NATIONAL VOTER REGISTRATION DAY

September 26, 2017
THE PROBLEM

- Every year millions of Americans find themselves unable to vote because they miss a registration deadline, don’t update their registration, or aren’t sure how to register.
CONFUSION ABOUT REGISTRATION

- One out of nine Americans move each year
- People turn 18 years old
- People change names
- People don’t vote in a while
MAJOR PARTNERS

- NASS, NASED, and hundreds of state and local election officers.


- Facebook, Google, Country Music Television, BET, Univision, Twitter, TurboVote, MTV, and others.
TOOLS AND RESOURCES
THE IMPORTANCE OF COMMUNITY PARTNERS
ADVANTAGES OF COMMUNITY PARTNERS

- Trust and deep roots in the community
- Staff are often “of” the community
- Cultural competency
- Desire to strengthen community serves
PARTISAN CAMPAIGNS WON’T FILL THE GAP
PARTISAN ECONOMICS DRIVE A NEGATIVE FEEDBACK LOOP

People Don’t Vote

Labeled as “Low Propensity”

Campaigns don’t make contact
ENGAGING NEW VOTERS

An evaluation of the demographic reach and impact on voter turnout of 120 nonprofits across 9 states, who collectively engaged 30,000 voters.

In partnership with CIRCLE at Tufts Univ.
DEMOGRAPHICS REACHED

**Breakdown by Age**
- All Registered Voters
- Nonprofit VOTE Contacts

**Breakdown by Race/Ethnicity**
- All Registered Voters
- Nonprofit VOTE Contacts

**Breakdown by Income**
- All Registered Voters
- Nonprofit VOTE Contacts
WE ARE REACHING VOTERS WHO WOULD OTHERWISE GET MISSED

- 51% net new registrants.
- Had we not engaged them, they would not have been registered at a DMV, registrar’s office, or by another third party group.
IMPACT ON TURNOUT
VOTER TURNOUT BY INCOME

All Registered Voters

Nonprofit VOTE Contacts

$50k+  $25k-$50k  <$25k
ELECTION OFFICIALS CAN LEAD THE WAY
WHAT ELECTION OFFICIALS CAN DO:

- Sign up as a partner of National Voter Registration Day at www.NationalVoterRegistrationDay.org

- Issue a call to action for community partners to help register voters on National Voter Registration Day

- Promote National Voter Registration Day in your local media and on your social media channels
BECOME A PARTNER

National Voter Registration Day Partner Agreement 2017

First Name *
Last Name *
Email *
ZIP/Postal Code *
Phone Number *
ISSUE A CALL TO ACTION

Use our sample press release, and adapt it for your state, to recruit community partners who can help you expand your reach and increase the share of registered voters.

For immediate release...

Contact: XXXX, ###-###-####, zzzz@zzzz.gov

[State / County / Municipal Elections Office] is Asking Community Partners to Help Register Voters on National Voter Registration Day

[CITY] – On September 26, 2017, [State / County / Municipal Elections Office] will be joining with thousands of other elections officials and others across the country to celebrate National Voter Registration Day with focused, nonpartisan voter registration efforts and related publicity campaigns. To help ensure success of the holiday, [State / County / Municipal Elections Office] is calling on community partners in [State / County / City] – including libraries, universities, nonprofits, and businesses – to join in this effort by signing up now as a partner and getting prepared to host a local drive on National Voter Registration Day.

[Add quote from local election official talking about why they want community partners to help in this effort.]

Every year millions of Americans find themselves unable to vote because they miss a registration deadline, don’t update their registration, or aren’t sure how to register. National Voter Registration Day seeks to help eligible voters across the country participate in our democratic process. [Optional second quote with some local numbers on unregistered voters]

On National Voter Registration Day, organizations from all over the country will “hit the streets” in a single day of coordinated field, technology, and media efforts to create broad awareness of
PROMOTE NATIONAL VOTER REGISTRATION DAY
Secretary Pate went out to community voter registration events.

2,517 new voters on National Voter Registration day and 7,954 in the last week!

GOOD JOB IOWA!
ALABAMA

Secretary Merrill posted throughout the day and retweeted content. He linked to the voter registration link and sent out a social media video where the **world heavy weight champion** asked Alabama to register to vote.
Sec. Lawson promotes 1st Gubernatorial debate held on NVRD
AND OTHER ELECTION OFFICES....
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