



**NATIONAL VOTER REGISTRATION DAY:
SEPTEMBER 17, 2024**

EMPLOYEE ENGAGEMENT FACTSHEET



Held this year on **September 17, 2024**, National Voter Registration Day is dedicated to getting every eligible American registered to vote ahead of various state deadlines. As a single day of nonpartisan, coordinated media and community events across the nation, National Voter Registration Day enjoys broad support from election official associations, prominent nonprofits, media companies, and corporate partners such as Levis, Target, Room and Board, American Bankers Association, National Realtors Association, Microsoft, and others.

This fact sheet is intended to help businesses think through how they can use National Voter Registration Day as a key activation and engagement point for their employees.

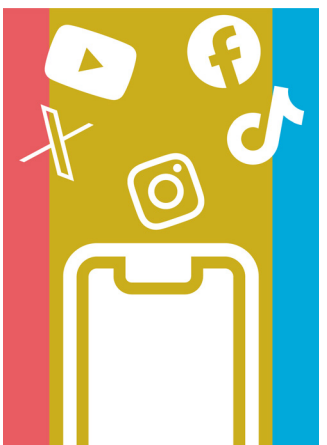
Here are some suggested actions your business can take to engage employees around registering to vote:

1. COMMUNICATE EARLY AND OFTEN



- ◆ Share information about National Voter Registration Day and its importance via company emails, intranet, Slack channels, and other internal communication platforms. Encourage employees to make a plan to register or check their registration status on September 17th.
- ◆ Provide links to trusted resources like [Vote.gov](https://www.vote.gov) where employees can easily register online or check their registration status. This can be linked to from company emails or posted as QR codes on company monitors.
- ◆ Remind employees that 2024 will be the first opportunity for many Gen Z voters to participate in a presidential election. Encourage them to talk to the young people in their lives about registering.
- ◆ Emphasize that registering to vote is important even for non-presidential races like Congress, state legislatures, governors, and local offices.

2. MAKE IT SOCIAL



- ◆ Create a fun #VoteReady selfie station in the office on Sept 17th where employees can take photos after registering or checking their status. Provide patriotic props and a themed backdrop. Encourage them to post on social media and tag the company.
- ◆ Host a voter registration happy hour, breakfast or lunch event on the 17th. Serve themed snacks and give out stickers to everyone who participates. National Voter Registration Day can provide event stickers and posters upon request.
- ◆ Encourage friendly competition between departments or locations to see who can get the highest percent of employees registered. Post a leaderboard and give special recognition to the winners.
- ◆ Have executives and management lead by example by discussing their own plans to get #VoteReady and posting photos.

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3. PROVIDE TIME AND RESOURCES



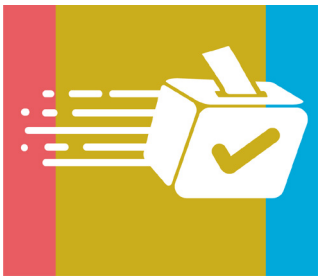
- ◆ Set up computers, tablets or a registration station in a common space on the 17th to make it easy for employees to register onsite and ask questions.
- ◆ Educate employees on recent voting law changes in your state. Many may face new rules and deadlines compared to 2020.
- ◆ Share state-specific guides on voter ID requirements, early voting, and mail-in ballot request deadlines so employees have the information they need.

4. ACTIVATE EMPLOYEE RESOURCES GROUPS



- ◆ Provide employees including ERG members (especially those focused on Black, Latinx, Asian, Native, disability, and LGBTQ+ communities) with resources to encourage their members to register. These groups face unique barriers and motivations around voting.
- ◆ Ask ERGs to identify “voting champions” willing to help educate and register their peers. Provide them with FAQs and talking points.
- ◆ Host educational events with ERGs in the weeks leading up to Sept 17th to discuss the importance and impact of down-ballot races.
- ◆ Provide ERG members and other engaged employees time off to volunteer for nonpartisan voter registration events in their own communities on the holiday.

5. KEEP THE MOMENTUM GOING



- ◆ Don't stop with your employees. Consider incorporating voter registration into point of service with calls to register and QR codes prominently displayed on store monitors, printed on receipts, or on the company e-store or website.
- ◆ Don't let Sept 17th be the end of your engagement efforts. In the weeks following, provide additional reminders and support to employees on requesting mail ballots, making a plan to vote, and knowing their rights.
- ◆ Give employees paid time off to vote on Election Day and encourage them to serve as poll workers in their communities.

By integrating civic engagement into your company culture, you can empower your employees to make their voices heard in 2024 while strengthening our democracy.

For additional guidance visit NationalVoterRegistrationDay.org or email chynn@nationalvoterregistrationday.org.

Other resources: Nation Swell, Civic Alliance, Time to Vote

