

COMMUNICATIONS ACTIVATION TIMELINE

The timeline below is a sample timeline by which you can share information about National Voter Registration Day in 2025, promote your participation, and build a successful event through your organization's communications channels. Depending on your goals, you can incorporate some, all, or none of these dates into your communications efforts while also using other key moments in the summer and early fall that are important in your community.

Please consult the [Communications Resources](#) page on our website for downloadable social media copy and graphics, copy-and-paste email text, logo art, and more.

Two Months Before National Voter Registration Day (mid-July)

- ✓ Announce your participation in National Voter Registration Day, September 16, 2025: Let's get #VoteReady this #NationalVoterRegistrationDay!
- ✓ Encourage others in your community to join the effort by signing up as official holiday Partners. Spread the word through your membership lists, networks, affiliate organizations, chapters, and more.
- ✓ Highlight the importance of this year's state and local elections by raising awareness as to what's at stake and reminding your community to start getting #VoteReady on this year's #NationalVoterRegistrationDay.

One Month Before National Voter Registration Day (mid-August)

- ✓ Remind your community about your official Partner role in this year's #NationalVoterRegistrationDay on September 16. Encourage potential voters not to wait and get #VoteReady today by registering!
- ✓ Promote your participation and encourage other organizations of all stripes and sizes to join you in the national effort by signing up as a Partner on the NVRD website to receive free swag, training, and more.



- ✓ Consider a smaller or internal voter registration push. Test-drive your messaging approach so that all systems go on September 16! Build excitement among your employees or members and encourage them to register today so that they're freed up on September 16 to get others #VoteReady.
- ✓ Remind your audience that it's never too early to get #VoteReady ahead of #NationalVoterRegistrationDay. For those who are already registered, this is a good time to research options for how to cast a ballot on or before Election Day.

Three Weeks Before National Voter Registration Day (the last week of August)

- ✓ Issue one final push to encourage organizations to sign up as Partners before the deadline for receiving a free shipment of National Voter Registration Day-branded swag, including posters and stickers! Remind your community that groups of all types and sizes, from huge companies to small church groups, can and should join in!
- ✓ Put out a press release. September 1 marks the start of National Voter Registration Month!
- ✓ Promote your National Voter Registration Day event. As more attention turns towards the holiday, potential volunteers, would-be voters, and the media increasingly search for and are interested in finding National Voter Registration Day events in their communities and online.

Two Weeks Before National Voter Registration Day (post-Labor Day)

- ✓ Promote your organization's event and encourage voter registration. Messages from other Partners in this period will increase in frequency, and the sense of urgency around upcoming National Voter Registration Day events in the community, on the airwaves, and on the internet will rise.
- ✓ Remind your membership lists. Send another email reminding people about events you are hosting, including in-person and/or online events. This is a good time to recruit and train volunteers and ensure everyone knows everything about your activities.



- ✓ Keep your community and online followers informed of upcoming events. They need to hear about your activities leading up to National Voter Registration Day. By reminding them, they become more likely to participate.

One Week Before National Voter Registration Day

- ✓ It's almost go time! The final push toward September 16 should consist of frequent, daily social media posts and repeated calls to register to vote and celebrate #NationalVoterRegistrationDay.
- ✓ Alert the media via direct outreach, press releases, and/or a media alert. It is essential to remind the media of your event and the holiday more broadly as it nears.
- ✓ Increase social media posts focusing on why upcoming elections and voter registration opportunities are essential this year and every year for your community!
- ✓ Prepare for the big day, and make sure you know your stuff! Review the key messages included in this Communications Strategy Guide and prepare a few talking points specific to voter registration, being #VoteReady, and the place of your organization and event in the national movement around voting. You will likely be asked questions by the media and/or the public at your event or online on September 16, so make sure you are ready. Review the state-specific resources on the NVRD website and consult your state or local election office's website to learn more about registration in your community.





NATIONAL VOTER REGISTRATION DAY—SEPTEMBER 16, 2025 🇺🇸

- ✓ Blast out reminders to REGISTER TO VOTE! It is MOST important that everyone tune into your social media channels, on your email lists, and in your community registers to vote TODAY! And once they've done so, they need to get everyone else they know to do the same. Share the link to the voter registration tool on the NVRD website or whatever tool(s) or methods your organization uses to help make the holiday successful! Flood social and traditional media and your communities with calls to register to vote, get #VoteReady, and everything else about National Voter Registration Day.
- ✓ Use our hashtags—#NationalVoterRegistrationDay and #VoteReady—to help celebrate the holiday and the importance of the voter registration trend!
- ✓ Invite your membership lists to your event and push your event to the public. This is your last chance to let people know about your event and get them to participate. Send out a final press release (including the availability of images if you have them) to ensure that your event is getting the coverage it needs. This is the best way to reach the general public beyond your regular distribution lists.



One Day After—September 17, 2025, and beyond

- ✓ Remind your community that voter registration deadlines vary by state, from 30 days before Election Day through to Election Day itself for states with Same Day Registration. If people in your community missed National Voter Registration Day, they can still register to vote or update their registration up to their own state deadline. If all your work is in one state, include that state's deadline in your communication. If not, include a list of state deadlines or resources from official sources like [Vote.gov](https://www.vote.gov) or the election section of your Secretary of State's website.
- ✓ Stay engaged! Plan to help your community get #VoteReady starting today. We hope National Voter Registration Day is just the start of your group's civic engagement efforts. The website will have resources and links about how to get #VoteReady in many different ways, no matter how you want to vote and no matter where you are in the country!
- ✓ Consider participating in additional civic holidays, such as National Voter Education Week (October 6-10), Vote Early Day (October 28), and Election Hero Day (November 3). Check them out and learn more at civicholidays.org.

