

NATIONAL VOTER REGISTRATION DAY - SEPTEMBER 16, 2025

COMMUNITY PARTNER FACT SHEET



*"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 cannot vote because of easily preventable issues like missing a voter registration deadline, forgetting to update their registration after a name change or move, or simply because they aren't sure how to register to vote. In response, National Voter Registration Day was created 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 action celebrating our democracy. Through a coordinated nationwide civic blitz in traditional media, digital platforms, and good old-fashioned face-to-face voter engagement in communities nationwide, we'll spend 24 hours driving unparalleled awareness of voter registration opportunities to millions who may not otherwise register.

In 2024, 820,000 Americans registered to vote or updated their voter registration forms on National Voter Registration Day. This year, **thousands of local elections are taking place** each month across the country, from races for the U.S. House of Representatives to mayors, city councils, and school boards. These critical elections profoundly impact the daily lives of Americans and will shape the decisions made in the years to come.



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 YOU SIGN UP AS A NATIONAL VOTER REGISTRATION DAY PARTNER?

No matter our background or political beliefs, we understand that for democracy to work for all of us, **it must include all of us**. Over the past 13 years since the first National Voter Registration Day, our partners have worked hard to fulfill the mission of ensuring that every eligible American is registered and ready to vote in their next election.

In a year filled with local elections, we need the support of community-based organizations to help demonstrate just how vital this work is. Despite the highly partisan climate, **National Voter Registration Day's nonpartisan efforts continue to thrive**, thanks to the grassroots dedication of trusted voices and organizations serving as our partners in thousands of communities nationwide.

The larger our nonpartisan partner network grows, the more Americans we can help get on the voter rolls. **It's that simple.**

Take five minutes to fill out our sign-up form to become a Community Partner today.

Once you're signed on, you'll get instant access to the full suite of services we provide to help you build your event, including:

- ◆ Free posters and stickers
- ◆ Strategy guides and toolkits
- ◆ Sample press releases, emails, social media copy, and more
- ◆ A library of read-made digital content for social media
- ◆ Webinar training sessions
- ◆ And much more!



SCAN THE QR CODE



For questions or more information on how you can support the holiday, email us at info@nationalvoterregistrationday.org

NationalVoterRegistrationDay.org