



2025

COMMUNICATIONS STRATEGY GUIDE

NATIONAL VOTER REGISTRATION DAY

Developed by **Nonprofit VOTE**,
Managing Partner of **National Voter Registration Day**

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INTRODUCTION

Welcome to the National Voter Registration Day (NVRD) team, Partner!

Every year, we take on the mighty task of cutting through the noise of daily life to help our communities get **#VoteReady**, and we're so glad you're here to help make it happen. With millions of eligible Americans still not registered to vote, your role in sparking that "aha!" moment for friends, neighbors, and total strangers is more important (and powerful) than ever.

Sure, voter registration can seem complicated, but the good news is: *you don't need a PhD in civic engagement to make a difference.* All it takes is a clear message, a welcoming vibe, and a dash of creativity. That's where this **Communications Strategy Guide** comes in. It's packed with tools, tips, templates, and fresh ideas to help you build messages that motivate action, and have a little fun while you're at it.

This guide is here to support you, but the real magic of National Voter Registration Day comes from *you*. The events and celebrations you host bring this day to life in your community. So go ahead! Take what you need, remix what inspires you, and let your creativity shine.



BACKGROUND

Every September, [National Voter Registration Day](#) brings people together for one big, bold, and joyful mission: to help as many eligible Americans as possible get registered and #VoteReady for the next election. Think of it as a nationwide block party for democracy, with one simple goal: making sure every voice can be heard at the ballot box.

Since its founding in 2012, the holiday has served as the largest nonpartisan day of civic action and has helped over 6 million Americans register to vote. We are able to reach unregistered individuals and connect with soon-to-be voters thanks to our dedicated coast-to-coast coalition of Community Partners. This includes thousands of volunteers, nonprofit organizations, businesses, schools, libraries, election officials, and friends like you.

Together, we turn one day into a nationwide civic movement, flooding social media, lighting up the news stations, and showing up in communities everywhere to reach folks who haven't registered yet, or who need to update their info after a move, a name change, or a big life moment.



National Voter Registration Day is [supported](#) by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASED), the National Association of Election Officials (Election Center), and the U.S. Election Assistance Commission (EAC). The holiday's [Steering Committee](#) is composed of a diverse, nonpartisan group of civic and business leaders and election officials from both sides of the aisle.



HOW TO CELEBRATE

At its heart, National Voter Registration Day is a civic holiday, with a heavy emphasis on HOLIDAY. It's a confetti-worthy, high-five-inducing, playlist-pumping celebration of democracy! But this year, we're bringing an even sharper focus to **why** voter registration matters, because in 2025, *state and local elections are where the action is.*

From city councils to school boards, mayors to local ballot measures, these elections shape the daily lives of our friends, families, and neighbors. And yet, they often have the lowest turnout. That's where you come in. We invite every Partner to show up with heart, creativity, and a little local flair. Turn an ordinary Tuesday into a can't-miss community celebration that gets people fired up about making a difference right where they live.

Let's be real: any voter registration event is a win. But why stop at good when you can go **unforgettable**? National Voter Registration Day is your chance to think beyond the table-and-clipboard setup and create an experience that people won't forget. In addition to decorating your registration tables so they can't be missed, here are a few examples of events that went above and beyond from past NVRD celebrations:

- ✓ Music, or even live concerts
- ✓ Yard games like frisbee, cornhole, and volleyball
- ✓ Dance contests and community block parties
- ✓ Yoga in the park
- ✓ Pizza parties and neighborhood BBQs
- ✓ Baby goats petting zoos (still undefeated!)
- ✓ And more!

#VOTEREADY PRO TIP

Make your event authentic by incorporating the flavor and culture of your community. Maybe that's setting your event up near a bustling community gathering space or serving snacks from a favorite local restaurant or food truck. Get creative and work with what you have!



In short, no matter what kind of event you're planning or what kind of Partner you are, National Voter Registration Day is about building community while building democracy!

***So dream big and plan local. And let's make
National Voter Registration Day 2025 a roaring success!***



COMMUNICATION GOALS AND GUIDELINES

The following goals are shared across all event communications efforts:

- ◆ Encouraging voter registration and raising awareness of how and where to register
- ◆ Building excitement about the holiday, local elections, and the democratic process
- ◆ Elevate trusted sources of voting information so people know where to get the facts
- ◆ Celebrate and amplify the awesome work happening across our Partner network
- ◆ Promote lifelong civic engagement, helping people see registration as the start, not the finish line, on their democratic journey

GUIDELINES FOR SUCCESSFUL #VOTEREADY COMMUNICATION

Guideline #1: Keep it Nonpartisan, Positive, and Celebratory

National Voter Registration Day is a party for our democracy, and everyone's invited! Whether someone is voting for the first time or updating their registration after a move, your communications should create an open, uplifting, and welcoming space that celebrates civic participation in all its forms.

In a time when news about elections can feel overwhelming or divisive, National Voter Registration Day offers a breath of fresh air. It's a reminder that democracy is something we do together. It's nonpartisan, it's empowering, and it's a chance to celebrate something we all share: a voice and a vote.



So don't be afraid to lean into joy, pride, and community in your messaging. Talk about the real-world impact of local elections. Shine a spotlight on your volunteers. Show that democracy isn't just a duty, it's a party worth showing up for!

We ask that all Partners keep their communications positive and nonpartisan by:

- ✓ Making sure all messaging avoids any appeals to people based on party affiliation, the campaign of a particular candidate, or specific ballot measures.
- ✓ Keeping communication celebratory, unifying, and easily relatable to those from every walk of life.

Guideline #2: Don't Bury the Lede—Get People Registered to Vote!

At the end of the day, National Voter Registration Day is all about action, and that action starts with helping people get registered (or double-checking that they already are). Whether it's someone's first time voting or they just moved across town and need to update their info, your #1 goal is to make sure every eligible American is #VoteReady.

And in 2025, this matters more than ever. From school board seats to city budgets, this year's state and local elections will have a direct impact on issues that shape our neighborhoods, like education, public safety, housing, and infrastructure. Helping someone register today could mean their voice gets heard on the very decisions that affect their everyday life.

- ✓ In all communications your group, organization, or company sends, the primary task should be to register and/or confirm registration status, register friends and family, and otherwise contribute to efforts to register every eligible American to vote.
- ✓ If you're talking to the press, please encourage them to include information on official voter registration options. These can include a state-specific online voter registration tool, a local elections office, an online voter registration tool offered through your organization or on NationalVoterRegistrationDay.org/register, and/or a local National Voter Registration Day event.
- ✓ By all means, share information about related topics such as voting rules and options in your state, but try to do so in the context of a crystal clear call to action of registering to vote.



KEY 2025 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 2025 as an Election Year

- ◆ 2025 is not just an election year - it's an *elections* year! Voters nationwide will head to the polls every month of the year to weigh in on over 100,000 state, local, county, and special elections.
- ◆ Chronically low turnout in local election years means that the power of "just one vote" increases by orders of magnitude. Showing up during these crucial close-to-home elections gives the individual voter the greatest ability to make an impact on their community.
- ◆ Local government is the epicenter for the issues that are most important to voters. Essential questions like law enforcement, school curriculums, housing policies, public safety, tax rates, and more are all decided by local elections.
- ◆ No community is perfect. But if you've ever found yourself complaining about potholes on your road, your property taxes, or lack of affordable housing, local elections are the chance to actually DO something.
- ◆ The daily tumult of national politics in Washington can feel far off and beyond our control. But getting your community registered to vote for upcoming local elections is a chance to take control and exert agency over the political process at its most essential level.

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!

- ◆ Local election years and local voter registration events complement each other perfectly. Talking with your friends and neighbors about your shared local issues is a natural pivot point to ensuring they're #VoteReady to impact those issues at the ballot box.
- ◆ There's no Republican way to fill a pothole and there's no Democratic way to get the garbage picked up. The nonpartisan nature of local government and local elections opens the door for civil and productive conversations about the nonpartisan importance of registering to vote.

About the Holiday

Held this year on September 16, 2025, 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 2025. Whether you've moved down the street or across the country, National Voter Registration Day 2025 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.



SAMPLE MESSAGES

What follows are three examples of how the talking points above can be folded into a comprehensive message. Pick and choose the talking points relevant to your audience, add your own twist or local angle, and make it pop!

Sample Message #1: Celebrate democracy with National Voter Registration Day!

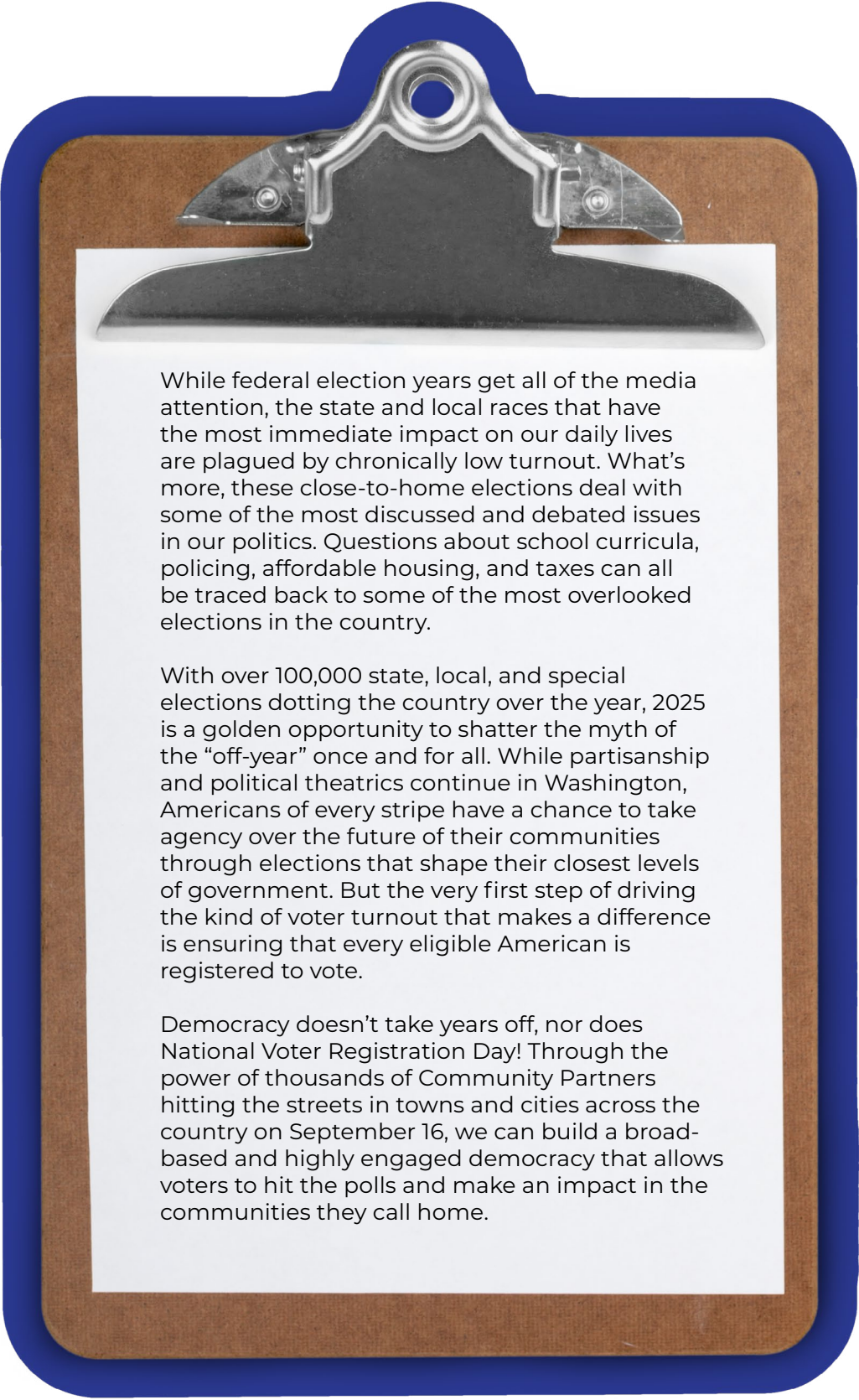
No matter our background or political beliefs, we know that for democracy to work for all of us, it must include all of us. In the 13 years since the first National Voter Registration Day, our Partners have worked hard to fulfill the NVRD mission of ensuring that every eligible American from across the country is registered and ready to cast a ballot in their next election. As we continue into the second decade of National Voter Registration Day's existence, the work of that mission is far from over.

Every year, millions of eligible voters are unable to cast a ballot because of frustrating stumbling blocks like missed deadlines, outdated information, or other easily fixable paperwork problems. Potential voters are caught in a vicious cycle that sees unregistered citizens become non-voters who are then ignored by political campaigns, which, in turn, leaves these citizens disenchanting by the electoral process.

According to 2024 post-election U.S. Census data, as many as one in four eligible voters were either not registered to vote or didn't know whether they were registered. For communities of color, young adults, and other already underrepresented parts of the electorate, the numbers were even more stark. Less than 60 percent of potential voters aged 18–24 reported being registered to vote, and registration rates in communities of color significantly lagged.

Led by a diverse coalition of Partners like you joining forces for a coast-to-coast celebration of democracy on September 16, we aim to narrow these voter registration and engagement gaps that keep our country from reaching its true democratic potential.

Sample Message #2: Make an impact, vote local!



While federal election years get all of the media attention, the state and local races that have the most immediate impact on our daily lives are plagued by chronically low turnout. What's more, these close-to-home elections deal with some of the most discussed and debated issues in our politics. Questions about school curricula, policing, affordable housing, and taxes can all be traced back to some of the most overlooked elections in the country.

With over 100,000 state, local, and special elections dotting the country over the year, 2025 is a golden opportunity to shatter the myth of the "off-year" once and for all. While partisanship and political theatrics continue in Washington, Americans of every stripe have a chance to take agency over the future of their communities through elections that shape their closest levels of government. But the very first step of driving the kind of voter turnout that makes a difference is ensuring that every eligible American is registered to vote.

Democracy doesn't take years off, nor does National Voter Registration Day! Through the power of thousands of Community Partners hitting the streets in towns and cities across the country on September 16, we can build a broad-based and highly engaged democracy that allows voters to hit the polls and make an impact in the communities they call home.



Sample Message #3: The first leg of a four-year race

As the old adage goes, “A journey of a thousand miles begins with a single step”. And National Voter Registration Day 2025 is that single step.

The years after a presidential election are thought of as quiet, slow, and a chance to take a year off from all things voting. But nothing could be further from the truth! Growing a robust and comprehensive democracy where every eligible American voter casts a ballot is an ongoing process that requires constant civic elbow grease. Rather than an “off-year”, 2025 is the “first year” we can start constructing the voter registration and engagement infrastructure that powers turnout in every election to come.

Through coordinated action by National Voter Registration Day’s national network of Partners, we’ll spend the state and local election year that is 2025 building the civic momentum that will carry voters into the midterm elections of 2026, the primary elections of 2027, and the presidential election of 2028.



MANAGING MIS/DIS/MAL — INFORMATION

Election misinformation continues to erode trust in American democracy, targeting voters of color, election officials, and the electoral process itself.

SO WHAT'S THE DIFFERENCE BETWEEN THE THREE?

MISINFORMATION is false or inaccurate information that is spread **unintentionally or without the intent to deceive or cause harm**. For example, a misprint on an election day flyer has the incorrect date, but it **is accidentally** printed and posted around the community.

DISINFORMATION is false or inaccurate information that is **spread intentionally to deceive or mislead**. For example, an election day flyer includes an incorrect date and **is purposely** shared throughout the community.

MALINFORMATION refers to information that **is based on reality but is used to inflict harm on an individual, organization, or association**. For example, an election day flyer includes the correct date **but contains a line stating that the election is only open to specific voters**.



Here are five key things partners should remember when encountering misinformation:

- ① **Pause Before Sharing** – If information about voting seems alarming or suspicious, verify it with trusted sources before spreading it.
- ② **Direct Voters to Official Sources** – Always point people to official election websites or nonpartisan resources like nass.org/Can-I-Vote.
- ③ **Report It** – Misinformation on social platforms should be reported directly to the platform and flagged to local election officials or watchdog groups.
- ④ **Stay Nonpartisan and Fact-Based** – Use simple, accurate language to correct misinformation without amplifying it further.
- ⑤ **Support Election Workers** – Remind others that local election officials are professionals doing nonpartisan work to uphold fair elections.



WEBSITE & SOCIAL MEDIA ACCOUNTS

Website: NationalVoterRegistrationDay.org

On the National Voter Registration Day website, individuals and organizations can access official online voter registration tools to register voters or confirm if their registration is up to date, get additional information about in-person and mail-in voting options in their states, access guides and resources for hosting successful voter registration events, and connect with helpful #VoteReady resources from our friends in the civic space.

Hashtags: [#NationalVoterRegistrationDay](#) [#VoteReady](#)

Unsurprisingly, our primary social media hashtag is none other than the name of the holiday [#NationalVoterRegistrationDay](#). Our secondary hashtag is [#VoteReady](#), which is intended to have a life beyond the holiday. It is best used in a sentence like: Make sure you are [#VoteReady](#) or, even better, in a sentence alongside [#NationalVoterRegistrationDay](#), as in: Get [#VoteReady](#) by updating your registration on [#NationalVoterRegistrationDay](#).

All Partners are encouraged to use these hashtags frequently, as it increases the likelihood that the official National Voter Registration Day social media accounts and/or the official accounts belonging to other Partners will see, engage with, and re-share your content.

PRO TIP

While it might seem easier to abbreviate the holiday with “NVRD,” this is not an official hashtag and will fly under the radar for supporters and Partners looking to signal boost voter registration content for the holiday. Since 2018, [#NationalVoterRegistrationDay](#) has been the #1 trending hashtag on X (Twitter) on the holiday, and [#VoteReady](#) has also trended high. Help us make that happen again this year



Social media accounts

Follow our social media accounts for updates on the holiday, Partner highlights, training resources, webinar reminders, and more. We encourage you to share and repost NVRD content across your own social media accounts during both the lead-up to the holiday and on September 16 to maximize the length of time that voter registration information can reach as many potential voters as possible.



@Nat/VoterRegDay



FACEBOOK



X (TWITTER)



INSTAGRAM



REDDIT



BLUESKY



MESSAGING TIPS, TRICKS, AND TACTICS

Talking about voter registration and related topics can be tricky, particularly in today's environment. As a reminder, National Voter Registration Day Partners are asked to remain strictly nonpartisan in all communications related to their participation in the holiday. But nonpartisan doesn't mean non-participation, and we depend on Partners to help us get the word out, help every eligible voter get registered, and make their voice heard!

The following are some key takeaways from research and lessons learned about the type of communication, messaging, and language that inspire action around voter registration and beyond.

- ♦ ***Sometimes, boring is best.*** Funny memes go a long way on the internet. Still, people respond best to voting information that feels official/governmental and gives unambiguous details about election-related information and issues.

Keep it nonpartisan. As a National Voter Registration Day Partner, your commitment to maintaining nonpartisan messaging around this holiday is highly beneficial! Nonpartisan messaging is generally more effective in building trust than messaging that has a partisan angle. We recommend that you frequently consult and share information from [Vote.gov](https://www.vote.gov) or your state and local election officials to ensure that the details you provide to your community are accurate and up to date. This will help ensure that voters receive clear and reliable information.



- ◆ **Keep it positive.** In keeping with the celebratory, unifying, and nonpartisan tone we try to cultivate around National Voter Registration Day, we recommend keeping your communications uplifting and positive. Lead with statements that focus on the values we share, such as the freedom to vote, ensuring every voice is heard, and building a strong democracy in which voters are empowered to pick our leaders. Stress that voting is a superpower we all possess, and we can create positive change by exercising it! Thank the local superheroes in your community—election officials—who register voters and administer trusted and smooth elections year after year.
- ◆ **Consider your message framing.** Messages about voting tend to fall into the following categories:
 - ▷ **Identity** (e.g., “Are you a voter?”; “Be a voter”; etc.)
 - ▷ **Issue-based** (focusing on the tangible impacts of voting on issues of importance such as healthcare, education, public transportation, crime and justice, etc.)
 - ▷ **Empowerment** (focusing on how the voter has the ability to make change)
 - ▷ **Process-oriented** (specific, detailed information on the voting process)

Research conducted by the Ad Council in partnership with Democracy Works shows that different age groups respond differently to the different types of voting message frames described above. **Know your audience:**

- ▷ **All generations:** Social pressure messaging (humorous, not shameful) is effective for all generations
- ▷ **Boomers/Gen X:** Identity messaging is the most impactful
- ▷ **Millennials/Gen Z:** Empowerment messaging is the most impactful
- ▷ **Additionally, Gen Z is most likely to encourage others to vote and share political views.** Celebrity voices have been shown to boost Gen Z turnout but have little or no effect on other age groups.

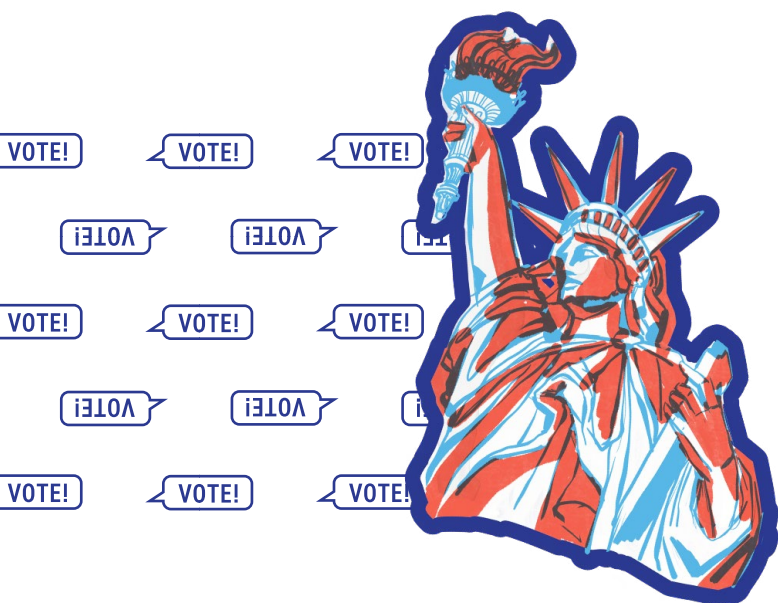


Choose trusted messengers. Across these different types of messages, a key finding is that *messages that feel personal, conversational, and timely are most effective*. Regardless of the message frame around voting, *people respond best to trusted messengers* in the workplace, in their communities, and in their personal networks of friends and family.

Furthermore, the exact words you use to craft a message can be equally or more critical to the substance of your message itself. As detailed in [PACE's Civic Language Perceptions Project 2024](#), word choice can have an outsized influence on how receptive and included a general audience will feel in response to a given message. For example, the project found that words like “freedom,” “liberty,” “community,” and “service” had a positive impact on an overwhelmingly large majority of people. Additionally, the same project found that words like “freedom,” “American,” and “citizen” were among the most effective terms when it comes to motivating people to vote.

Recognizing that the goal of National Voter Registration Day is to bring all Americans together for a bipartisan celebration of democracy, here are the top ten strongest terms that the Civic Language Perceptions Project found to signal broader values that bring the most people together:

- | | | | | |
|-------------|------------|-------------|-----------|------------|
| ① COMMUNITY | ② UNITY | ③ BELONGING | ④ SERVICE | ⑤ FREEDOM |
| ⑥ LIBERTY | ⑦ AMERICAN | ⑧ CIVILITY | ⑨ CITIZEN | ⑩ EQUALITY |



In a nutshell, this is exactly why National Voter Registration Day is so effective! **We depend on a network of thousands of Partners (this means YOU!) who all leverage their trusted messenger status and effectively tailored communication to share information about voter registration in their communities.**

Deliberately crafted, interpersonal communication is highly effective, much more so than mass emails or generic social media posts.



RESOURCES, ASSETS, AND NEXT STEPS

This Communications Strategy Guide offers topline information and support as you build your messaging for National Voter Registration Day 2025. We have a variety of resources to support your celebration of the holiday further, including:

- ◆ ***Email Outreach Best Practices***
- ◆ ***5 Tips for Communicating with Press***
- ◆ ***Communications Activation Timeline***
- ◆ ***Sample Social Media Text***
- ◆ ***Sample Emails for Affiliates or Supporters***
- ◆ ***Sample Press Release and Media Alert***

You can also check out our [Resources](#) page for swag, field organizing tools, and more. Lastly, watch your inbox for email updates full of news, upcoming webinars and trainings, and new tools and resources to help with your National Voter Registration Day Community Partner needs as we approach September 16!

EMAIL OUTREACH BEST PRACTICES

Email campaigns can live and die by the subject line. This is your one shot to grab someone's attention or pique their interest long enough to get them to take that gigantic step of actually opening the email. In general, the more concise the subject line, the more likely it is to get opened – hard numbers, declarative statements, or short, quirky questions do well – anything to make the reader do a double-take.



The times you send can be just as important as the subject line itself. In general, there are three sweet spots around 10:00 a.m., 1:00 p.m., and 6:00 p.m. Think of these as after breakfast, lunch, and just before dinner is ready, when a person is more likely to be free and use their phone or other personal devices.

Strive to sound human to stand out from the over-polished marketing noise cluttering inboxes everywhere. For example, using “Re:” or “Fw” gives the reader the false sense that they have previously established a relationship with you. That being said, there is a fine line between strategy and manipulation, and most folks have a built-in gut sense of that creepy, uncanny valley wherein a mass email is overly familiar.

Have a clear call to action.

You've gotten your recipient to open your email, and that's the hard part. Now, it's your job not to mess it up. At this point, the biggest enemy of email success is mission creep and too many asks—you want one specific, actionable goal or **call to action** in your email and prominently placed as close to the top as possible. This might be a sign-up form or a button that the reader can click to take them to a specific link. **The more steps you add to the process, the higher the bar of effort you set for your reader, resulting in a higher drop-off before taking action.**



Keep things as pithy and concise as possible, with the experts recommending at most 50 to 125 words in your email.

Other helpful tips to keep in mind:

- ✓ Break up big, daunting blocks of text in favor of short paragraphs composed of no more than about two to three sentences. *(Keep in mind the various devices on which people read emails, resulting in scrolling even for these two to three sentences.)* Bolding some of the text periodically also helps break up the paragraphs.
- ✓ Make the email read as conversationally as possible. The more you can continue to pull the reader in with humor, quirks, or just plain good writing, the better your chance of keeping them reading the entire email.
- ✓ GIFs and Images are your friends. Not just because of the humor they inject, but also because they're a chance to break up the text and entice the reader to keep scrolling. But there is such a thing as too much of a good thing: overloading on images or GIFs can be dizzying, drown out your message, and, in the worst cases, cause the email to be inadvertently chunked into the spam folder.
- ✓ Be mindful of your audience's makeup and diversity to ensure that people from every walk of life can appreciate and understand your content.



5 TIPS FOR COMMUNICATING WITH THE PRESS

- 1** Keep your press releases and media advisories short. Reporters (especially local reporters) get A LOT of these, and it's easy to get lost in the shuffle. As a rule, all written outreach should be concise and easy to read.
- 2** After emailing a press release or advisory, always make a follow-up phone call to flag your release and add a voice and some personality to your story.
- 3** Reporters love stories that can be a follow-up or continuation of an earlier story. Research voting/voter outreach/voter registration in your area/community to see if there's anything your story may be related to, and then be sure to mention and link to it in your release/follow-up call.
- 4** Local news outlets monitor trends or headline stories. Tie your release to a current hot topic in the news. For example, if high gas prices are something everyone is currently talking about, emphasize the virtual voter registration options your event offers to allow people to participate regardless of transportation limitations.
- 5** News outlets love good visuals. If your event includes any cool attractions, activities, or sights, highlight that in your press outreach.

PRO TIP

MEDIA ADVISORY VS. PRESS RELEASE — WHAT'S THE DIFFERENCE?

Press releases are more narrative and include lots of information that reporters can use to inform their stories, including background information, relevant quotes, photos, and more. On the other hand, media advisories are more direct and to the point, with a bare-bones bullet-list outline answering the essential whos, whats, wheres, whens, and whys of a given event. Timing is also a key distinction, with media advisories generally sent out within days of the event and press releases up to a week or more.



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.



SAMPLE SOCIAL MEDIA TEXT

Here, you can find sample social media copy to share leading up to and following National Voter Registration Day. Additionally, you can find our ever-growing library of ready-made digital graphics in our Social Media Toolkit, which you're free to use on your social media feeds.

Posts can absolutely be modified and customized to fit your organization's needs. Still, we recommend always providing a link to your preferred voter registration site or the voter registration page of the NVRD website and/or this shortened link (bit.ly/2025nvrddreg) to our website, and including the hashtags #NationalVoterRegistrationDay and/or #VoteReady.

Please contact info@nationalvoterregistrationday.org with any questions or direct message us via any of our social media platforms.

Celebrate democracy in the United States by registering to vote on September 16 at bit.ly/2025nvrddreg #NationalVoterRegistrationDay #VoteReady.	Are You #VoteReady? Make sure you are by getting registered on #NationalVoterRegistrationDay on 9/16! bit.ly/2025nvrddreg	Have you moved since the last election? Make sure you're registered to vote with your new address! bit.ly/2025nvrddreg #NationalVoterRegistrationDay #VoteReady
National Voter Registration Day is in just [insert amount of time]! Make a plan to register to vote at bit.ly/2025nvrddreg #NationalVoterRegistrationDay.	What are you doing on September 16? Join us at a #NationalVoterRegistrationDay event near you or a virtual event! [LINK TO FB RSVP LISTING] #VoteReady	2025 means state and local elections happening all across the country! Make sure your community is #VoteReady to hit the polls by registering at bit.ly/2025nvrddreg .

Sample Social Media Posts for September 16

It's National Voter Registration Day! Take 30 seconds to register to vote, check your registration status, or reshare this post to encourage your friends to do the same! bit.ly/2025nvrddreg #NationalVoterRegistrationDay #VoteReady	Did you know [ORGANIZATION NAME] is helping register voters in our community today? We're taking part in #NationalVoterRegistrationDay. bit.ly/2025nvrddreg	The [STATE/LOCAL ELECTION] is coming up on [ELECTION DATE]! Make sure you're #VoteReady NOW at bit.ly/2025nvrddreg . #NationalVoterRegistrationDay
If you've recently moved, turned 18, or changed your name, you may not be #VoteReady! Take this opportunity to update your voter registration at bit.ly/2025nvrddreg [feel free to substitute your organization's registration tool here] #NationalVoterRegistrationDay	As many as 1 in 4 eligible Americans are not registered to vote. Be part of the solution and get your community #VoteReady today on #NationalVoterRegistrationDay bit.ly/2025nvrddreg	Already registered and wondering how you can celebrate #NationalVoterRegistrationDay today? Tag a friend or 10 and tell them to pass it on! Or get #VoteReady yourself! Look into options available in your state for voting by mail, voting early, and more on our website, bit.ly/2025nvrddreg



SAMPLE EMAILS FOR AFFILIATES OR SUPPORTERS

Sample Email for Supporters and Affiliates to be sent about a month before National Voter Registration Day

Sender: Name, Organization Name (Should read “Samantha, Organization.com” for example)

Suggested Subject Lines:

- ◆ Celebrating Democracy in America—Register to Vote!
- ◆ [ORGANIZATION NAME] and National Voter Registration Day: Let's Get #VoteReady!
- ◆ Mark your calendar: September 16 is National Voter Registration Day!

Body:

Dear [SUPPORTER'S FIRSTNAME],

We're excited to be part of a national effort to strengthen our democracy by registering voters on this year's National Voter Registration Day, which will take place on September 16, 2025!

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that has helped more than 6 million Americans register to vote! With the help of thousands of organizations and volunteers working together across the country, the holiday serves as a pre-election-season springboard that gets communities of every stripe #VoteReady to hit the polls in their next election.

No matter what party you support or what issues matter most to you, National Voter Registration Day is the perfect time to contribute to our shared American democracy.

Today, we invite you to register to vote and use the voting resources at NationalVoterRegistrationDay.org. Use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you're registered to vote, there are many other ways you can get involved:

- ◆ Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online [INSERT DETAILS OF EVENT]
- ◆ Step up to host your own local in-person or online event with your family, friends, and neighbors to make sure everyone you know is registered. Learn more about becoming a National Voter Registration Day Partner at NationalVoterRegistrationDay.org.
- ◆ Follow us on social media to get reminders that September 16 is the big day!

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

Sincerely,

[NAME], [ORGANIZATION NAME]



Sample Email: To be sent out about a month before National Voter Registration Day

Sender: Name, Organization Name (Should be like “Samantha, Organization.com,” for example)

Suggested Subject Lines:

- ◆ Where will you be on September 16?
- ◆ National Voter Registration Day events near you—or online!
- ◆ [ORGANIZATION NAME] is registering voters in [YOUR TOWN]!
- ◆ Celebrate #NationalVoterRegistrationDay on September 16!

Body:

Dear [NAME],

We’re committed to sustaining and strengthening our democracy by getting voters registered on National Voter Registration Day this September 16. With so many state and local elections happening this year, registering to vote is crucial to ensuring as many voters as possible can participate in these races that are often plagued by low turnout.

Join our voter registration event and its vital celebration of our shared democracy on September 16 at [INSERT EVENT DETAILS AND/OR SHARE ONLINE EVENT DETAILS].

With thousands of state, local, and special elections happening over the course of 2025, this nationwide civic holiday is an opportunity to raise awareness about these often forgotten “off-year” elections.

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

[EVENT NAME 1]
[EVENT LOCATION OR URL]
[TIME]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]
[EVENT LOCATION OR URL]
[TIME]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers who, like you, value civic participation and are willing to take a few hours for one day to help strengthen our communities’ bonds.

[NAME]

[ORGANIZATION NAME]

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 the morning of September 16

Sender: [ORGANIZATION NAME]

Subject Line: It's National Voter Registration Day!

Body:

Dear [FIRSTNAME] / Supporter,

While this is a democracy, ensuring that our electoral outcomes reflect the will of the American people requires making sure that as many of those people as possible can participate at the ballot box as registered voters.

That's why [ORGANIZATION NAME] is a proud Partner and supporter of National Voter Registration Day, the nation's largest civic holiday, with well over 6 million voter registrations since 2012.

Here's how YOU can celebrate democracy today:

- ◆ **Register to vote or check your registration online** using [National Voter Registration Day's Online Voter Registration Portal](#). It's simple, it's free, and it's secure. Even if online voter registration is unavailable in your state, you can easily start the process online, no matter where you live.
- ◆ **Attend a National Voter Registration Day event:** Find one near you by connecting with your state or local election officials.
- ◆ **Spread the word:** Once you make sure you're registered to vote, forward this email, text a friend, and/or post to social, asking your network to join you in getting #VoteReady. Be sure to use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts. Check out this library of great social media content from our friends at National Voter Registration Day.
- ◆ **Get #VoteReady:** Already registered? Even better! To learn more about elections in your community, check out our [#VoteReady resources](#) on the National Voter Registration Day website.

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

Sincerely,
[ORGANIZATION NAME]



SAMPLE PRESS RELEASE AND MEDIA ADVISORY

Sample Press Release: Distribute the week after Labor Day

September 16, 2025, is National Voter Registration Day

[ORG NAME] joins thousands-strong democracy coalition to register voters in [CITY/ONLINE]

[CITY, STATE – DATE] – On September 16, 2025, [ORGANIZATION NAME] joins a coalition of thousands of Partners across the country that will celebrate National Voter Registration Day with a coordinated democracy blitz aimed at getting every eligible American registered to vote in advance of election 2025!

Every eligible citizen should have the option to exercise their right to be heard at the ballot box, and with well over 6 million registered voters to its name since 2012, National Voter Registration Day is the perfect day to start getting America #VoteReady for Election 2025. In a year defined by thousands and thousands of state and local elections in every corner of the country, National Voter Registration Day serves as a the civic rallying point that helps to raise awareness of the need to ensure every American is #VoteReady to take part in these often forgotten “off-year” elections that shape the future of our communities.

[INSERT QUOTE ABOUT YOUR ORGANIZATION AND HOW IT WILL PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY]

[ORGANIZATION NAME] is proud to stand beside the thousands of national, state, and local organizations as well as scores of volunteers who, each year serve as the driving force behind National Voter Registration Day’s mission to get every eligible American registered before their next trip to the ballot box. Come September 16, Partner organizations ranging from local libraries and college campuses to Fortune 500 companies will coordinate a star-spangled tidal wave of online and offline events to leverage this largest of civic holidays, designed to drive unparalleled attention to voter registration.

On September 16, [ORGANIZATION NAME] will engage its community and register voters at the following events:

- ◆ [EVENT 1, TIME, LOCATION OR URL]
- ◆ [EVENT 2, TIME, LOCATION OR URL]
- ◆ [EVENT 3, TIME, LOCATION OR URL]

The civic holiday’s website, NationalVoterRegistrationDay.org, lists National Voter Registration Day events across the country and includes comprehensive and state-specific resources on voter registration and voting more generally.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT].

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About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by thousands of national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation’s largest nonpartisan civic holiday, it has facilitated over 6 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



Final Pre-Holiday Sample Media Advisory - Distribute a week before September 16

September 16, 2025, is National Voter Registration Day

According to post-2024 election Census data, as many as one in four Americans either are not registered to vote or do not know whether they are registered to vote. With the help of a nonpartisan, coordinated, nationwide effort to get Americans of every stripe registered to vote in time for their next election, we'll build a stronger democracy.

[ORGANIZATION NAME] will join thousands of organizations nationwide to celebrate National Voter Registration Day on September 16 by getting [YOUR COMMUNITY] residents registered and #VoteReady for their next trip to the ballot box.

What: [YOUR ORGANIZATION'S EVENT DETAILS]

Who: [NOTE ANY PARTICIPANTS, OFFICIALS, OR ORGANIZATIONS THAT MIGHT DRAW MEDIA]

When: Tuesday, September 16, 2025 [TIME AND RELEVANT TIMEZONE], rain or shine.

Where: [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

Media Contact: [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

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About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by over 3,800 national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 6 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



nationalvoterregistrationday.org



SEPTEMBER 16, 2025

ARE YOU #VOTEREADY?



@natlvoterregday

info@nationalvoterregistrationday.org