

NATIONAL VOTER REGISTRATION DAY - SEPTEMBER 16, 2025

ELECTION OFFICIAL FACTSHEET



*"In 2012, a group of democracy-dedicated organizations and election officials put their heads together to answer a seemingly simple question: how can we ensure more eligible voters are registered to vote and ready to participate in our nation's democracy actively? The proposed solution: **National Voter Registration Day.**"*

— **Secretaries of State Michael Adams (R-Kentucky) and Steve Simon (D-Minnesota)**
National Voter Registration Day Steering Committee Honorary Co-chairs

WHAT IS NATIONAL VOTER REGISTRATION DAY?

Each year in the United States, millions of eligible voters find themselves unable to vote because of easily prevented issues like missing a registration deadline, forgetting to update their registration after a name change or moving, or simply because they aren't sure how to register. National Voter Registration Day was created in 2012 to help address such issues by serving as a nationwide nonpartisan rallying point to promote voter registration and help eligible voters across the country get #VoteReady to participate in our shared democracy. Since 2012, **more than 6 million citizens have registered to vote** on the annual holiday, including a record-breaking 1.5 million in 2020 alone.



2024 NATIONAL VOTER REGISTRATION DAY STEERING COMMITTEE MEMBERS

Steve Simon,
Honorary Co-chair Minnesota Secretary of State

Michael Adams,
Honorary Co-chair Kentucky Secretary of State

Judd Choate
Colorado Director of Elections

And representatives from:

APIA Vote • BIPAC • CAA • EveryLibrary • Google • Levi Strauss & Co. • Meta • Microsoft • Military Officers Association of America • NALEO Educational Fund • National Alliance on Mental Illness • National Disability Rights Network • National Urban League • Nonprofit VOTE • Poderistas • Snap Inc • United Way Worldwide • When We All Vote • Yolo County Department of Elections

THIS YEAR'S HOLIDAY IS SEPTEMBER 16, 2025!

On September 16, **thousands of partners** ranging from local libraries and college campuses to national nonprofits, Fortune 500 companies, Silicon Valley tech giants, and more will join forces for a single day of star-spangled awesomeness, celebrating our democracy and the voting public that makes it possible. Through a coordinated nationwide civic blitz in traditional media, online, and good old-fashioned face to-face voter engagement, we'll spend 24 hours driving unparalleled awareness of voter registration opportunities to millions who may not otherwise register. 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.



NATIONAL VOTER REGISTRATION DAY IS ENDORSED BY:



U.S. ELECTION
ASSISTANCE
COMMISSION



NATIONAL ASSOCIATION of
STATE ELECTION DIRECTORS



NASS
National Association
of Secretaries of State

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WHY SHOULD ELECTION OFFICIALS PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY?

Held comfortably in advance of every state's respective voter registration deadline, **the holiday is a high-visibility opportunity to educate the voting public about voter registration** during the period when the country is beginning to shift into election mode. What's more, the extra attention brought on in this early period by the holiday's grassroots engagement and media saturation helps to front-load vital voter information for the general public. In this way, National Voter Registration Day and its nationwide coalition of partners serve as a resource multiplier for election offices, ultimately **saving time and money in the lead-up to Election Day**.

HOW ELECTION OFFICIALS CAN SUPPORT NATIONAL VOTER REGISTRATION DAY?



USE THE HOLIDAY TO EDUCATE VOTERS

Use the holiday to educate voters about state-specific rules for registering to vote, including deadlines and any options for registering online or verifying one's status, and the voting process in general. This information can be folded into any of the press releases, social media campaigns, proclamations, and public events below.



SIGN UP AS A COMMUNITY PARTNER

Sign your office up as a Community Partner on NationalVoterRegistrationDay.org or by using the QR code below. Then, you can set a time and location for your event and promote it through social media, flyers, and word of mouth. Once you're a Partner, you'll receive free NVRD-branded promotional materials as well as access to our library of voter engagement resources.



ISSUE A CALL TO ACTION FOR OTHERS IN YOUR COMMUNITY TO JOIN IN THE NATIONAL VOTER REGISTRATION DAY EFFORT

Enlist community partners as allies in your education effort by reaching out to local libraries, schools, campus-based groups, churches, social clubs, food pantries, nonprofits, and others. Encourage them to sign up as Community Partners and collaborate together on voter registration events.



COORDINATE WITH OTHER STATE AND LOCAL ELECTION OFFICIALS

Join forces with other local election officials in your state and/or coordinate with your Secretary of State's office to make sure National Voter Registration Day's presence is felt in every community throughout your state. Then work together to share and promote in-state NVRD events, voter registration resources, and #TrustedInfo on all things elections.



SPREAD THE WORD ABOUT THE HOLIDAY AND YOUR SUPPORT

Issue an official resolution recognizing National Voter Registration Day in your state or community and follow that up with a press release to promote your office's participation in the nationwide civic holiday.

→
SCAN HERE TO
SIGNUP AS A
PARTNER



If you would like a sample press release, resolution, social media assets, or other ready-made content to support your election office's engagement, email us at info@nationalvoterregistrationday.org.

