A Partner Communications Toolkit for Traditional and Social Media
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This document provides partners with the assets they need to promote their participation in National Voter Registration Day through traditional media and social media. The assets featured in this toolkit should be deployed at different stages throughout the campaign leading up to September 26, 2017. Additionally, it should be noted that this document features suggested copy. Partners are encouraged to tailor it for their target audience(s).
Key Messaging

About National Voter Registration Day

- September 26 is National Voter Registration Day – the largest one-day effort of the year to register voters.
- Hundreds of thousands of voters will be registering to vote online and offline in a single day.
- It’s celebrated on the fourth Tuesday of every September by thousands of volunteers, organizations, businesses, schools, and election officials from all over the country.
- Created in 2012, National Voter Registration Day raises a powerful reminder and two weeks before the final deadline to register to vote in many states.
- Supported by the National Association of Secretaries of State, #NationalVoterRegistrationDay is led by a broad, nonpartisan group of civic, business, and election leaders that including National Association of State Election Directors (NASED), United Way World-wide, Facebook, Google, Nonprofit VOTE, Asian American Pacific Islander American Vote (APIA Vote), National Disability Rights Network, National Association of Latino Elected and Appointed Officials (NALEO), Democracy Fund, Military Officers Association of America (MOAA), Secretary of State John Merrill (R-AL), and Secretary of State Steve Simon (D-MN).

Importance of Registering to Vote

- Last year more than five million Americans didn’t vote because they missed a registration deadline or didn’t know how to register. National Voter Registration Day wants to make sure no one misses the opportunity to vote due to a registration problem.

Reaching All Eligible Voters

- By engaging more than 2,000 community and online partners and volunteers in a massive single-day event we reach tens of thousands of new voters who haven’t yet registered or updated their registration in the final weeks before the deadlines.
- The “Earth Day” of democracy, the event registered more than 700,000 voters in all 50 states in 2016, most of them under 35.
- Technology will help eligible voters find registration drives nearby, register to vote online, and find one of hundreds of #NationalVoterRegistrationDay events being planned across the nation.

Other

- When talking to the press, please encourage them to point their viewers to voter registration options, whether a state-specific online voter registration tool, a tool through your organization, or www.NationalVoterRegistrationDay.org/register-to-vote/.
All partners are encouraged to use the official National Voter Registration Day hashtag – #NationalVoterRegistrationDay – across their social media accounts.

Tweets and Instagram photos with #NationalVoterRegistrationDay will appear on www.NationalVoterRegistrationDay.org in one of two feeds. Keep posts nonpartisan, pro-democracy please. Additionally, National Voter Registration Day operates branded accounts on Facebook, Twitter, and Instagram.

**Website**

At www.NationalVoterRegistrationDay.org, individuals and organizations can leverage a voter registration tool, a field toolkit to plan National Voter Registration Day events, communications and promotional materials, and an event registry that will list hundreds of National Voter Registration Day events taking place around the country.

National Voter Registration Day will also use a short URL created through Google – http://goo.gl/e07Li3 – to develop tweets within the 140-character Twitter limit.

**Facebook**

The National Voter Registration Day Facebook page engages users by making them aware of resources and activities surrounding National Voter Registration Day. Make sure to promote National Voter Registration Day’s Facebook event page and ask your supporters to join. To ensure consistency, the National Voter Registration Day Facebook page is:

https://www.facebook.com/NatlVoterRegDay

**Twitter**

The National Voter Registration Day Twitter handle engages partner organizations in conversations about National Voter Registration Day, promoting increased social media activity on behalf of our partners. We also engage individual users tweeting about voter registration to push them towards the site to take action. The National Voter Registration Day Twitter handle is:

@NatlVoterRegDay
http://www.twitter.com/NatlVoterRegDay

**Instagram**

An Instagram account will be maintained for National Voter Registration Day 2017. Photos that will be featured on the account will be reposted from our partners and people that participate in National Voter Registration Day that use #NationalVoterRegistrationDay in their Instagram posts. The National Voter Registration Day Instagram account is:

@NatlVoterRegDay
http://www.instagram.com/natlvoterregday
Four Weeks Out – August 29, 2017

Announce Participation

Partners can announce and promote their participation in National Voter Registration Day by taking the following actions:

• Create and promote your National Voter Registration Day events. Create a National Voter Registration Day event on the website’s event registry (www.NationalVoterRegistrationDay.org/events), then promote the link through your organization’s communications channels.

• Send an email to your memberships lists. Announcing your participation in National Voter Registration Day or sending out tools for your affiliates or chapters to use for promotion. You can find a sample email in the “Resource” section of this packet.

• Promote your participation. We’ve included materials on the website you can print to rally support on the ground. It is also a good time for your first press release and to begin social media promotion. A sample press release and social media posts can be found in the “Resource” section of this packet.

• Contact influencers. Utilizing the #NationalVoterRegistrationDay hashtag, reach out to influencers with the influencer ask letter and invite them to participate using the hashtag on September 26.

Three Weeks Out – September 5, 2017

Promote Your National Voter Registration Day Event

National Voter Registration Day partners can create event listings on the National Voter Registration Day website. Here’s how:

To find an event or to create an event for National Voter Registration Day, visit www.NationalVoterRegistrationDay.com/events.

Using the National Voter Registration Day events directory has many benefits, among them being:

• Potential voters can easily find an event in their community to register to vote.

• Potential volunteers can find an event and contact the person(s) planning it to offer a few hours of community service.

• Partners can promote their event(s) directly from the events directory.
Two Weeks Out – September 12, 2017

Promote Your National Voter Registration Day Event & Registering to Vote

Messages in this period will begin to dramatically increase in frequency and the sense of urgency around upcoming National Voter Registration Day events. At this point, a direct call to register to vote will be more prominently featured than at previous points in this communications timeline.

- **Remind your membership lists.** Send another email to remind people about events you are hosting. This is a good time for you to recruit volunteers and make sure everyone knows all the specifics about your activities. A sample email is provided in the “Resource” section of this packet.

- **Continue your social media push.** Keep your followers informed of upcoming events through social media. It is important for them to hear about your activities over time leading up to National Voter Registration Day. By reminding them, they become more likely to participate.

- **Follow up with influencers.** Remind them that the event is just two weeks away, and ensure the date is on their social media calendars for September 26. Share new press and updates that have come out to get them excited about supporting.

One Week Out – September 19, 2017

The Final Push

The final push towards September 26 should consist of frequent, daily postings to social media and repeated calls to register to vote.

- **Alert the media again.** Send another press release or media alert similar to the one from the previous week. Including new information is not necessary, but you want to make sure they have the details they need. Many times, these documents can be overlooked the first time, so think of this as a friendly reminder to these outlets.

- **Increase social media posts.** As you near your event, is important for your audience to be aware of what you are planning. Review our sample social media posts for ideas of how you can keep your followers engaged on Facebook and Twitter. Remember to promote your specific events and voter registration in general.

- **Follow up with influencers.** Remind them that the event is just two weeks away, and ensure the date is on their social media calendars for September 26. Share new press and updates that have come out to get them excited about supporting.
Day of National Voter Registration Day

September 26, 2017

Flood social and traditional media and your communities with everything about National Voter Registration Day.

- **Spread the word about National Voter Registration Day.** Last year our hashtag trended on Twitter due to the high number of social media posts. Let’s make #NationalVoterRegistrationDay trend this year. We have provided sample posts for both Facebook and Twitter in order to provide a consistent message the day of and to allow for greater exposure.

- **Invite your membership lists to your event.** This is your last chance to let people know about your event and get them to come out for it. It is also important to make sure they register to vote today, so be sure to share the link to the voter registration tool on the website. A sample email is available in the “Resource” section.

- **Push your event to the public.** Send out a final media alert to ensure that your event is getting the coverage it needs. This is the best way to reach out to the general public beyond your regular distribution lists. A sample media alert can be found in the “Resource” section.

- **Know your stuff.** Review the talking points included in the introduction of the packet. It is likely that you will be asked questions by the media and general public at your event, so make sure you are well versed about National Voter Registration Day.
Social Media Posts

The following are sample social media posts to share leading up to the campaign. Posts can be modified and customized to fit your organization’s needs, but we recommend that you always provide a link to the site and include the hashtag #NationalVoterRegistrationDay. Under “Resources” and “Partner Toolkit” on the website, we have also provided graphics you can share.

Sample Facebook Posts

• Celebrate Democracy in America by registering to #vote on September 26.
  www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay

• Have you moved since the last Election Day?
  Make sure you’re registered to #vote with your new address!
  www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay

• National Voter Registration Day is in just [insert amount of time]! Find a voter registration event near you at
  www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay

• What are you doing September 26? Join us at a National Voter Registration Day event near you!
  [LINK TO FB RSVP LISTING] #NationalVoterRegistrationDay

• Register in September to #vote in November! Get registered at our National Voter Registration Day event on September 26: [LINK TO ORGANIZATIONAL EVENT LISTING] #NationalVoterRegistrationDay

• Did you know [ORGANIZATION NAME] is helping register voters in our community? We’re part of National Voter Registration Day. www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay
Sample Tweets


• What’s #NationalVoterRegistrationDay all about? Learn more at http://bit.ly/2un8c3T

• Moved recently? Make sure you’re registered to #vote at your new address! http://goo.gl/e07Li3 #NationalVoterRegistrationDay

• We are [insert amount of time] away from #National Voter Registration Day 2017! Join us! http://goo.gl/e07Li3

• We’re a proud partner of #National Voter Registration Day. Get involved & register to #vote at http://goo.gl/e07Li3

• We’re gearing up for #National Voter Registration Day! Find events near you at http://goo.gl/e07Li3

• Register in September to #vote in November. #National Voter Registration Day is 9/26! http://goo.gl/e07Li3

Sample Social Media Posts for September 26

Facebook: It’s National Voter Registration Day. Take 30 seconds to register to vote or find a registration event near you! www.NationalVoterRegistrationDay.org #NationalVoterRegistrationDay

Twitter: It’s #NationalVoterRegistrationDay! Register to #vote or find a registration event near you! http://goo.gl/e07Li3
Sample Email for Supporters and Affiliates to be sent on or around August 30

Sender:
[NAME, ORGANIZATION NAME] (Should read “Samantha, Organization.com,” for example)

Suggested Subject lines:
• Mark your calendar: September 26 is National Voter Registration Day!
• Celebrating Democracy in America – Register to Vote!
• [ORGANIZATION NAME] and National Voter Registration Day

Dear [ORGANIZATION NAME] supporter,

We’re excited to once again be part of a national effort to strengthen our community by registering hundreds of voters on September 26, 2017, also known as National Voter Registration Day.

First started for the 2012 presidential election, National Voter Registration Day has become a 50-state holiday when thousands of organizations and volunteers organize to ensure our family, friends, and neighbors are registered to vote.

Why register in 2017, you may ask? Our answer: States, cities, counties and towns have big elections this fall. Primaries for next year’s state and national elections are months away. As a nonpartisan coalition of organizations, National Voter Registration Day is the perfect opportunity to get involved no matter what party you support or which issues matter most to you.

I invite you to register to vote and learn more at www.NationalVoterRegistrationDay.org and use #NationalVoterRegistrationDay on social media to spread the word!

Once you’re registered to vote, there’s a lot of other ways you can get involved:

• Join [ORGANIZATION NAME] at one of our National Voter Registration Day events.
• Step up to host your own local event with your family, friends, and neighbors to make sure everyone you know is registered.
• Get reminders via email or text message so you don’t forget September 26 is the big day!

We’re really excited to be able to join hundreds of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME]
[ORGANIZATION]
Sample Email to be sent on or around September 13

Sender:
[NAME, ORGANIZATION NAME] (Should read “Samantha, Organization.com,” for example)

Suggested Subject lines:
• Where will you be on September 26?
• Our National Voter Registration Day events near you
• [ORGANIZATION NAME] in your town
• Celebrate #NationalVoterRegistrationDay!

Dear [NAME],

We’re committed to strengthening our community by getting voters registered for National Voter Registration Day. It’s not just important, but it’s also fun and you can join us! On September 26, come out to one of the many voter registration events we’re hosting near you: www.NationalVoterRegistrationDay.org/Events

We all know voting is important, period. Yes, it’s not a presidential year – but there local races in every state. And the next national election year is just months away.

RSVP now to an event in your area, then ask a friend to join you:

[EVENT NAME 1]
[EVENT LOCATION]
[Time]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]
[EVENT LOCATION]
[Time]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 3]
[EVENT LOCATION]
[Time]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers like you – people that value civic participation and are willing to take a few hours for one day to help make the bonds of our communities stronger.

Visit www.NationalVoterRegistrationDay.org/events to RSVP and invite a friend!

See you on September 26!

[NAME]
[ORGANIZATION]

P.S. If events aren’t your thing, no big deal. Just don’t miss out on the most important part of National Voter Registration Day – take 30 seconds to make sure you’re registered to vote at your current address.
Sample Email to be sent on or around September 26

**Sender:**
[ORGANIZATION NAME]

**Suggested Subject lines:** TODAY is National Voter Registration Day! Join us!

Dear [FIRST NAME] / Supporter,

Voting is one way we express ourselves as a community, as voters and Americans, but to exercise this basic right, we must be registered to vote!

That's why [ORGANIZATION NAME] is a proud partner and supporter of National Voter Registration Day, which happens to be today.

And you can be part of this amazing day!

**Register to Vote Online:** It's simple, it's free, and it's secure.
**Attend a National Voter Registration Day event:** Find one near you.
**Spread the word:** Once you make sure you’re registered, forward this email to a friend, ask them to join you and use #NationalVoterRegistrationDay throughout social media.

Thanks for taking a few moments to strengthen your community – and our country – with your voice.

Sincerely,

[ORGANIZATION NAME]
Sample Press Release – Distributed during the week right after Labor Day or September 5

Headline:
September 26 is National Voter Registration Day 2017

Subheadline:
[ORGANIZATION NAME] plans to register voters in CITY to celebrate the national holiday.


With important local and state elections approaching 2018 primaries months away, every eligible American voter should exercise his or her right to be heard at the ballot box this year and next. National Voter Registration Day is the right place to start by getting registered.

That is why communities across the country are planning to use National Voter Registration Day to increase voter participation.

Thousands of national, state, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2017. Partner organizations will coordinate hundreds of National Voter Registration Day events nationwide and leverage #NationalVoterRegistrationDay in all social media platforms to drive attention to voter registration and the midterm elections.

[ORGANIZATION NAME] is proud to be a National Voter Registration Day partner. On September 26, [ORGANIZATION NAME] will engage its constituency and community and register voters at the following events:

[Event 1, time, location]
[Event 2, time, location]
[Event 3, time, location]

The effort’s website, www.NationalVoterRegistrationDay.org, provides a listing of National Voter Registration Day events across the country.

Founded in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote. More than two million Americans have registered to vote on this day since the inaugural National Voter Registration Day.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT].
Sample Media Alert – Distributed on September 19 & 26

**Headline:**
September 26 is National Voter Registration Day 2017

**Subheadline:**
[ORGANIZATION NAME] plans event(s) to register voters in time for the (state, county or city) election.

**WHAT:**
At [00:00 p.m. EST/CST/PST], Tuesday, September 26, 2017, [ORGANIZATION NAME] will host a National Voter Registration Day 2017 event at [LOCATION NAME] as part of a massive 50-state effort to register thousands of voters.

**WHY:**
The goal for the 2017 National Voter Registration Day is to increase participation by encouraging Americans to register to vote and come out to the polls this November.

[“Insert quote here from organization representative/president/executive director.”]

As a nonpartisan unofficial national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012 for the presidential election, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote.

Americans can register at hundreds of events across the nation and online at www.NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 26 by searching #NationalVoterRegistrationDay.

**WHEN:**
National Voter Registration Day
[00:00 p.m. EST / CST / PST]
Tuesday, September 26, 2017

**WHERE:**
[LOCATION NAME]
[Address]
[City, State Zip Code]

**MEDIA CONTACT:**
[First Last]
[(555) 555-5555]
[firstlast@organization.org]
Sample Media Alert – Distributed the morning of September 26 before 9 a.m.

Headline: September 26 is National Voter Registration Day 2017

Subheadline: [ORGANIZATION NAME] plans event(s) to register voters and encourage participation in future elections

WHAT: At [00:00 p.m. EST/CST/PST], Tuesday, September 26, 2017, [ORGANIZATION NAME] will host a National Voter Registration Day 2017 event at [LOCATION NAME] as part of a massive 50-state effort to register thousands of voters.

WHY: The goal for the 2017 National Voter Registration Day is to increase participation by encouraging Americans to register to vote and come out to the polls this November.

[“Insert quote here from organization representative/president/executive director.”]

As a nonpartisan “holiday” for democracy, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012 for the presidential election, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote.

Americans can register at hundreds of events across the nation and online at www.NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 26 by searching #NationalVoterRegistrationDay.

WHEN: National Voter Registration Day
[00:00 p.m. EST / CST / PST]
Tuesday, September 26, 2017

WHERE: [LOCATION NAME]
[Address]
[City, State Zip Code]

MEDIA CONTACT: [First Last]
[(555) 555-5555]
[firstlast@organization.org]