

NATIONAL VOTER REGISTRATION DAY

2025

ANNUAL REPORT



MAKE AN IMPACT. VOTE LOCAL.

TABLE OF CONTENTS

OVERVIEW

5

LETTER FROM OUR CO-CHAIRS

6

2025 HIGHLIGHTS + IMPACT

7

PREMIER SPONSORS

10

IN THE MEDIA

11

MEDIA COVERAGE

12

SOCIAL MEDIA

14

ELECTION OFFICIALS

16

ELECTION ENDORSERS

17

ELECTION OFFICIALS ENGAGE

18

COMMUNITY PARTNERS

20

PARTNER BREAKDOWN

21

PARTNER ENGAGEMENT

22

YOUTH ENGAGEMENT

24

PREMIER PARTNERS

25

FINANCES & LEADERSHIP

28

PROGRAM EXPENSES

29

ACKNOWLEDGEMENTS

30



THANK YOU!

In 2025, we celebrated the thirteenth anniversary of National Voter Registration Day. This annual report celebrates the collective efforts of partners, volunteers, and sponsors who made this year's civic holiday a success, empowering communities and strengthening democracy across the nation.



OVERVIEW

LETTER FROM OUR CO-CHAIRS

As we reflect on National Voter Registration Day 2025, one thing is unmistakably clear: in a year that challenged organizations and institutions on many fronts, Americans still showed up in celebration of our democracy—and so did you. This campaign has always been about ensuring every eligible voter has a pathway into participation, and this year, our partners made that pathway wider, stronger, and more welcoming than ever before.

Because of the dedication of 3,200 local organizations, over 700,000 Americans took action to register, update, or check their voter registration status. Nearly 300,000 were new or updated registrations—and we saw record turnout in local jurisdictions across the country. These numbers are not just metrics; they are a reflection of hope.

But our work cannot stop here.

The 2026 midterm elections will be some of the most consequential in modern history, with races that will shape policies on education, the economy, public safety, and the future health of our democracy. The challenges ahead—misinformation, voter confusion, and attacks on civic participation—require us to engage earlier, stronger, and together.

National Voter Registration Day remains one of the last trusted, nonpartisan spaces where Americans can come together around a shared belief: our democracy is strongest when more of us participate. As we look ahead, we do so with gratitude for all you have done—and with urgency for the work still to come.

Thank you for standing with us, for showing what's possible when communities lead, and for helping us build the foundation for a historic 2026.

With deep gratitude,

Michael Adams,
Secretary of State, Kentucky



Steve Simon,
Secretary of State, Minnesota



Sec. Michael Adams and **Sec. Steve Simon** are honorary co-chairs of the Steering Committee for National Voter Registration Day.



700,000

NEW, UPDATED, AND CHECKED REGISTRATIONS*

300,000

OF WHICH WERE NEW AND
UPDATED REGISTRATIONS

80,000

OF THE NEW AND UPDATED REGISTRATIONS
COLLECTED DIRECTLY BY PARTNERS IN THE FIELD

118

PREMIER PARTNERS

18,000

STAFF AND VOLUNTEERS

95 PERCENT

OF SURVEYED
PARTNERS SAID
"THEY WOULD
PARTICIPATE AGAIN"

3,200

COMMUNITY PARTNERS

79 PERCENT

OF SURVEYED
PARTNERS AGREED THAT

"CELEBRATING NVRD MADE ME
FEEL MORE POSITIVE ABOUT
DEMOCRACY"



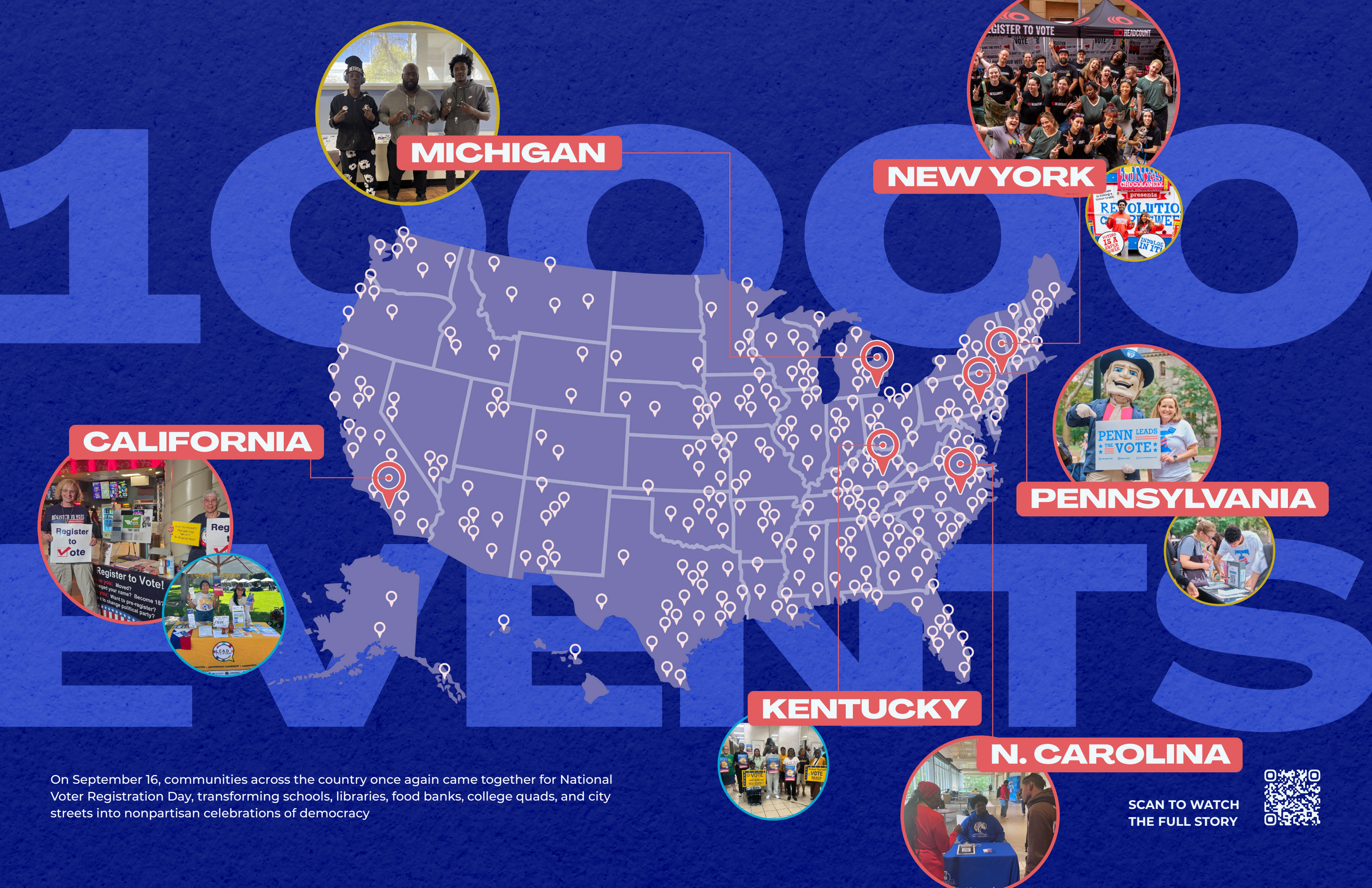
EVENTS TOOK PLACE
IN 49 STATES, D.C,
AND GUAM

500+

NEWS STORIES FROM
NATIONAL, STATE, AND
LOCAL MEDIA IN 24 HRS

**Special thanks to the Natl. Assoc. of State Election Directors, community partners, and third party tools for providing data that was used in projecting the voter registration totals*

2025 HIGHLIGHTS



MICHIGAN

NEW YORK

CALIFORNIA

PENNSYLVANIA

KENTUCKY

N. CAROLINA

On September 16, communities across the country once again came together for National Voter Registration Day, transforming schools, libraries, food banks, college quads, and city streets into nonpartisan celebrations of democracy

SCAN TO WATCH
THE FULL STORY



THANK YOU TO OUR PREMIER SPONSORS

The work of National Voter Registration Day 2025 was made possible by the financial support of our sponsors and funders. This year, 11 Premier Sponsors supported the holiday with fiscal gifts. We are incredibly grateful for the support of each of the organizations and businesses listed below and once again thank them for their generosity and commitment to advancing our democracy.





IN THE MEDIA



MEDIA COVERAGE

The 13th anniversary of National Voter Registration Day continued to generate widespread national media coverage, with the nonpartisan civic holiday featured across television, print, digital, and radio outlets nationwide.

HUNDREDS OF LOCAL AND STATE NEWS OUTLETS COVERED NATIONAL VOTER REGISTRATION DAY, PROVING NO OFF YEARS:



MAKE YOUR VOTE COUNT: NATIONAL VOTER REGISTRATION DAY!

— PHOENIX, AZ



MADISON CLERK'S OFFICE CELEBRATES NATIONAL VOTER REGISTRATION DAY WITH WEEKLONG EVENTS

— MADISON, WI



HOLLY RIDGE, JACKSONVILLE BOARD OF REALTORS HOST VOTER REGISTRATION DRIVES

— JACKSONVILLE, NC

"It's important for everybody to register to vote because that's how things happen," said Christina Asbury, a realtor volunteer. "The elected officials are the ones that are in charge of your budget. They're in charge of the parks and the recs and schools and infrastructure and growth and all those things."



IT'S NATIONAL VOTER REGISTRATION DAY! ARE YOU #VOTEREADY?

— MARYLAND COUNTIES



NEVADA ENCOURAGES VOTER REGISTRATION ON 'NATIONAL VOTER REGISTRATION DAY'

— NEVADA



BIPARTISAN RESOLUTION FROM SENATOR ALEX PADILLA, SENATOR MITCH MCCONNELL PASSED BY UNITED STATES SENATE — NATIONAL



ADVOCACY GROUPS ENGAGE IN OUTREACH DURING NATIONAL VOTER REGISTRATION DAY

— RALEIGH, NC

"It is so critical for our democracy for people to be able to exercise their right and their obligation to vote. It is the way we, the people, are heard by our government," Gaye Williams, President of the League of Women Voters of Wake County, said.

THE TRIBUNE

HOW TO REGISTER TO VOTE IN SLO COUNTY CA SPECIAL ELECTION

— SAN LUIS OBISPO COUNTY, CA



VOLUNTEERS USE NATIONAL VOTER REGISTRATION DAY TO ENCOURAGE VOTERS AHEAD OF SPECIAL ELECTION — CATHEDRAL CITY, CA



FAYETTE CELEBRATES NATIONAL VOTER REGISTRATION DAY SEPT. 16

— FAYETTE COUNTY, GA

"Make your voice heard... register to vote, update your information, or learn more about your voting options," county officials stated. "Every vote matters, and it starts with making sure you're registered."

Pittsburgh Post-Gazette

ALLEGHENY OFFICIALS APPROVE MAIL-IN BALLOT PLANS AHEAD OF GENERAL ELECTION

— PITTSBURGH, PA

SPECTRUM
NEWS 1

GENERAL ELECTION LESS THAN TWO MONTHS AWAY

— SYRACUSE, NY

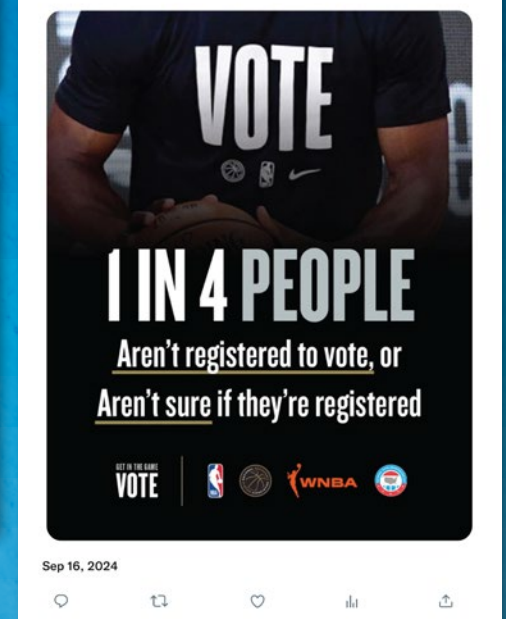
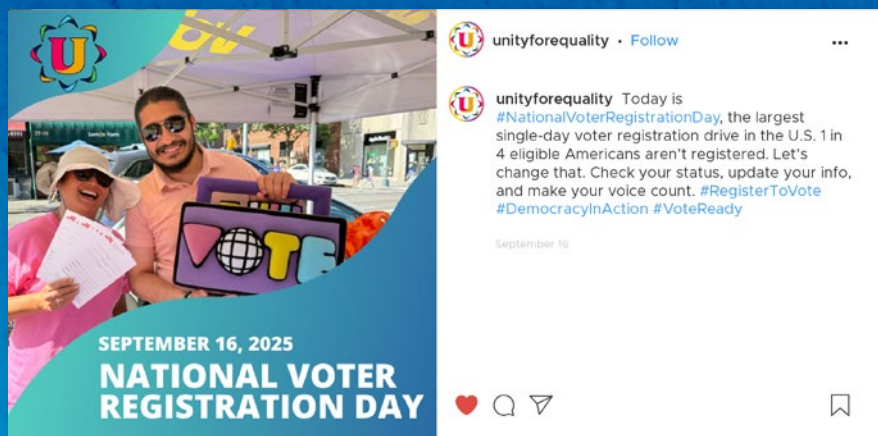
The Dallas Express
The People's Paper

NATIONWIDE PUSH FOR VOTER REGISTRATION UNITES COMMUNITIES

— NATIONAL

SOCIAL MEDIA

One of the best parts of every National Voter Registration Day is seeing our Partners bring the energy, blanketing feeds with fun, creative **#VoteReady** posts that get everyone talking and celebrating democracy in the true spirit of the holiday. From clever captions, eye-catching graphics, and mouth-watering food pics, the vibe is pure buzz. Below is a snapshot of some of the standout content our partners shared on this year's big day!



Advancing Justice - AAJC
@AAAJ_AAJC

It's National Voter Registration Day! Take 30 seconds to check your registration status, register to vote, or share this post to encourage your friends to do the same! [bit.ly/ 2025nvrreg](https://bit.ly/2025nvrreg)

#NationalVoterRegistrationDay #VoteReady

Sep 16, 2025

LWV League of Women Voters of the US
September 16

Happy #NationalVoterRegistrationDay! The League is proud to serve as a premier partner (again!) with @natlvoterreg to make sure every eligible voter knows that there is no such thing as an "off year" when it comes to democracy.

So head to VOTE411.org to register to vote or, better yet, stop by one of the 750 voter registration events Leagues are hosting nationwide today. You can check to see if there's an event near you by using our interactive map locator on lww.org.

Already registered to vote? Check your voter registration!

Sep 16, 2025

Voto Latino
@votolatino

Every 30 seconds, a Latino in the U.S. turns 18. This National Voter Registration Day, make sure you're registered to vote because when you show up, you win.

Visit votolatino.org/vote to check your status or register in minutes.

#NationalVoterRegistrationDay

Sep 16, 2025

HeadCount
September 16

Told ya we had something sweet for you 🍬 Take action on this #NationalVoterRegistrationDay for a chance to win VIP tickets to see Sabrina Carpenter live in LA 🎤 ... See More

Sep 16, 2025

acaspokane and acispokane

acaspokane 🗳️ Your voice has power!

Today, September 16, is #NationalVoterRegistrationDay!

We have less than two months before Election Day on November 4—if you haven't yet—you still have time to register to vote! 🗳️ Register at: bit.ly/RegisterVoteWA (link in bio)

🔔 Deadlines for the November 4 General Election in Washington state:

- ✓ October 27 — Online and by mail registrations must be received.
- ✓ November 4 — Register to vote in person by 8 p.m. at a County Elections Office.

Sep 16, 2025

BIPAC
@BIPAC

This Employee Registration Week, join us in celebrating National Voter Registration Day! Today, and every day, we celebrate democracy by encouraging employees and stakeholders to get registered to vote!

@BIPAC is proud to be a partner of @NatVoterRegDay. #VoteReady

9:04 AM • Sep 16, 2025

National Voter Registration Day is September 16

Are you ready?

vot_er_org • Follow

vot_er_org National Voter Registration Day is in a few days: comment BADGE

Are you ready to celebrate? National Voter Registration Day is all about making sure every eligible voter has the chance to vote. A Vote-ER badge makes it easy to talk about voting with patients and peers. With a quick scan, eligible voters can check their registration or register right away. Celebrate by making sure your community is #VoteReady. Order your free badge today and be part of the movement: comment BADGE

#VoteReady #NVRD #NVRD2025 #NVRD25

Sep 16, 2025

A collage of various election-related photographs is visible in the background, including people at a polling station, a group of people at a table, and a person wearing a 'LOVE' t-shirt. A large, vibrant rainbow is superimposed over the center of the image. A yellow banner with a diagonal split (yellow on top, orange on bottom) runs across the middle, containing the title text. A dashed yellow line also traces a path through the collage.

ELECTION OFFICIALS

ELECTION OFFICIAL ENDORSEMENTS

All across the country, we count on our election officials to come together to show the nation that voter registration is a collaborative and nonpartisan effort. In 2025, we were proud to be endorsed once again by the national organizations representing those hard-working heroes of our democracy:



U.S. ELECTION
ASSISTANCE
COMMISSION



GOVERNMENT RESOLUTIONS

National Voter Registration Day continues to be a celebration of our democracy from federal office to local. We're grateful to our trusted partners and elected officials for ensuring Americans are #VoteReady in time for Election Day. This year we received a bipartisan Senate resolution co-sponsored by Senators Mitch McConnell (R-KY) and Senator Alex Padilla (D-CA), to recognition from the nonpartisan National Association of Secretaries of State (NASS) and National Association of State Election Directors (NASED).

CATEGORY: NASS

NASS Recognizes National Voter Registration Day 2025

For Immediate Release
September 16, 2025

Washington, D.C. — In collaboration with members of the elections community, the National Association of Secretaries of State (NASS) is pleased to recognize September 16, 2025, as **National Voter Registration Day (NVRD)**. Each year, NASS supports this nonpartisan effort, which encourages eligible citizens across the country to check their voter registration status, register to vote and become more aware of the overall election process.



BI-PARTISAN SENATE RESOLUTION S.Res.388

Recognizing September
16, 2025, as "National
Voter Registration Day".

Passed Sept 15, 2025

NASS PROCLAMATION

NASED PROCLAMATION

RELEASE: NASED Celebrates National Voter Registration
Day 2025

SEPTEMBER 16, 2025 - PRESS RELEASE: NVRD 2025



NATIONAL ASSOCIATION of
STATE ELECTION DIRECTORS

NASED Celebrates National Voter Registration Day 2025

For Immediate Release
September 16, 2025

WASHINGTON, DC - The National Association of State Election Directors (NASED) joins the election community today in celebrating National Voter Registration Day, a nonpartisan day dedicated to encouraging eligible Americans to register to vote and to increase public awareness of state and territorial requirements for voting.

SENATE RESOLUTION



ELECTION OFFICIALS ENGAGE

So much of the magic that is National Voter Registration Day happens out in the community, up close and personal with potential voters. Lucky for us, America's Secretaries of State and election officials across the nation were right in the thick of it, championing the holiday's shared efforts.



MARSHALL, TX BOARD OF ELECTIONS



CAMERON COUNTY BOARD OF ELECTIONS



NY State Board of Elections @NYSBOE

Today is National Voter Registration Day! Don't be the odd one out — check if you're registered to vote at voterlookup.elections.ny.gov. Those who aren't registered should visit nyovr.elections.ny.gov to register online. #NationalVoterRegistrationDay #VoteReady

TODAY IS NATIONAL VOTER REGISTRATION DAY—

CHECK YOUR REGISTRATION STATUS AT

voterlookup.elections.ny.gov

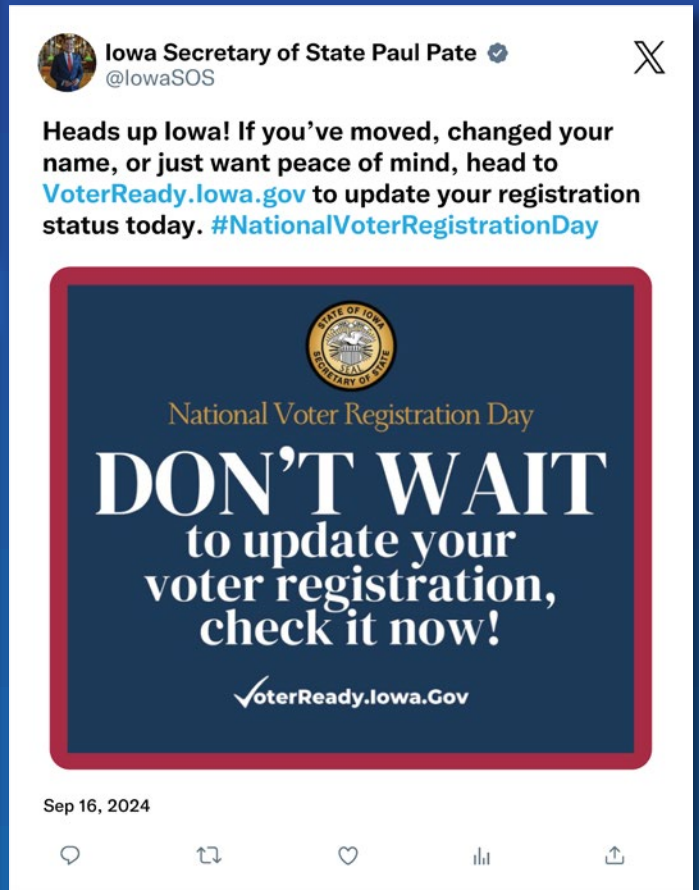
NATIONAL VOTER REGISTRATION DAY

0:03

NEW YORK STATE Board of Elections



CLACKAMAS COUNTY CLERK



LEE COUNTY SUPERVISOR OF ELECTIONS

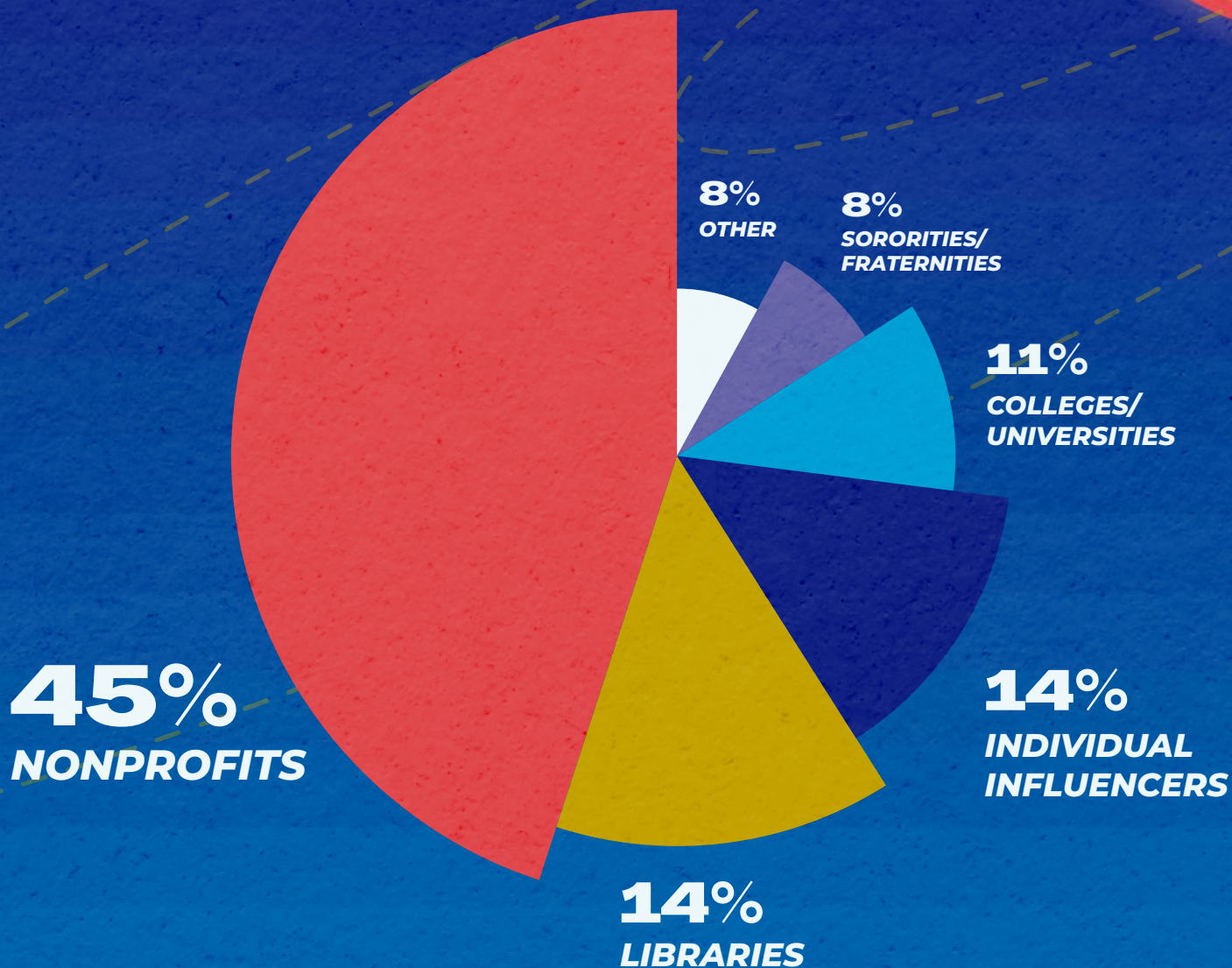




COMMUNITY PARTNERS



PARTNER BREAKDOWN



Each year, local organizational partners band together on National Voter Registration Day to register voters in their communities. Your dedication to this work is why our democracy persists. A special thanks to our nonprofit partners, who continue to make up the largest share of our efforts, working tirelessly to engage voters and strengthen democracy. Your impact is invaluable!

TOP RECRUITMENT BY PREMIER PARTNERS

1. Nonprofit VOTE
2. League of Women Voters
3. American Library Association
4. National Council on Nonprofits
5. LGBTQ Centers

PARTNER ENGAGEMENT

This year, **THOUSANDS OF COMMUNITY-LED EVENTS** popped up everywhere people already are, in libraries, community resource centers, food pantries, grocery stores, on street corners, and throughout our neighborhoods. Community partners met voters where life actually happens, turning everyday spaces into opportunities to get individuals excited about participating in democracy.

UNIFIED POLITICAL ASSOCIATION



UNITED AGAINST POVERTY - ORLANDO



GREATEST DELAWARE NAACP



COMMUNITIES FIRST



LEAGUE OF WOMEN VOTERS OF GREATER LOS ANGELES





YOUTH ENGAGEMENT

Engagement continued to thrive on college campuses this year despite the local election year. Our community and premier partners ran **400 VOTER REGISTRATION DRIVES** on college and university campuses across the country to ensure that our youth were registered and ready to vote.

UNIVERSITY OF VERMONT



BROWN VOTES



NORMAN NORTH HIGH SCHOOL LIBRARY



PACIFIC UNIVERSITY



BABE VOTE



UNIVERSITY OF PENNSYLVANIA



MICHIGAN TECHNOLOGICAL UNIVERSITY



TRENTON CENTRAL HIGH SCHOOL



UNIVERSITY OF SOUTH CAROLINA UPSTATE



LEXINGTON SENIOR HIGH



PREMIER PARTNERS

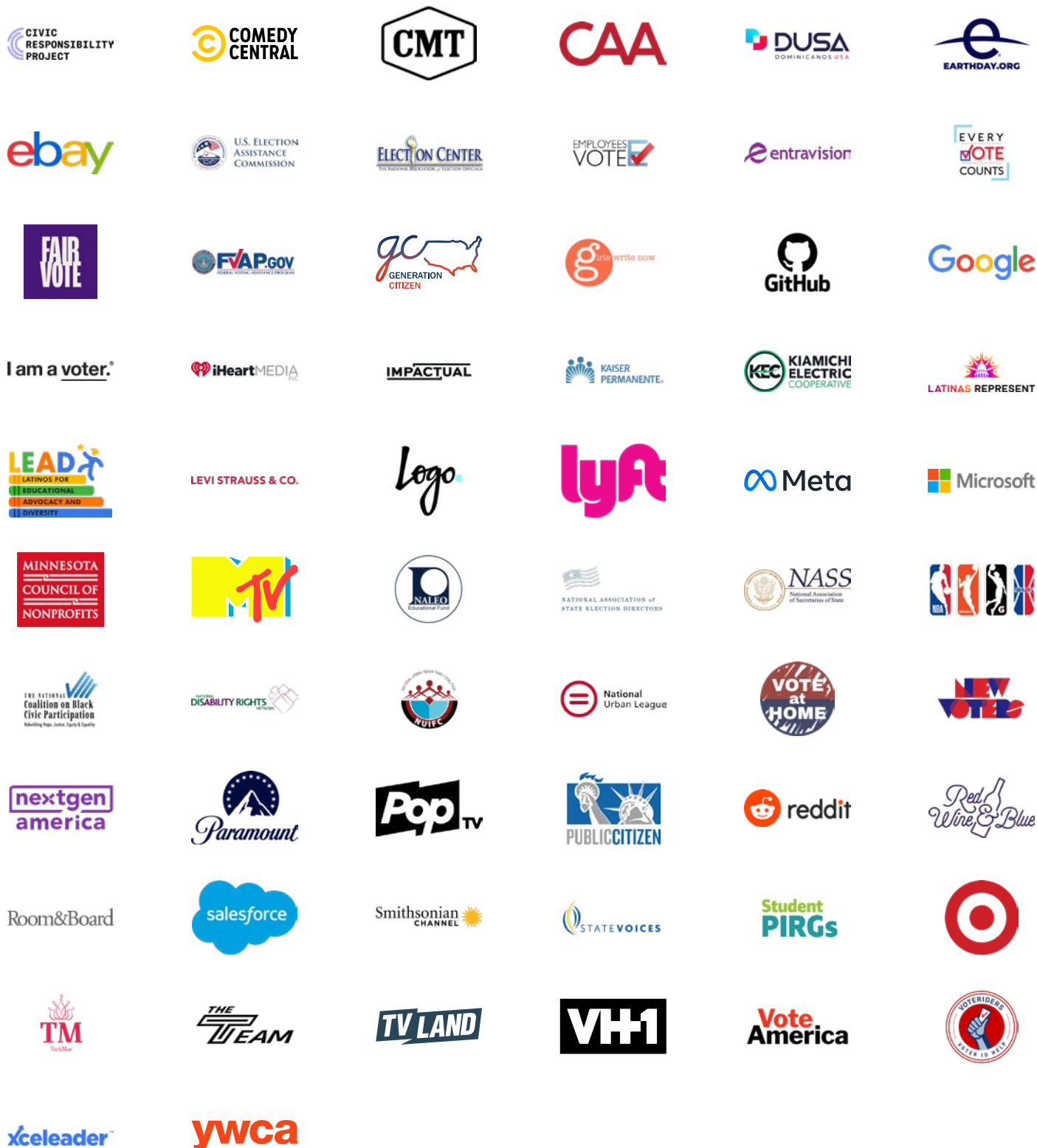
In 2025, **118 PREMIER PARTNERS** joined in our shared efforts to help get every eligible American registered and **#VoteReady** for the 2025 elections. Of the 118, 40 partners signed on to become permanent partners of the campaign, demonstrating their ongoing commitment to nonpartisan voter registration.

PERENNIAL



2025





Composed of Fortune 500s, media agencies, social media giants, companies from virtually every major industry, and nationwide nonprofits and civic organizations, the National Voter Registration Day 2025 Premier Partner coalition represented the best America has to offer working hand in hand for our democracy.





FINANCES & LEADERSHIP



PROGRAM EXPENSES

Salaries, Taxes, and Benefits	\$ 300,647
Independent Contractors	\$ 35,474
Event Materials and Shipping	\$ 68,422
Comms Tech and Services	\$ 16,892
Office Expenses and Supplies	\$ 12,848
Meeting and Travel	\$ 12,582
Total Expenses	\$ 446,865
* Unaudited	

For tax and charitable filings, see Nonprofit VOTE (EIN 20-4568862), the managing partner of National Voter Registration Day.

SPECIAL THANKS to our financial supporters, including Aflac, CAA Foundation, Carnegie Corporation of New York, Civic Alliance, Civic Responsibility Project, Google, I am a Voter, Levi Strauss & Co, Microsoft, National Basketball Association, Paramount Global, Room & Board, Target, and the Wallace H. Coulter Foundation.

We also extend our gratitude to the Premier and Community Partners who supported this year’s holiday by way of in-kind contributions of everything from social and traditional media ad buys to free pizza and snacks at events. While not included in the numerical financials for 2025, these gifts were crucial to the success that was National Voter Registration Day.



ACKNOWLEDGEMENTS

2025 STEERING COMMITTEE MEMBERS

Honorary Co-chair Minnesota Secretary of State, Steve Simon (D)
Honorary Co-chair Kentucky Secretary of State, Michael Adams (R)
U.S. Election Assistance Commission, Commissioner Donald Palmer (R)
U.S. Election Assistance Commission, Commissioner Benjamin Hovland (D)
Colorado Department of State, Division of Elections, Judd Choate
Yolo County Elections, Armando Salud
APIA Vote, Christine Chen and Michael Messina
BIPAC, Tim Riordan
CAA Foundation, Natalie Tran, Travis Merriweather, and Stephanie Sherman
Election Center, Tammy Patrick, LaShandra Little (D), Gina Roberts (R), Heather Hoffman ELC (I)
EveryLibrary, Sanobar Wilkins and Gwen Camp
Google, Emily Luepker and Sarah Horvitz
Levi Strauss & Co., Alexis Bechtol
Meta, Eva Guidarini
Microsoft, Dave Leichtman
NALEO Educational Fund, Arturo Vargas, Julio Rivera, and Juan Rosa
National Alliance on Mental Illness (NAMI), Brandon Graham
National Disability Rights Network, Michelle Bishop
National Urban League, Jerika Richardson and Ray Shackelford
Poderistas, Charlotte Castillo and Monica Sibri
United Way Worldwide, Jordan McKinney
When We All Vote, Beth Lynk
Impactual, LLC, Matt Singer (*Ex-Oficio*)
Nonprofit VOTE, Brian Miller (*Ex-Oficio*)

SUPPORTING STAFF As the managing partner, Nonprofit VOTE provides core staffing for the collaborative work of National Voter Registration Day

Brian Miller	JunXian Xie	Kimberley Carroll-Cox
Chyann Sapp	Kelsea-Marie Pym	Pradeep Gyawali
Caroline Mak	Laina Levy	Travis Morin
Gwen Stemberbridge	Sugelema Lynch	

DIGITAL SUPPORT AND TOOLS PROVIDED BY TurboVote and Vote.gov

DATA SUPPORT BY the National Association of State Election Directors (NASD)

SPECIAL THANKS TO TRANSLATION PARTNERS: APIA Vote, Arab American Institute, National Association of Latino Elected Officials, and National Haitian American Elected Officials.





**SEE YOU AGAIN ON
SEPT 15, 2026**

SAVE THE DATE

THANKS FOR CELEBRATING THIS YEAR'S NATIONAL VOTER REGISTRATION DAY

WE'LL SEE YOU NEXT YEAR!



Follow us @natlvoterregday
nationalvoterregistrationday.org



SEE YOU AGAIN ON
SEPT 15, 2026

