

# National Voter Registration Day

Save the Date: Tuesday, September 17



# National Voter Registration Day 2024

NASS Summer Conference

Wednesday, July 11th



# Thank you to our Steering Committee Co-chairs!

**Michael Adams**

Kentucky Secretary of State  
Honorary Co-chair



**Steve Simon**

Minnesota Secretary of State  
Honorary Co-chair



# National Voter Registration Day 2024

## ABOUT THE HOLIDAY



# Who we are and What we do

- **We are a nonpartisan civic holiday**
  - The holiday is managed by a 501c(3) - [Nonprofit Vote](#), which is the leading provider of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.
- **The holiday is a partner-driven effort**
  - Every year, thousands of partners of all stripes and sizes participate in nonprofits, campus and youth groups, high schools, libraries, election offices, companies, co-ops, digital platforms, media outlets, and more.
- **We provide tools and resources to help local organizations promote the event digitally and at in-person events in their communities.**
  - This includes a mailed package of posters and stickers, webinars, toolkits, and fact sheets



# The WHYs for National Voter Registration Day

Every year, **millions of Americans** find themselves unable to vote because they miss a registration deadline, don't update their registration, or aren't sure how to register.

Many voters are not aware that after initial registration, they **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 2020 federal election, **25% of Americans** reported not being registered to vote or unsure if they were registered, with over **600,000 non-voters** specifically citing a registration problem as their reason for not casting a ballot.

A 2020 study found **27% of Americans** 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%.**



# Our 2024 goals

<p>Sign on <b>100+</b> Premier Partners (network and national)</p>	<p>Sign on <b>4,500</b> Community Partners (local organizations)</p>	<p>Register <b>750,000</b> new voters on Sept 17th</p>	<p>Sign on <b>Secretaries</b> to host NVRD voter registration drives or events</p>
	<p>Halfway there!</p>	<p>In progress</p>	<p>In progress</p>



**We're already at 50% of our goal with 2200+ local community partners signed up all across the country!**





# The six rules for becoming a partner

1. Be **nonpartisan**.
2. Be **inclusive**.
3. Be **informed** about your state's voter registration laws.
4. Stay **non-transactional**.
5. Be **#VoteReady**
6. And **have fun!**



**What is your state's plan for National  
Voter Registration Day  
this year?**



# The strengths of our Secretaries in promoting the holiday

Trusted

Connected to Community

Outreach

Local Knowledge

Broad Networks

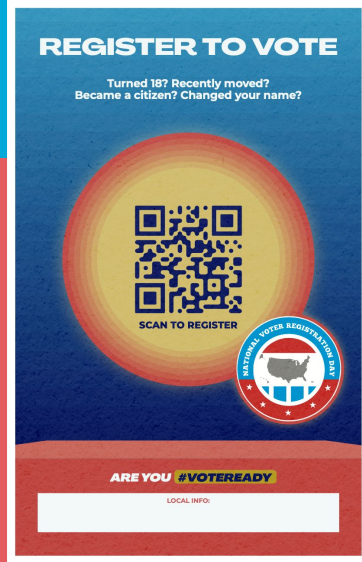
Community Roots



# How Secretaries can help make the holiday a success

- Encourage local community members to sign on as partners
- Share posters digitally / around offices / at events
- Host voter registration drives on NVRD held at local locations
- Cross-promote NVRD on social media
- Participate in webinars and take advantage of resources, toolkits, etc.
- Utilize key resources such as State by State guides and toolkits





## Our tools and resources that are shared with partners across the nation at no charge

- **2024 Posters and stickers**
  - Available for digital downloads and editable in Canva
- **Toolkits: Communications, field, social media toolkits**
  - Including recommended copy for press and social media to help make promotion of the holiday low-lift
- **Fact sheets for community partners, high schools & campuses, election officials, and employee engagement**
- **Grants to support events on National Voter Registration Day**
- **Monthly webinars**



# Share the State by State guides

Available [here](#)

Here you'll find a library of guides for holding voter registration drives in every state. Compiled as a joint effort with the Fair Elections Center, and our managing partner, Nonprofit Vote, these guides detail the state-by-state rules and regulations for organizations planning to host voter registration events.

Please note that while every effort was made to ensure these guides reflect the most accurate and up-to-date information available for each state, election laws can be subject to change on sudden notice. We strongly encourage you to consider your local elections office and/or Secretary of State's website as your primary source of timely guidelines.

**FAIR ELECTIONS CENTER** **Nonprofit VOTE**

## Conducting a Voter Registration Drive in Alabama

**Voter Registration Deadline**

Voter registration applications must be postmarked or hand-delivered by the 15th day prior to Election Day. If that Monday is a holiday, the voter registration application(s) must be hand delivered by Friday or postmarked by Saturday prior to the 15th day before an election.

The Secretary of State states that applications collected by drives should be submitted to county officials within 5 days of the drive unless the registration deadline is at any earlier date.

**Getting Started**

**Training Requirement:** Alabama does not require training for registration drives.

**Notification and Registration Requirements:** Alabama does not have notification requirements for registration drives.

**Compensation Restrictions:** Do not pay registration drive participants based on how many registrations they collect. Do not offer an applicant any incentive of monetary value to register to vote.

**Obtaining Applications**

**State Form:** Voter registration forms are available here: [sos.alabama.gov/sites/default/files/voter\\_registration.pdf](https://sos.alabama.gov/sites/default/files/voter_registration.pdf)

There is no limit on the number of forms that may be obtained.

**Federal Form:** The federal mail-in voter registration application may be used in registration drives.

**Photocopying Blank Forms:** Blank forms can be photocopied for registration drives.

**Handling Applications**

**Incomplete Applications:** If you assisted an applicant in completing the registration form, you must provide your name and address in the appropriate box on the voter registration form. The Secretary of State's Voter Registration Drive guide provides information as to which fields are required.

Do not fill out any information on the form without express consent from the applicant, who is attesting to the truth of what is filled out.

**Handling Applications (cont.)**

**Photocopying Completed Applications:** As a best practice, a voter's full or partial Social Security number and/or driver's license number should not be retained.

The Secretary of State's guide states that completed applications contain confidential information and should not be duplicated.

**Submitting Completed Applications:** The Secretary of State's guide states that completed voter registration forms should be submitted to the appropriate county board of registrars within five days of the voter drive. **For more information on the deadline, see the voter registration guide, which is at an earlier date. Find your county board of registrars here: [sos.alabama.gov/alabama-votes/board-of-registrars-all-counties](https://sos.alabama.gov/alabama-votes/board-of-registrars-all-counties)**

Voter registration applications must be received/mailed to the Office of the Secretary of State, Elections Division, P.O. Box 5616, Montgomery, AL 36103-5616.

Each package to the County Board of registrars or Secretary of State should include a cover page with the name, address, and phone number of the voter drive group and the number of forms being submitted.

View the Secretary of State's voter registration guide: [sos.alabama.gov/sites/default/files/voter-pdfs/VoterDriveGuidelines.pdf](https://sos.alabama.gov/sites/default/files/voter-pdfs/VoterDriveGuidelines.pdf)

*Fair Elections Center, Campus Vote Project, and Nonprofit VOTE intend the information contained herein to be used only as a general guide. This document should not be used as a substitute for consultation with a licensed Alabama legal professional.*

Last updated April 2024

For more information, visit [www.fairelectionscenter.org](http://www.fairelectionscenter.org)

Key deadlines

Link to voter registration form

Link to county board of registrars / board of elections office

Source: [Vote.gov](http://Vote.gov)



# Encourage your staff and local community orgs to join upcoming webinars

## Webinar Calendar:

- AI / Misinfo on Tech Platforms (Featuring speakers from Meta, Microsoft) - **July 31st**
- Gearing up for the civic holidays - **August 6th**
- Community Partner webinar #2 “Crafting your comms and social plans” - **August 13th**
- State by state voter registration guides - **August 28th**
- Community Partner webinar #3 “Last-minute NVRD Planning” - **September 11th**



# Share the event grant information with local orgs

Grants available to support nonpartisan events held Sept 17th!

## Who Can Apply?

- All eligible grantees must first be signed up as a 2024 Community Partner in order to qualify ([Sign Up Here](#))
- **Types of eligible organizations who can apply:**
  - **Higher Education Institutions and Organizations:** Universities and colleges planning voter registration and civic engagement events.
  - **Community Organizations:** Civic groups and grassroots organizations aiming to increase voter participation.
  - **Nonprofits:** 501(c)(3) entities focused on civic engagement, voter education, and community service.



**Deadline to apply: July 25th at 11:59pm**



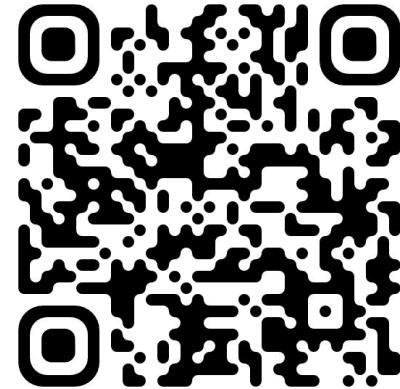




## Contact Us

Point of Contact:

- Questions about partnership and resources:
  - [chyann@nationalvoterregistrationday.org](mailto:chyann@nationalvoterregistrationday.org)



**Thank you**

**See you on September 17!**

