LOCAL GOVERNMENT FACTSHEET

EMPOWER YOUR COMMUNITY BY SUPPORTING NATIONAL VOTER REGISTRATION DAY

WHAT IS NATIONAL VOTER REGISTRATION DAY?

National Voter Registration Day is a nonpartisan civic holiday celebrating democracy. It has quickly gained momentum since it was first observed in 2012, with **more than 6 million voters registered to vote** on the holiday. Volunteers and organizations nationwide hit the streets to register voters in front of libraries, government buildings, and other community events.

*"On National Voter Registration Day, we celebrate the foundation of our democracy and ensure every eligible American can exercise their most fundamental right: the right to vote. This day of action involves **thousands of volunteers and organizations,** and it is dedicated to educating voters about registration and encouraging voter participation in our democracy."*

Source: *Michael Adams,* Kentucky Secretary of State (R), and ***Steve Simon,*** Minnesota Secretary of State (D)

NATIONAL VOTER REGISTRATION DAY IS ENDORSED BY:

U.S. ELECTION ASSISTANCE COMMISSION

NATIONAL ASSOCIATION of STATE ELECTION DIRECTORS

ELECTION CENTER
The National Association of Election Officials

NASS
National Association of Secretaries of State

WHY SHOULD LOCAL GOVERNMENTS PARTICIPATE?

Local governments are pivotal in ensuring the democratic process is **accessible to all citizens.** Beyond supporting the work of your local election official(s), your participation in National Voter Registration Day enables as many citizens as possible to make informed, meaningful choices about the future of your community—because we're all in this together! **By participating in National Voter Registration Day, local government office can:**

- ✓ **Increase Voter Engagement:** Promoting voter registration can increase voter engagement, leading to more representative and effective governance. Engaged citizens invested in their local government play a crucial role in shaping their community's future.

- ✓ **Build Community Trust:** Participating in National Voter Registration Day helps build trust within the community and demonstrates a strong commitment to civic participation, making citizens feel included and appreciated for their role in democracy.

- ✓ **Provide Accurate Information:** Providing accurate and timely information about voter registration and the importance of voting empowers citizens to make informed decisions, fostering a stronger and more informed democracy.

Milwaukee County Election Commission

SAMPLE ACTIVITY TIMELINE

LEADING UP TO NATIONAL VOTER REGISTRATION DAY:

- **Promote Voter Registration and Education:** Utilize community-facing messaging such as newsletters, mailers, placards and pamphlets, signage, social media, and public service announcements to inform citizens about the importance of voter registration and the upcoming election.

- **Set Up Voter Registration Tables:** Place dedicated tables in government buildings, libraries, and community centers to provide easy access to registration forms and information.

- **Collaborate with Community Partners:** Work with local organizations, schools, media, and businesses, and other municipal offices to spread the word and increase registration efforts.

ON NATIONAL VOTER REGISTRATION DAY:

- **Host Special Registration Events:** Organize events with local election officials to provide on-site voter registration and answer questions about the voting process. Involve local businesses and organizations if you can; make it a party!

- **Distribute Voter Registration Materials:** Ensure all government offices and public spaces have ample voter registration forms and informational brochures.

- **Utilize Social Media:** Use local government social media accounts to highlight the need to update voter registration and remind and encourage citizens to register to vote or update their registration in keeping with any relevant deadlines.

BEYOND NATIONAL VOTER REGISTRATION DAY:

- **Incorporate Voter Registration in Regular Communications:** Include voter registration information in all ongoing community communications and newsletters.

- **Continue Awareness Campaigns:** Maintain efforts to educate and engage the community about voting and elections.

- **Partner with Schools and Organizations:** Collaborate with educational institutions and civic organizations for continuous voter education and engagement initiatives.

- **Run a poll worker recruitment drive:** Put out the call in your community and assist your local election officials in signing up and training poll workers.

LOCAL GOVERNMENT SHOUTOUT: FULTON COUNTY, GA

In 2023, we were proud to have Fulton County, GA join us as an NVRD partner. As a bit of inspiration, check out what they did for their 2023 celebration:

- **Hosted National Voter Registration Day events with Fulton County Department of Registration and Elections Voter Education Division at nine locations,** including in front of high schools, Clark Atlanta University, metro stations, and a grocery store, registering voters and sharing voter education materials.

- **Posted on social media,** advising their residents to register to vote or check their registration status

- **Appeared on Fulton Government TV** and provided an interview that uplifted the importance of the holiday, highlighted their own efforts to engage their residents, and share critical information about the upcoming 2023 elections

*"Fulton County is constantly working to ensure that all residents receive a positive voter experience because every election year is an important time for all voters. National Voter Registration Day is an opportunity for the county to **urge all to get involved civically for the good of our shared democracy**."*

*– **LaShandra Little,** Department of Registration and Elections Voter Outreach Education Manager*

Source: "National Voter Registration Day Coming Soon." Atlanta Tribune, September 19, 2022. https://atlantatribune.com/2022/09/19/national-voter-registration-day-coming-soon/

SAMPLE SOCIAL MEDIA POSTS

Join us on National Voter Registration Day to make your voice heard! ***#NationalVoterRegistrationDay #VoteReady***

Register to vote and make a difference in our community. Visit [local government office] on September 16th! ***#VoteReady***

SCAN HERE TO GET #VOTEREADY RESOURCES