

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

National Voter Registration Day

Save the Date: Tuesday, September 15



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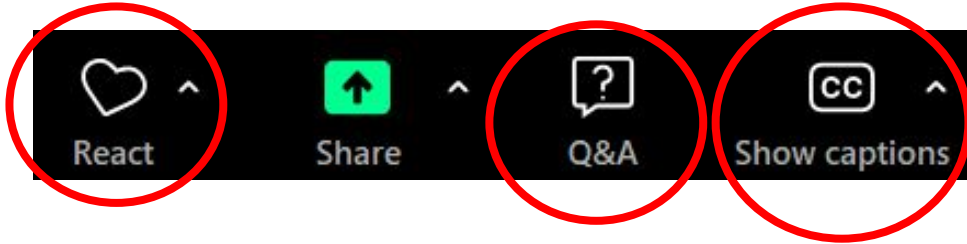
Last Minute NVRD Planning with One Week to Go!

Sept 8, 2026



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



What Gives You Hope?



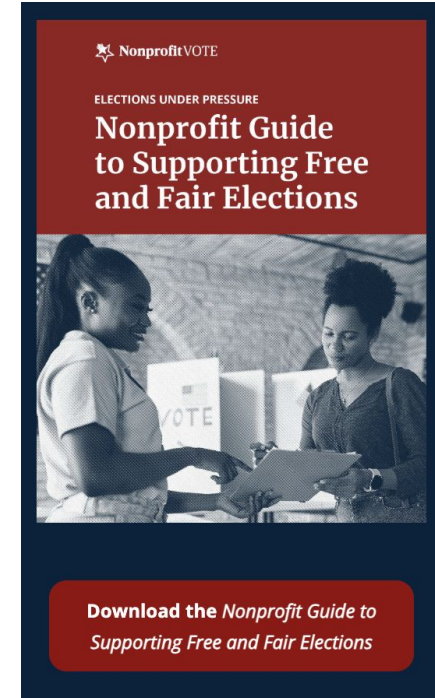
What Gives You Hope?

As we head into NVRD, what's giving you hope in your community right now?

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.

Visit www.nonprofitvote.org for more information!



About National Voter Registration Day

7 days
til Sept 15!

- Since 2012, National Voter Registration Day and its partners have helped register over 6 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.



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!**



What we hope you'll take from this webinar

- ✓ Feel confident and inspired to run your voter drive next Tuesday
- ✓ Be well informed about the resources available
- ✓ An understanding of what's needed to run a successful drive in 2026



Setting the Stage

4000+ Voter Drives happening all
across the country on September 15th

+

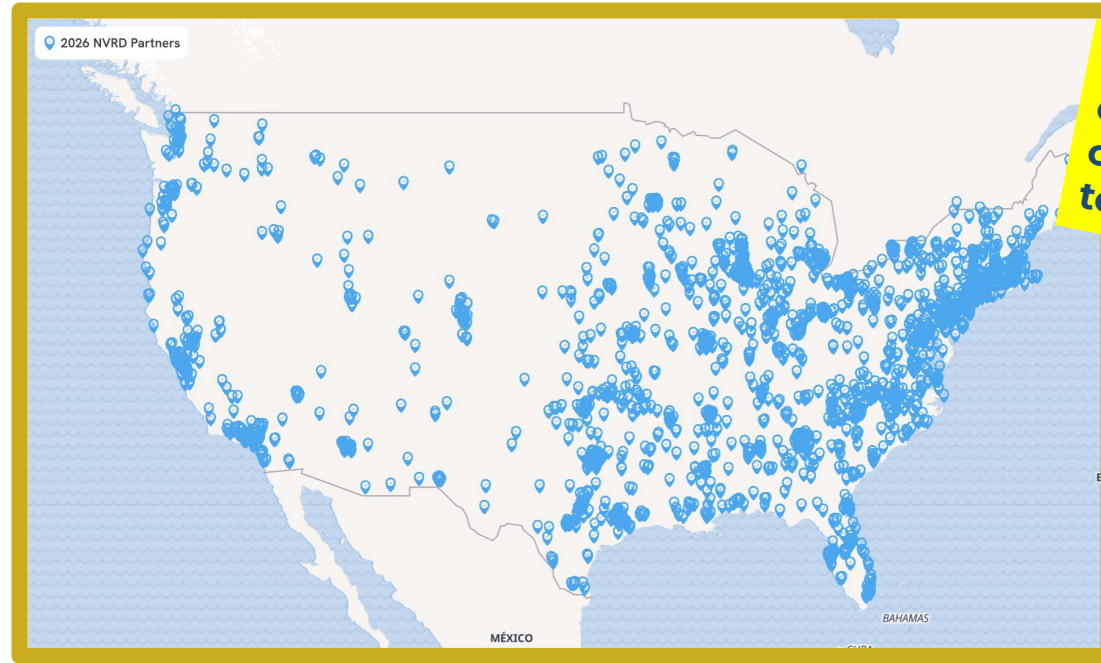
**145 National Organizations and
Corporations**

=

**An awesome, nonpartisan celebration
of our democracy**



From Coast to Coast, our 4000+ partners are ready to get their communities #VoteReady on Sept 15!



Partners in every corner of the country are ready to roll!

National Partners

145 national organizations and corporations!



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



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 key messaging

The key takeaway messaging for September 15th is that National Voter Registration Day is for [all eligible voters](#) whether you're....

Registering for
the first time

Checking your
registration

Updating your
registration.

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.

Project HOPE : Sponsored by Levi Strauss Foundation



15 cities.
15 community colleges.
Sept **15**.

Project HOPE is a national public art initiative, supported by Levi Strauss Foundation, and built around a simple idea: the values that strengthen communities become real when we put them into practice. On September 15, fifteen community colleges across the country will transform public space into collaborative artworks centered on the phrases HOPE AS A VERB, LOVE AS A VERB, JOY AS A VERB, CARE AS A VERB, and VOTE IS A VERB.

Rock the Vote



Today's Speakers



Chris Palumbo
Director of Partnerships



Madison Henry
Campaigns & Partnerships
Associate



Trusted Voices Make the Difference

Trusted messengers can include:

Students / Educators

Athletes

Community Organizers

Creators

Small Business Owners

Volunteers

Local Leaders



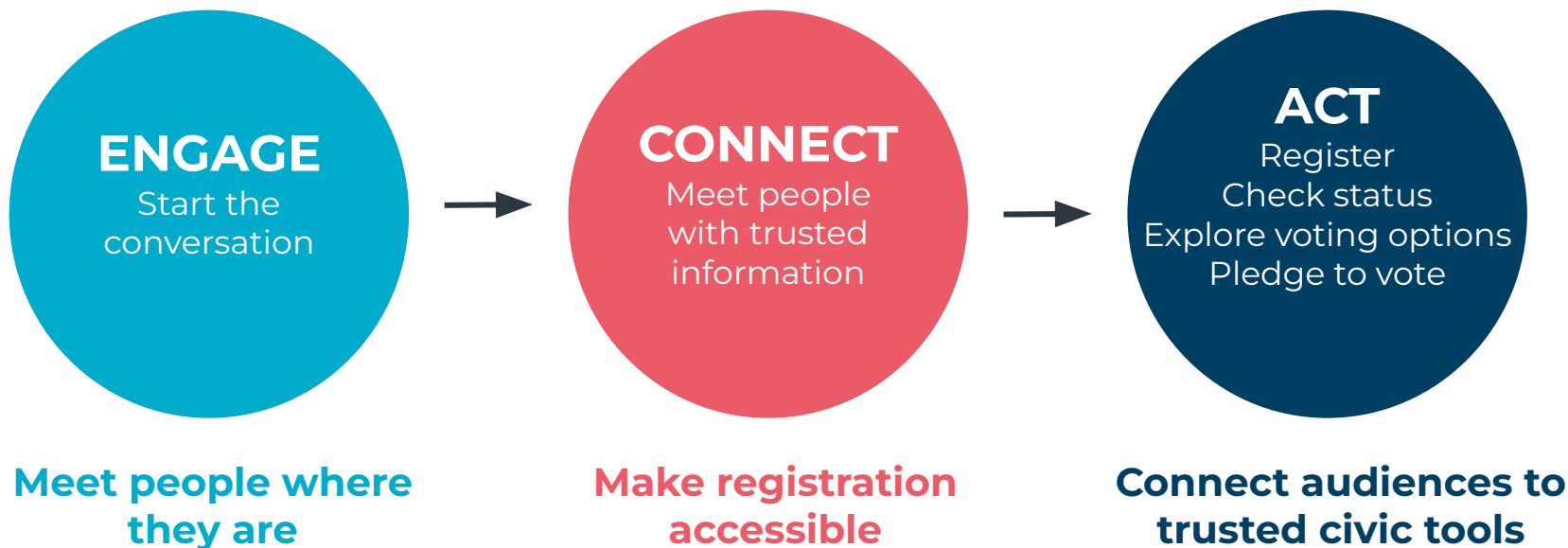
National efforts create awareness.

Local trusted voices create connection.



Turning Civic Engagement Into Action

Rock the Vote helps partners turn moments of engagement into opportunities for participation.



YOUR COMMUNITY. YOUR IDEAS. YOUR IMPACT.

There's no single way to celebrate. Every community brings its own approach

- ★ Partners make the movement stronger through creativity and local innovation
- ★ Local ideas drive engagement from campus events to community gatherings
- ★ The best strategies come from those closest to the community



Everything You Need to Make an Impact on NVRD

Rock the Vote also provides tools & resources including:

- Online Voter Registration and Registration Status Check tools
- Messaging guidance
- Social graphics
- Sample copy
- Email templates
- Voter Registration Drive Toolkit



**2026 GENERAL ELECTION
VOTER REGISTRATION DEADLINES**

Election Day - Tuesday, November 3, 2026

Alabama	10/19	Montana *	10/5
Alaska	10/4	Nebraska	10/16
Arizona	10/5	Nevada *	10/6
Arkansas	10/5	New Hampshire *	10/14
California *	10/19	New Jersey	10/13
Colorado *	10/26	New Mexico *	10/6
Connecticut *	10/16	New York *	10/24
Delaware	10/10	North Carolina *	10/9
District of Columbia *	10/13	North Dakota	N/A
Florida	10/5	Ohio	10/5
Georgia	10/5	Oklahoma	10/9
Hawaii *	10/26	Oregon	10/13
Idaho *	10/23	Pennsylvania	10/19
Illinois *	10/6	Rhode Island	10/4
Indiana	10/5	South Carolina	10/2
Iowa *	10/19	South Dakota	10/19
Kansas	10/13	Tennessee	10/5
Kentucky	10/5	Texas	10/5
Louisiana	10/5	Utah *	10/23
Maine *	10/13	Vermont *	11/3
Maryland *	10/13	Virginia *	10/23
Massachusetts	10/24	Washington *	10/26
Michigan *	10/19	West Virginia	10/13
Minnesota *	10/13	Wisconsin *	10/14
Mississippi	10/5	Wyoming *	10/19
Missouri	10/7		

*Rock the Vote uses the earliest voter registration deadlines

■ Same Day Registration available only during Early Voting
■ Same Day Registration available only during Election Day
■ Same Day Registration available during Early Voting & Election Day
■ Same Day Registration available during Election Day & Early Voting (up until the Friday before Election Day)

ROCK THE VOTE
ROCKTHEVOTE.ORG

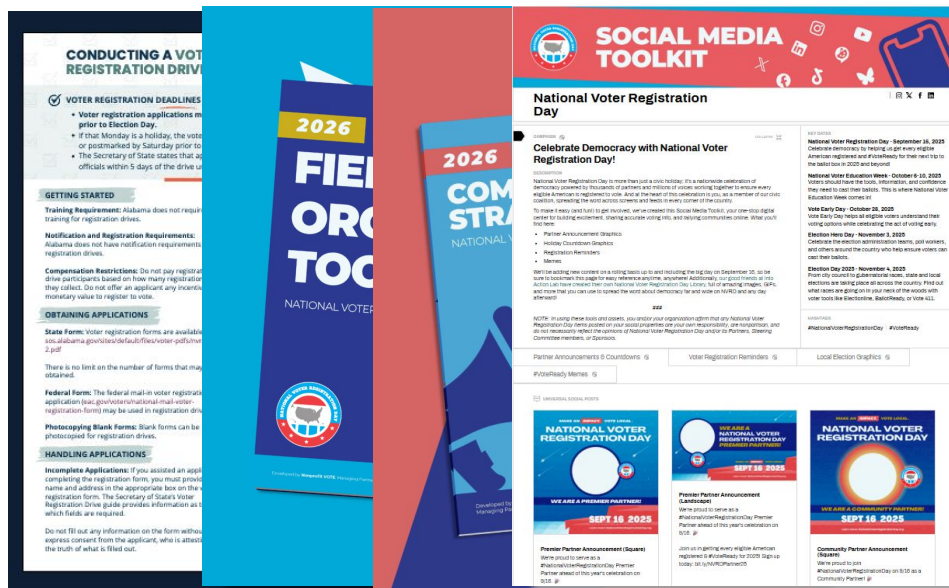
Leave inspired — and prepared.

Last-minute prep for Sept 15

Everything You Need to Make an Impact on NVRD

NVRD Partner Resources

- State Guides
- Comms Toolkit
- Field Toolkit
- Social Media Toolkit
- Fact Sheets
- Talking Points
- Communicating with the press
- ...and more!



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.

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



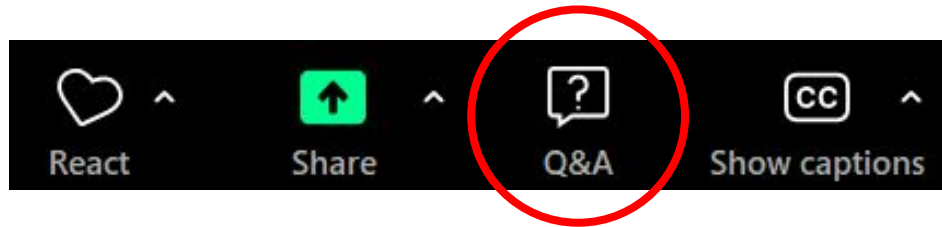


Key Resources

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



Q&A Time!



What's Next!

Send your social media posts & photos

@NatVoterRegDay

#VoteReady



Rock the Vote

@rockthevote #RocktheVote





Contact Us

Questions about partnership and resources:

- info@nationalvoterregistrationday.org



Thank you

See you next Tues, September 15!

**ROCK
THE
VOTE**



**BUILT
BY
US**
POWERED
**BY
US**

