

This webinar is being recorded and the link will be shared.

Ready, Set, Register!

Planning Your 2026 National Voter Registration Day event

Wednesday, July 22nd



This webinar is being recorded and the link will be shared.

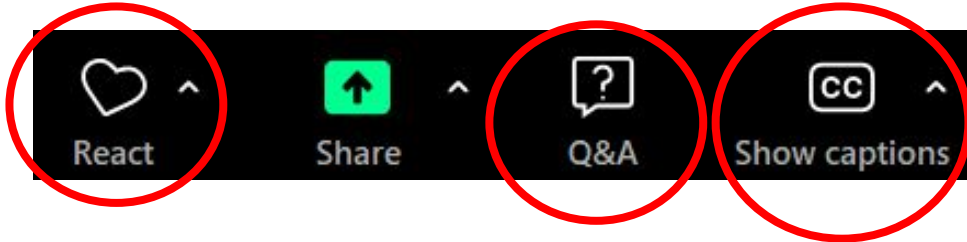
National Voter Registration Day

Save the Date: Tuesday, September 15



Housekeeping

- **This webinar is being recorded** and the link will be shared.
- There will be a Question & Answer session
 - Please add your questions in the **Q&A box in zoom**, not in the chat.
- **Closed Captioning** is available



Who we are and what we do

- **Mission:** Nonprofit VOTE is the managing partner of the holiday and we equip our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.
- **Vision:** We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a more inclusive democracy where all voices are heard, particularly those currently underrepresented in the voting process.



[Nonprofit VOTE 2023-2024
Biennial Report](#)



About National Voter Registration Day

54 days
til Sept 15!

- Since 2012, National Voter Registration Day and its partners have helped register over 6.3 million voters.
- In 2024 alone, 820,000 people registered or updated their registration—1 in every 120 eligible voters nationwide.
- Thousands of diverse partners participate annually, supported by national endorsements and free tools for digital and in-person outreach.
- The holiday is endorsed by the National Association of Secretaries of State (**NASS**), the National Association of State Election Directors (**NASED**), the U.S. Election Assistance Commission (**EAC**), and the National Association of Election Officials (**The Election Center**).



Thank you to our generous sponsors!



LEVI STRAUSS & CO. CAA



What does it mean to be a community partner?



The impact of the **2026 Midterms**

The 2026 elections will give voters the opportunity to shape decisions at every level of government.

Ballots across the country will include **all 435 seats** in the U.S. House of Representatives, **33** U.S. Senate seats, **36** governorships, over **6,100 state** legislative seats, and tens of thousands of local offices that influence policies affecting daily life.

Remember: National Voter Registration Day is about democracy. It's about doing something, big or small, to help your community participate in the electoral process. We're helping people use their voice—not telling them what to say.



Why we're coming together

Over the past few years voters of all types have been significantly impacted by policy. Our goal is support partners in coming together for a **nonpartisan** moment to **register voters, remind them to update their forms.**

In the 2020 federal election, **25% of Americans** reported not being registered to vote or unsure if they were registered, with over **600,000 non-voters** specifically citing a registration problem as their reason for not casting a ballot.

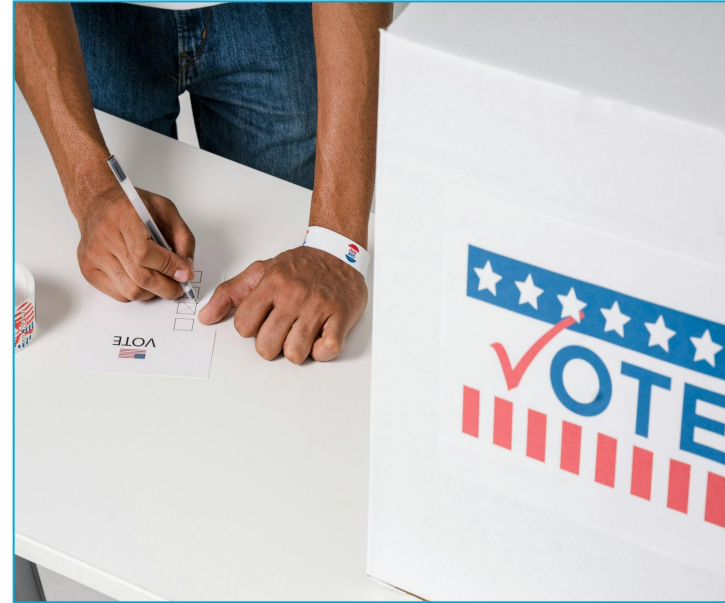
A 2020 study found **27% of Americans** reported not being registered because they didn't know how, kept forgetting, did not have time, were too busy, or had recently moved.

And among unregistered voters ages 18-24, **this percentage was even higher at 42%.**



The six rules for becoming an **NVRD partner** :

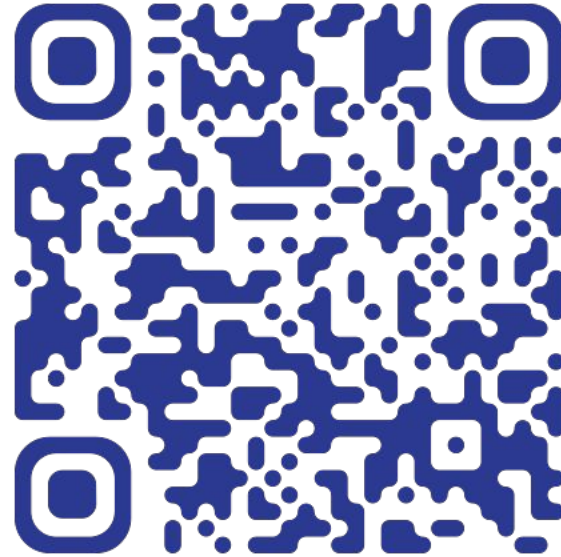
1. Be **nonpartisan**.
2. Be **inclusive**.
3. Be **informed** about your state's voter registration laws.
4. Stay **non-transactional**.
5. Be **#VoteReady**
6. And **have fun!**



Sign as a 2026 community partner!

**Over 1500+
have signed
on!**

Scan the QR code with
your camera app or click
the link in the chat to sign
up!

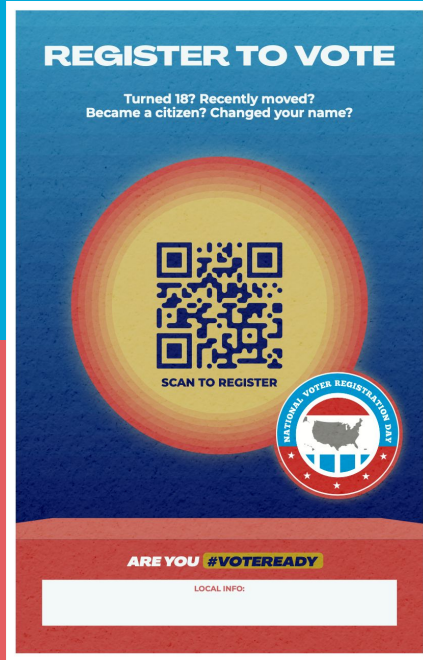


What you can do as a **community partner**



- **Step up** for those who have to step back.
- Display **posters and stickers** around your community (starting in August).
- Host a voter registration drive on **Tuesday, September 15th**.
- **Cross-promote** NVRD on your social media.
- **Share** the event with your networks.
- Encourage your **local election office** to celebrate the day.
- Attend ongoing **webinars and trainings** to stay up to date on key requirements.





What you'll receive as a community partner

- **Posters and stickers (available in nine languages)**
 - Will be available for digital downloads and editable in Canva
- **Toolkits: Communications, field, social media toolkits**
 - Including recommended copy for press and social media to help make promotion of the holiday low-lift
- **Fact sheets**
 - For community partners, high schools & campuses, election officials, and employee engagement
- **Ongoing webinars**



Posters and stickers are available in **nine languages**



Setting the Stage



What we hope you'll take from this webinar

- ✓ Feel confident and equipped to run a voter drive in your community on September 15th
- ✓ Be well informed about the resources available
- ✓ The opportunity to ask questions about your plans



Let's prepare your **voter engagement plans** by first addressing the landscape

What's
happening in
2026



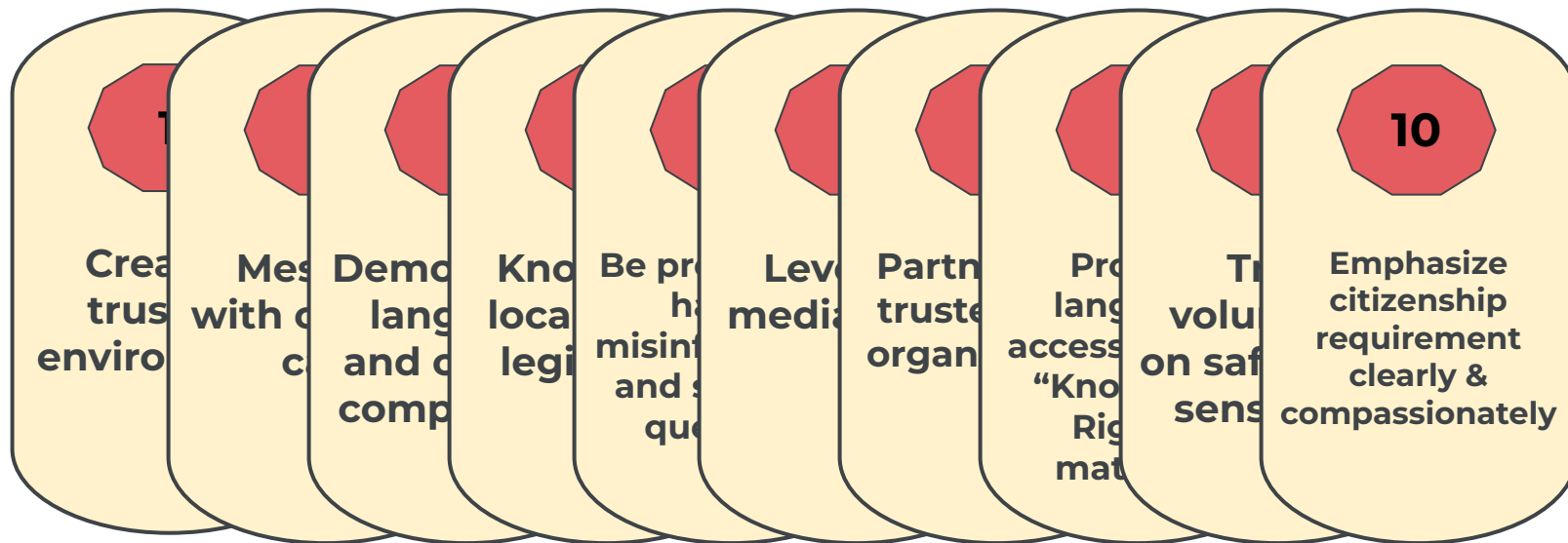
Voter
Registration &
NVRD is
inarguably
nonpartisan



There's a
heightened
need to
protect your
community



Here are **10 key things to remember** when doing voter engagement in 2026



What it **all** comes down to is...

Knowing your community.



As a trusted local organization, having a deep understanding of the community you serve (and their needs) is vital. It helps you be confident in your communication and keep their trust.

Knowing your stuff.



Voting rules can change from year to year. Make sure you're well versed in voter registration legislation for your state and city before you start planning your drive.

Using your tools.



Comms tools have already been created for you - so no need to reinvent the wheel. But make sure to also use tools like the Census to update your understanding of your community.

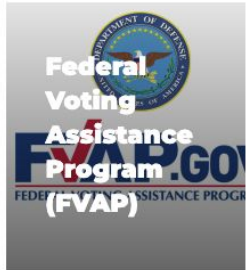
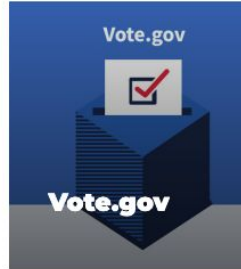
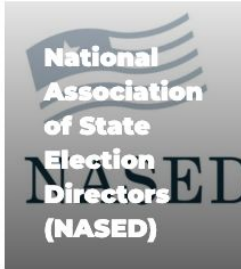
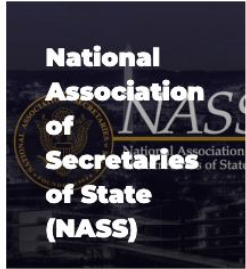


Tools and Resources

We've got you covered



Trusted resources

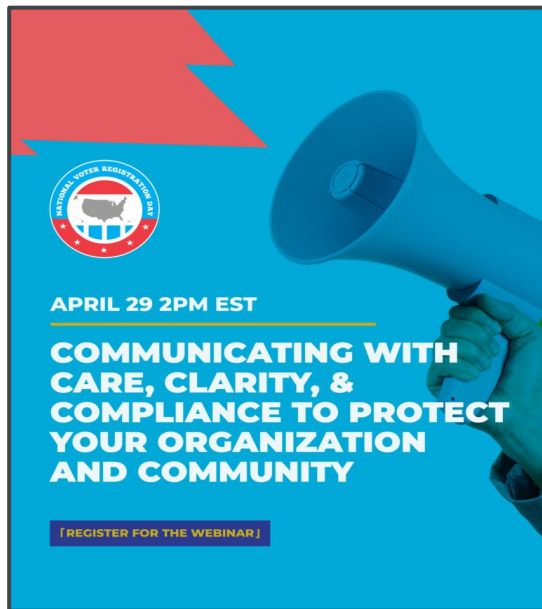


When in doubt, always go to the source. The most reliable source for up-to-date voting information continues to be your state and local elections officials.

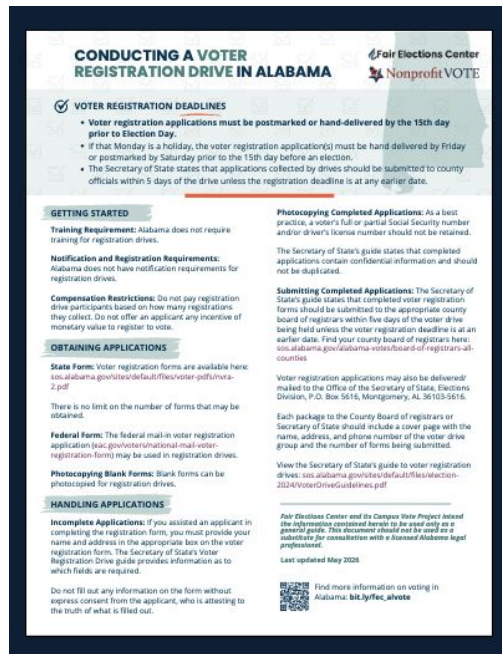
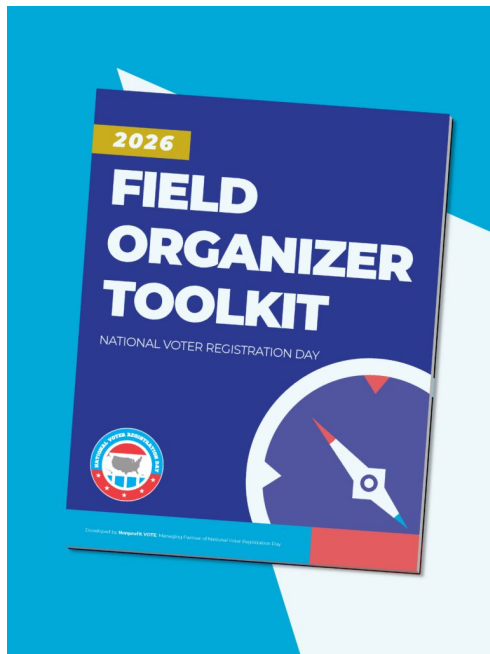


A quick **recap** of this year's webinars

Webinar recordings available at
[nationalvoterregistrationday.org/
webinar-schedule/](https://nationalvoterregistrationday.org/webinar-schedule/)



Our 2026 tools



Communications resources



Everything from sample messaging for email, press releases, tips and tricks, and brand guidelines.



Fact sheets to help with registering specific voters



Check out a few of our fact sheets with talking points for specific groups of voters like new citizens and college students!



And coming in August...



SOCIAL MEDIA TOOLKIT

National Voter Registration Day

CAMPAIGN             

Celebrate Democracy with National Voter Registration Day!

DESCRIPTION

National Voter Registration Day may have passed, but the work continues. The holiday is a nationwide celebration of democracy, powered by thousands of partners and millions of voices making sure every eligible American is ready to vote. These assets can support voter registration drives in states where deadlines remain open, serve as reminders in places with same day registration, and help power broader get-out-the-vote efforts through Election Day.

To make it easy and fun, we've put together this Social Media Toolkit: your one-stop hub for building excitement, sharing accurate voting information, and rallying communities online. Inside you'll find:

- Registration Reminders
- Local Election Graphics
- Memes

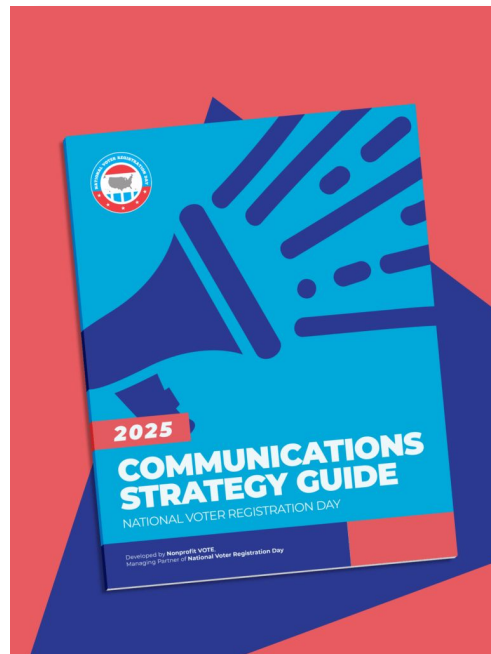
KEY DATES

National Voter Registration Day - September 15, 2026
Celebrate democracy by helping us get every eligible American registered and #VoteReady for their next trip to the ballot box in 2026 and beyond!

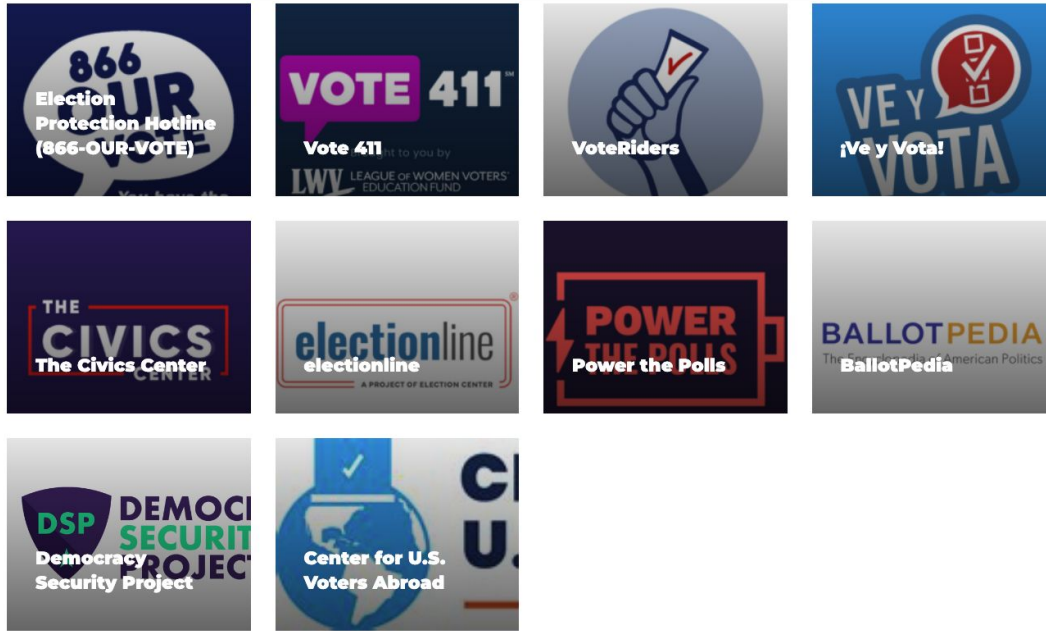
National Voter Education Week - October 5-9, 2026
Voters should have the tools, information, and confidence they need to cast their ballots. This is where National Voter Education Week comes in!

Vote Early Day - October 27, 2026
Vote Early Day helps all eligible voters understand their voting options while celebrating the act of voting early.

Election Hero Day - 2026 Date Coming Soon!
Celebrate the election administration teams, poll workers, and others around the country who help ensure voters can cast their ballots.



Vetted partner resources



Resources from some of our vetted partners including voter id, voter hotlines, what to know about voting abroad, and more.



Running your drive

Here's your checklist



Step 1: Finalizing voter drive logistics

What to remember:

- As a community organization, voters see you as a **trusted resource**. Make sure you're well informed and prepared.
- Set the **expectations** for your event and volunteers.
- Do a mock voter drive to iron out the **details** of registering voters and accepting forms.

Checklist

- ☐ Prep your voter drive plan
- ☐ Bookmark key links
- ☐ Finalize logistics
- ☐ Confirm the location
- ☐ Confirm your volunteers
- ☐ Assign roles
- ☐ Review your materials list
- ☐ Prep for form submission plan
- ☐ Prep for Step 2





Key Resources

- [Digital Posters](#)
- [Event Checklist](#)
- [Field Toolkit](#)
- [Find your Poll Site](#)
- [Making a Plan](#)
- [Register to Vote / Check Your Registration](#)
- [Training Volunteers](#)
- [Voter Registration 101](#)
- [Voting FAQ](#)



Step 2: Get Informed!

What to remember:

- It's super important to make sure you have **all of the details** on voting laws, deadlines, and what's on the ballot in your state.
- There's over **100,000 positions** open seats this year across the country.

Checklist

- ☐ Review the State by State guidelines
- ☐ Verify the most up to date information with your local election office
- ☐ Ensure that your volunteers have and understand the educational resources
- ☐ Prep for Step 3





Key Resources

- [Past webinars](#)
- [State by State Guides](#)
- [Trusted Voting Resources](#)



Step 3: Finalize your comms plan and talking points

What to remember:

- National Voter Registration Day is a nonpartisan civic holiday so make sure to **stay nonpartisan** in all of your comms with voters and volunteers.
- Review your talking points in advance and make sure your team is **well prepared** for speaking with voters.
- Research the **demographics and key issues** of your voter drive location and prep talking points accordingly. Consider assigning **specific talking points** to volunteers to mitigate any partisan conversations.

Checklist

- ☐ Review the comms resources
- ☐ Ensure your volunteers have and understand the resources
- ☐ Assign talking points to specific volunteers
- ☐ Prep for Step 4





Key Resources

- [Comms Strategy Guide](#)
- [Messaging Tips, Tricks, and Tactics](#)
- [Tips for Talking to Reporters](#)



Step 4: Promoting on social media

What to remember:

- Review and utilize the **social media tools** that the NVRD team has created for you!
- Consider **engaging content** that you want to promote and create a social media plan around it. The content should be graphic-heavy and visual.
- **Cross-promote** NVRD resources to help amplify the day.
- Send your photos to **@NatlVoterRegDay** and use the hashtag **#VoteReady**

Checklist

- ☐ Review the social media resources
- ☐ Draft and schedule your posts using tools like tweetdeck
- ☐ Ensure the social media volunteer has a plan





Key Resources

- [NVRD Brand Guidelines](#)
- [Social Media Assets](#)



Q&A



What's Next!

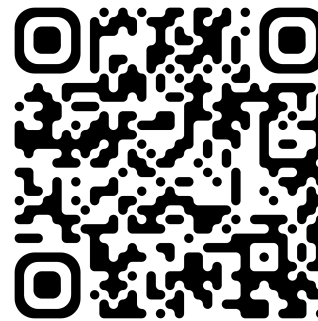


Webinar Calendar

August 5 | State by State Voter
Registration guides with Fair Elections
Center

August 12 | A conversation on how to
make the most out of NVRD on college
campuses w/ ALL IN

Sept 8 | Last minute planning for your
NVRD event w/ Rock The Vote



Sign up for the Civic Holidays!

**CELEBRATE THE CIVIC
HOLIDAYS WITH US!**



Send your social media posts & photos

@NatVoterRegDay

#VoteReady





Contact Us

Questions about partnership and resources:

- info@nationalvoterregistrationday.org



Thank you

See you on September 15!

