

KEY 2025 TALKING POINTS

Whether you're speaking to someone attending your voter registration event or a member of the press, it can be helpful to have some crisp and concise messaging points that lay out the central themes of National Voter Registration Day.

Framing 2025 as an Election Year

- ◆ 2025 is not just an election year - it's an *elections* year! Voters nationwide will head to the polls every month of the year to weigh in on over 100,000 state, local, county, and special elections.
- ◆ Chronically low turnout in local election years means that the power of "just one vote" increases by orders of magnitude. Showing up during these crucial close-to-home elections gives the individual voter the greatest ability to make an impact on their community.
- ◆ Local government is the epicenter for the issues that are most important to voters. Essential questions like law enforcement, school curriculums, housing policies, public safety, tax rates, and more are all decided by local elections.
- ◆ No community is perfect. But if you've ever found yourself complaining about potholes on your road, your property taxes, or lack of affordable housing, local elections are the chance to actually DO something.
- ◆ The daily tumult of national politics in Washington can feel far off and beyond our control. But getting your community registered to vote for upcoming local elections is a chance to take control and exert agency over the political process at its most essential level.

PRO TIP

MAKE IT YOURS! Find talking points relevant to your community – whether that's a college campus, the clients served by your food pantry, the employees of your business, transit riders, or the avid readers coming through your library doors! Make the holiday your own!



- ◆ Local election years and local voter registration events complement each other perfectly. Talking with your friends and neighbors about your shared local issues is a natural pivot point to ensuring they're #VoteReady to impact those issues at the ballot box.
- ◆ There's no Republican way to fill a pothole and there's no Democratic way to get the garbage picked up. The nonpartisan nature of local government and local elections opens the door for civil and productive conversations about the nonpartisan importance of registering to vote.

About the Holiday

Held this year on September 16, 2025, National Voter Registration Day is dedicated to getting every eligible American registered to vote ahead of the various state deadlines.

As the nation's **largest nonpartisan civic holiday**, organizations [ranging from Fortune 500 companies to local food banks and public libraries](#) will join forces for a one-day, nationwide democracy blitz to create broad awareness of voter registration opportunities through in-person events, virtual events, and media outreach.

Since 2012, over 6 million voters have registered to vote or updated their voter registrations on National Voter Registration Day, including 1.5 million in 2020 alone.

Staying Nonpartisan

To celebrate National Voter Registration Day, your organization must remain nonpartisan, so be sure in your conversations to avoid promoting or opposing any candidates or parties. It's also important to keep materials, messaging, and events neutral. Remind voters that you are there to help everyone, regardless of background, beliefs, or party, to register to vote.

Handling Difficult Conversations

Difficult and partisan conversations are inevitable so the best way to navigate them is to be confident, be honest and redirect respectfully. Affirm voters sentiments and questions by listening instead of engaging in debate. For questions around specific state elections, refer to official sources: vote.gov, nass.org/Can-I-Vote, or local election offices. And be sure to avoid giving any legal advice by sending voters to these resources for more information.



The Need

Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, did not update their registration information, or simply aren't sure how to register to vote. Voters need to register or update their registration for reasons such as moving to a new address, turning 18, becoming a citizen, or changing their names.

In the 2024 U.S. presidential election, as many as one in four eligible voters were either not registered to vote or didn't know whether they were registered, with over 650,000 non-voters specifically citing a registration problem as their reason for not casting a ballot.

A 2020 study by the Knight Foundation found more than one in four unregistered voters (27%) reported not being registered because they didn't know how, kept forgetting, did not have time, were too busy, or had recently moved. Among unregistered voters ages 18-24, this percentage was even higher at 42%.



New Voting Laws

Every year, many Americans find themselves facing a new landscape of voting laws that have been passed by their home states since the last election. While these changes vary from state to state, ensuring you're #VoteReady to hit the polls begins and ends with registering to vote OR updating your voter registration with any new information.

A Nation of Movers

In the long tail of the pandemic and the advent of remote work, millions of Americans have opted to relocate for one reason or another. But if they haven't attempted to vote or updated their voter registration with their new address since moving, they may be unable to cast a ballot on Election Day 2025. Whether you've moved down the street or across the country, National Voter Registration Day 2025 is a great opportunity to ensure you're #VoteReady.

A lot can happen that can require an updated voter registration—a move across town or state, marriage or separation, or a name change, to name a few—and National Voter Registration Day is the perfect day to do it.

How to Talk to Voters About Registering

Many eligible voters are confused, feel discouraged, or are unaware they need to take action to register or update their information. Be sure to focus on inclusion, empowerment, and accessibility. Voter registration and updating their status are part of everyday civic life. Even small address changes, name changes, or long periods of not voting may require updating your registration. Ask if voters are citizens, if they have recently moved, changed their names, and when was the last election they voted in. This information will give you an understanding of whether or not they need to register to vote or update their forms.



SAMPLE MESSAGES

What follows are three examples of how the talking points above can be folded into a comprehensive message. Pick and choose the talking points relevant to your audience, add your own twist or local angle, and make it pop!

Sample Message #1: Celebrate democracy with National Voter Registration Day!

No matter our background or political beliefs, we know that for democracy to work for all of us, it must include all of us. In the 13 years since the first National Voter Registration Day, our Partners have worked hard to fulfill the NVRD mission of ensuring that every eligible American from across the country is registered and ready to cast a ballot in their next election. As we continue into the second decade of National Voter Registration Day's existence, the work of that mission is far from over.

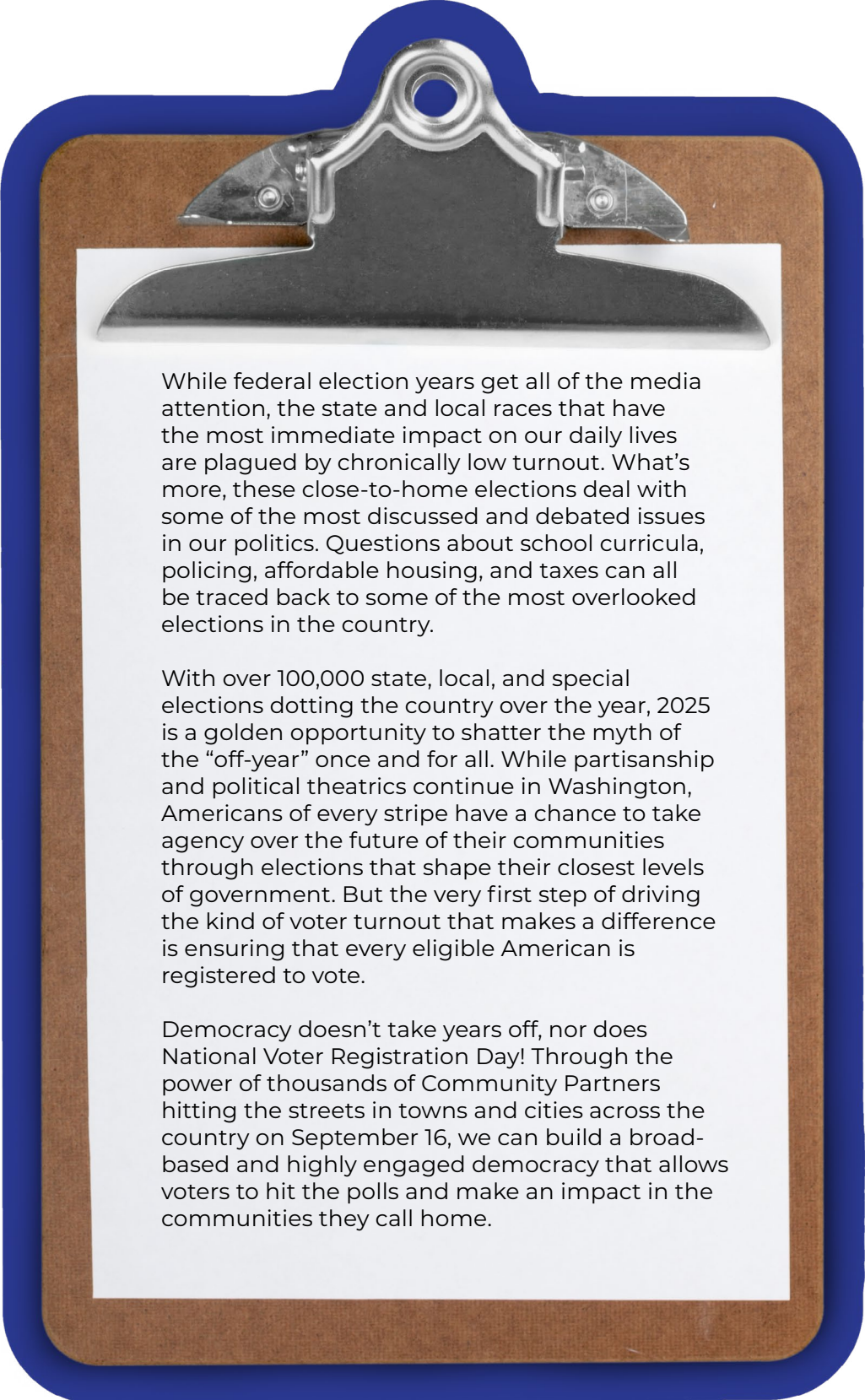
Every year, millions of eligible voters are unable to cast a ballot because of frustrating stumbling blocks like missed deadlines, outdated information, or other easily fixable paperwork problems. Potential voters are caught in a vicious cycle that sees unregistered citizens become non-voters who are then ignored by political campaigns, which, in turn, leaves these citizens disenchanted by the electoral process.

According to 2024 post-election U.S. Census data, as many as one in four eligible voters were either not registered to vote or didn't know whether they were registered. For communities of color, young adults, and other already underrepresented parts of the electorate, the numbers were even more stark. Less than 60 percent of potential voters aged 18-24 reported being registered to vote, and registration rates in communities of color significantly lagged.

Led by a diverse coalition of Partners like you joining forces for a coast-to-coast celebration of democracy on September 16, we aim to narrow these voter registration and engagement gaps that keep our country from reaching its true democratic potential.



Sample Message #2: Make an impact, vote local!



While federal election years get all of the media attention, the state and local races that have the most immediate impact on our daily lives are plagued by chronically low turnout. What's more, these close-to-home elections deal with some of the most discussed and debated issues in our politics. Questions about school curricula, policing, affordable housing, and taxes can all be traced back to some of the most overlooked elections in the country.

With over 100,000 state, local, and special elections dotting the country over the year, 2025 is a golden opportunity to shatter the myth of the "off-year" once and for all. While partisanship and political theatrics continue in Washington, Americans of every stripe have a chance to take agency over the future of their communities through elections that shape their closest levels of government. But the very first step of driving the kind of voter turnout that makes a difference is ensuring that every eligible American is registered to vote.

Democracy doesn't take years off, nor does National Voter Registration Day! Through the power of thousands of Community Partners hitting the streets in towns and cities across the country on September 16, we can build a broad-based and highly engaged democracy that allows voters to hit the polls and make an impact in the communities they call home.



Sample Message #3: The first leg of a four-year race

As the old adage goes, “A journey of a thousand miles begins with a single step”. And National Voter Registration Day 2025 is that single step.

The years after a presidential election are thought of as quiet, slow, and a chance to take a year off from all things voting. But nothing could be further from the truth! Growing a robust and comprehensive democracy where every eligible American voter casts a ballot is an ongoing process that requires constant civic elbow grease. Rather than an “off-year”, 2025 is the “first year” we can start constructing the voter registration and engagement infrastructure that powers turnout in every election to come.

Through coordinated action by National Voter Registration Day’s national network of Partners, we’ll spend the state and local election year that is 2025 building the civic momentum that will carry voters into the midterm elections of 2026, the primary elections of 2027, and the presidential election of 2028.

