

KEY 2026 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 2026 as an Election Year

- ◆ 2026 is not just an election year—it's an elections year! Voters nationwide will head to the polls to weigh in on so many races this midterm—including every U.S. House seat, a third of U.S. Senate seats, 36 governorships, and over 6,100 state legislative seats, not to mention thousands more races for local offices. In other words? Potential voters should know it's all on the table this November.
- ◆ This year, our democracy turns 250 years old! On September 15, 2026, National Voter Registration Day partners across the country will come together and celebrate one of the most fundamental and powerful rights all Americans share by registering new voters. And what could be more patriotic than that?
- ◆ Over 250 years, our democracy has been built and powered by Americans of all stripes showing up and helping everyone get involved. September 15 is the perfect opportunity to uphold that tradition by helping members of our community take that first essential step toward full civic participation.

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!



- ◆ The daily tumult of national politics in Washington can feel far off and beyond our control. It can also feel like the only arena worth paying attention to. But remember that getting your community registered to vote for upcoming elections is a chance to take control and exert agency over the political process at all levels: federal, state, and local.
- ◆ Even though they have lower turnout than Presidential election years, midterms drive voter turnout. A lot can happen in 2 years, including life events that may require an updated voter registration—a move across town or state lines, marriage or separation, a name change, naturalization, or just turning 18—and National Voter Registration Day is the perfect day to do it.

About the Holiday

Held this year on September 15, 2026, 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 2026. Whether you've moved down the street or across the country, National Voter Registration Day 2026 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.

