

NATIONAL VOTER REGISTRATION DAY

VOTER REGISTRATION AND ENGAGEMENT TIMELINE FOR NONPROFITS AND COMMUNITY ORGANIZATIONS

6+ MONTHS OUT

- ◆ Designate a Staff Lead (An internal champion who will coordinate voter engagement efforts)
- ◆ Establish buy-in and support from your Executive Director and senior staff
- ◆ Create a voter engagement plan, including goals and timeline
- ◆ Review the voting and deadlines in your state
- ◆ Identify potential partners to help provide training or resources
- ◆ Meet with your local election office to establish a relationship
- ◆ Develop a system for returning completed voter registration forms

5 MONTHS OUT

- ◆ Gather materials and resources to raise program visibility and engage voters (e.g. posters, buttons, and flyers)
- ◆ Train and motivate staff and volunteers who will interact with voters
- ◆ Kick off your voter engagement programs

4 MONTHS OUT

- ◆ Continue voter registration efforts
- ◆ Inform your community and supporters about your voter registration and voter education activities

3 MONTHS OUT

- ◆ Reassess goals - how far along are you? Should you adjust your goals?
- ◆ Prepare your get-out-the-vote plans
- ◆ Make sure 100% of eligible staff is registered and ready to vote

2 MONTHS OUT

- ◆ Intensify your voter registration and pledge to vote campaigns

1 MONTH OUT

- ◆ Continue intensive voter registration and voter pledge efforts through your state's voter registration deadline
- ◆ Do get-out-the-vote and voter education activities, primarily during the final 2-3 weeks before Election Day
- ◆ Promote early voting and vote-by-mail opportunities
- ◆ Identify and prepare staff who can answer voting questions

ELECTION DAY!

- ◆ Participate in visibility and celebrate with an Election Day event
- ◆ Use social media and in-person outreach to encourage the community to go out and vote!
- ◆ Give staff time off to vote

MONTH AFTER ELECTION

- ◆ Review, debrief, and evaluate your voter engagement efforts

