digital or paper [pledge to vote campaign](#)! Asking people to commit in advance to registering and voting can be a powerful tool to start a conversation. You can also use this as a way to capture contact information from your community members. Let them know how you'll be using their information (like phone or email) upfront. That can include sending them voter registration reminders, key dates and deadlines, nonpartisan candidate guides, and reminders of what to bring to register to vote.
- ◆ **Distribute palm cards both print and digitally.** The palm cards should highlight any important things to know, around what key documents to bring to the polls, election day reminders, or maybe even a QR code to an information page where they can learn more about the upcoming elections and requirements.
- ◆ **Promote state online registration portals, if available.** Some states that make it very difficult for third-party groups to collect completed registration forms may have online portals where voters can register themselves. In such cases, you can create a scannable QR code or handouts with the URL address of the state's voter registration portal. Use these tools at your community event and celebrate democracy with the rest of the nation!



## WHAT TO DO AFTER YOUR NATIONAL VOTER REGISTRATION DAY EVENT

After running a voter registration drive, it's important for local partners to take follow-up actions to maximize their impact. Here are several essential steps to ensure that forms are submitted, registrants remain engaged, results are evaluated, volunteers are appreciated, and future events are effectively planned for ongoing success.

1. **Collect and Submit Forms** - Ensure all voter registration forms are properly collected and submitted to the appropriate local election office promptly.
2. **Thank Volunteers** - Send thank-you notes or emails to volunteers, recognizing their hard work and contribution to the success of the event.
3. **Provide Additional Resources** - Offer additional resources and information to new voters about the voting process, important dates, and how to stay informed.
4. **Report Back** - Share the tally sheet totals, event pictures, and feedback on our materials and support so we can make next year even better!
5. **Got pics?** - Share pictures from your NVRD event by tagging us at [@natlvoterregday](#) on Twitter, Facebook, or Instagram along with the hashtags [#NationalVoterRegistrationDay](#) and [#VoteReady](#)
6. **Follow-Up and Thank Participants** - Send thank-you messages to volunteers, partners, and new registrants. Provide information on next steps, such as checking registration status and learning about upcoming elections.



## WAYS TO ENGAGE VOTERS BEYOND VOTER REGISTRATION DRIVES

### 1. Social Media Campaigns

- ◆ **Leverage Influencers:** Partner with local influencers to spread the word about voter registration.
- ◆ **Interactive Content:** Create quizzes, polls, and challenges related to voter registration to encourage engagement and sharing.

### 2. Educational Workshops

- ◆ **Virtual Workshops:** Host online workshops about the importance of voting, how to register, and how to verify registration status.
- ◆ **Webinars with Experts:** Organize webinars featuring political analysts, civic educators, and legal experts to discuss the impact of voting.

### 3. Public Art Installations

- ◆ **Murals and Graffiti:** Commission local artists to create murals or graffiti art inspired by voting and democracy.
- ◆ **Interactive Displays:** Set up installations in public spaces where passersby can learn about voter registration through interactive elements.

### 4. Mobile Apps

- ◆ **Voter Info Apps:** Leverage and promote mobile apps that provide voter registration information, reminders, and updates.
- ◆ **Gamification:** Use gamification techniques within apps to encourage users to register and educate themselves about voting.

### 5. Community Events

- ◆ **Pop-up Information Booths:** Set up information booths at farmers' markets, fairs, and other local events to distribute voter registration information.
- ◆ **Flash Mobs:** Organize flash mobs in public places with a voting-themed performance to draw attention to voter registration.





## GEARING UP FOR GOTV

Local organizations play a crucial role in encouraging voter turnout on Election Day. Here are five effective strategies to motivate community members to vote, including providing transportation assistance, hosting informational events, leveraging social media, partnering with local businesses, and engaging community leaders and influencers.

### 1. *Provide Transportation Assistance*

- ◆ **Shuttle Services:** Organize shuttle services to and from polling stations, especially in areas with limited public transportation.
- ◆ **Rideshare Partnerships:** Collaborate with rideshare companies to offer free or discounted rides to polling locations.

### 2. *Educational Workshops*

- ◆ **Distribute Sample Ballots:** Include sample ballots or nonpartisan voter guides at your next community event.
- ◆ **Voter Education Sessions:** Conduct sessions to inform voters about the candidates, issues on the ballot, and the voting process.

### 3. *Use Social Media and Digital Outreach*

- ◆ **Reminder Campaigns:** Use social media platforms to remind followers to vote and share information about polling locations and times.
- ◆ **Personal Stories:** Share personal stories and testimonials from community members about the importance of voting.

### 4. *Partner with Local Businesses*

- ◆ **Provide Time-Off to Vote:** Encourage businesses to offer paid time off for their employees to vote. Many states already require some form of time off to vote. [See Time to Vote for more.](#)
- ◆ **Educational Materials:** Distribute flyers and promotional materials about voting through local businesses.

### 5. *Leverage Community Leaders and Influencers*

- ◆ **Public Endorsements:** Have community leaders and local influencers publicly endorse voting and share their plans to vote.
- ◆ **Voting Challenges:** Create friendly voting challenges or competitions within the community to see which group can get the most members to vote.



## 6. School and University Engagement

- ◆ **Classroom Discussions:** Collaborate with schools and universities to include voter registration information in classroom discussions.
- ◆ **Student Ambassadors:** Train students to become voter registration ambassadors who can inform and motivate their peers.

## 7. Corporate Partnerships

- ◆ **Workplace Initiatives:** Partner with local businesses to provide employees with information about how to register to vote.
- ◆ **Corporate Challenges:** Encourage companies to challenge each other in friendly competitions to see who can get the most employees registered.

## 8. Faith-Based Outreach

- ◆ **Sermon and Bulletin Announcements:** Work with local religious leaders to include voter registration messages in sermons and bulletins.
- ◆ **Faith and Voting Workshops:** Host workshops at places of worship discussing the moral and civic importance of voting.

## 9. Media Collaborations

- ◆ **Local News Segments:** Collaborate with local news stations to run segments on the importance of voter registration and provide instructions.
- ◆ **Radio and Podcasts:** Utilize local radio shows and podcasts to discuss voter registration and encourage listeners to register.

## 10. Creative Marketing

- ◆ **Public Service Announcements (PSAs):** Create engaging and informative PSAs for TV, radio, and social media.
- ◆ **Street Teams:** Deploy street teams to distribute flyers, stickers, and other promotional materials with voter registration information.



# CONCLUSION

**W**ith your help on **National Voter Registration Day**, hundreds of thousands of Americans will take the first step to being **#VoteReady**, acting on their eligibility and registering to vote ahead of upcoming elections. Whether you help three or 300 voters on this year's holiday, you are making a difference.

We can't do this without you, and your events are what make National Voter Registration Day great!

**Here are some final reminders as you begin the planning process:**

- ◆ **National Voter Registration Day is about democracy**, not political parties, candidates, or particular issues. Use this as an opportunity to come together, celebrate our shared values, and bridge differences in your community.
- ◆ **It's better with friends**. Join forces with other groups in your area to build local relationships and maximize the number of voters you will reach. Maybe you can start a tradition and team up every year!
- ◆ **Have fun, but take it seriously**. Make sure you're following state rules around voter registration, that voters are filling out the form legibly, and that all forms make it back to the proper elections office within the allotted time frame. Missing any of these steps could mean that a voter who registered with you won't be on the rolls when they go to vote. That is why training is **essential**.
- ◆ **Don't reinvent the wheel**. To ensure a smooth experience for you, please read the emails from the National Voter Registration Day team and visit the National Voter Registration Day website and its social media channels. This way, you won't miss any important updates. We offer training, tools, and tips to help make your event as easy and successful as possible.

**FIRST THINGS FIRST —**

## **ARE YOU #VOTEREADY?**

Make sure to practice what you preach and ensure that **YOUR** registration and the registrations of those helping with your event are up to date!

**WE JUST HAVE ONE MORE QUESTION —**

## **ARE YOU READY TO REG?**

**LET'S GO GET AMERICA #VOTEREADY TOGETHER!**



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



**SEPTEMBER 16, 2025**

**ARE YOU #VOTEREADY?**



**@natlvoterregday**

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