2015 Communications Toolkit
Introduction

This document provides partners with the assets they need to promote their participation in National Voter Registration Day 2015 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 22, 2015. Additionally, it should be noted that this document features suggested copy, but partners are encouraged to tailor it for their target audience(s).

Tagline

2016 is a Presidential election year, and we want every eligible American to celebrate our nation’s democracy by registering to vote and heading to the polls. The theme for National Voter Registration Day is:

Celebrating Democracy in America

Talking Points

- Across America, communities are using National Voter Registration Day to celebrate our democracy by exercising our most basic right: the right to vote! Thousands of Americans will register to vote on September 22.

- The 2016 elections will be one of the most important of our lifetime. In addition to electing a new President, a countless number of state and federal elections will take place in November of 2016 – not to mention important primaries taking place before. Together this underscores the need to get registered now.

- National Voter Registration Day is the largest one-day effort of the year to register voters. It falls on the fourth (4th) Tuesday of September. This year, National Voter Registration Day is September 22, 2015.

- On September 22, all Americans should make sure they are registered to vote not only so they can participate in 2016, but also so they can exercise their right to vote during upcoming Presidential primaries.

- Registering to vote is easy. You can start the process online at www.NationalVoterRegistrationDay.org or at hundreds of National Voter Registration Day events across the nation. Visit our website for events near you.
Website and Social Media Accounts

All partners are encouraged to use the official National Voter Registration Day hashtag -- #CelebrateNVRD -- throughout their social media accounts. The hashtag is short and celebratory, intended to make voting something fun to do, i.e. a celebration of our democracy. In 2013, #CelebrateNVRD trended twice nationally on Twitter despite there being no national elections that year and several major stories happening that same day.

Tweets and Instagram photos with #CelebrateNVRD will appear on www.NationalVoterRegistrationDay.org in one of two feeds on the homepage. Additionally, National Voter Registration Day operates branded NVRD accounts on Facebook, Twitter, Instagram, and a Tumblr page is under development.

Website

At www.NationalVoterRegistrationDay.org, individuals and organizations can leverage a voter registration tool, a field toolkit to plan NVRD 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.

National Voter Registration Day has also purchased the following URLs should persons interested in NVRD use any of them. All of the following URLs point to the same website:

www.NationalVoterRegistrationDay.com
www.CelebrateNVRD.com
www.CelebrateNVRD.org

Facebook

The National Voter Registration Day Facebook page engages users by making them aware of resources and activities surrounding NVRD. A Facebook event will allow supporters to "RSVP" to be a part of NVRD, therefore reminding them as the day approaches. Make sure to promote NVRD’s Facebook event page and ask your supporters to join. For consistency purposes, the NVRD Facebook page is:

http://fb.com/CelebrateNVRD

Twitter
The NVRD Twitter handle engages partner organizations in conversations about NVRD, 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 NVRD Twitter handle is:

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

Instagram

For the first time since its inception, an Instagram account will be maintained for National Voter Registration Day. Photos that will be featured on the account will be regrammed from our partners and people that participate in NVRD that use #CelebrateNVRD in their Instagram posts. The NVRD Instagram account is:

@CelebrateNVRD
www.instagram.com/CelebrateNVRD
Timeline

Four Weeks Out – August 25, 2015

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](http://www.NationalVoterRegistrationDay.org/events)), then promote the link through your organization’s communications channels.

- **Send an email to your memberships lists**
  Whether you’re 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 “Resources” 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 “Resources” section of this packet.

Three Weeks Out – September 1, 2015

Promote Your National Voter Registration Day Event

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

To find an event or to create an event for National Voter Registration Day, visit [www.NationalVoterRegistrationDay.com/events](http://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 8, 2015

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 “Resources” 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 NVRD. By reminding them, they become more likely to participate.

One Week Out — September 15, 2015

The Final Push

The final push towards September 22 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 necessarily needed, 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.
Day Of National Voter Registration Day — September 22, 2015

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

- **Spread the word about National Voter Registration Day**
  In 2014, the hashtag #CelebrateNVRD trended on Twitter due to the high amount of social media posts. We have provided sample posts for both Facebook and Twitter in order to provide a consistent message the day of, and 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 “Resources” 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 “Resources” 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 NVRD.
Resources

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 #CelebrateNVRD. We have also provided graphics you can share under Resources and Partner Toolkit on the website.

Sample Facebook Posts

- Celebrate Democracy in America by registering to #vote on September 22. www.NationalVoterRegistrationDay.org #CelebrateNVRD

- Have you moved since Election Day 2014? Make sure you’re registered to #vote with your new address! www.NationalVoterRegistrationDay.org #CelebrateNVRD

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

- What are you doing September 22? Join us at a National Voter Registration Day event near you! [LINK TO FB RSVP LISTING] #CelebrateNVRD

- Register in September to #vote in November! Get registered at our National Voter Registration Day event on September 22: [LINK TO ORGANIZATIONAL EVENT LISTING] #CelebrateNVRD

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

- Join us in Celebrating Democracy in America! National Voter Registration Day is 9/22. Get involved today. [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)
- What’s #CelebrateNVRD all about? Learn more at [http://goo.gl/e07Li3](http://goo.gl/e07Li3)
- Have you moved since Election Day 2014? Make sure you’re registered to #vote with your new address! [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)
- We are [insert amount of time] away from National Voter Registration Day 2015! Join us! [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)
- We’re a proud partner of National Voter Registration Day. Get involved & register to #vote at [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)
- We’re gearing up for National Voter Registration Day! Find events near you at [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)
- Register in September to #vote in November. National Voter Registration Day is 9/22! [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)

Sample Social Media Posts for September 22

**Facebook:** It’s National Voter Registration Day. Take 30 seconds to register to vote or find a registration event near you! [www.NationalVoterRegistrationDay.org #CelebrateNVRD](http://www.nationalvoterregistrationday.org)

**Twitter:** It’s National Voter Registration Day! Register to #vote or find a registration event near you! [http://goo.gl/e07Li3 #CelebrateNVRD](http://goo.gl/e07Li3)

**Emails**

Sample Email for Supporters and Affiliates to be sent on or around August 25

**Sender:** Name, Organizational 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
- Mark your calendar: September 22 is 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 22, 2015, 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.

But why register in 2015, you may ask? Well next year’s Presidential election is obviously going to be one of the most important of our lifetime, but in advance of that, there are many primary elections as well as state and federal elections taking place. As a non-partisan 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 #CelebrateNVRD 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 22 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 8

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

**Suggested Subject Lines:**

● Where will you be on September 22?
● Our National Voter Registration Day events near you
● ORGANIZATION NAME in your town
● It’s time to #CelebrateNVRD!

**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 22, 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. But 2016 is going to be a historic election year, and even before then, there will be important primary elections as well as state and federal elections taking place. Getting involved now will make sure everyone’s voice is heard next year!

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

EVENT NAME 1
EVENT LOCATION
Time
LINK TO NVRD EVENT RSVP PAGE

EVENT NAME 2
EVENT LOCATION
Time
LINK TO NVRD EVENT RSVP PAGE

EVENT NAME X
EVENT LOCATION
Time
LINK TO NVRD 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 22!

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 the morning of September 22

Sender: ORGANIZATION
Subject line: TODAY is National Voter Registration Day! Join us!

Dear FIRSTNAME / Supporter,

Voting is a core principle of being American, 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 #CelebrateNVRD throughout social media.

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

Sincerely,

ORGANIZATION NAME
Press Releases/Media Alerts

Sample Press Release — Distribute on or around August 25

**Headline:**
September 22 is National Voter Registration Day 2015

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

CITY, ST — AUGUST 26, 2015 — On September 22, 2015, Americans will celebrate National Voter Registration Day (NVRD) with a massive 50-state effort to register voters before Election Day this November.

In light of national elections, the theme for this year’s National Voter Registration Day is *Celebrating Democracy in America*. With a historic presidential election approaching next year, every eligible American voter should exercise his or her right to be heard at the ballot box next year, and 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, local organizations and volunteers will be the driving force behind National Voter Registration Day 2015. Partner organizations will coordinate hundreds of NVRD events nationwide and leverage #CelebrateNVRD 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 22, 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


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. More than 356,000 Americans have been registered to vote since the inaugural National Voter Registration Day.

For inquiries about National Voter Registration Day, please contact: MEDIA CONTACT.
Sample Media Alert — Distribute on September 15 & 21

**Headline:** September 22 is National Voter Registration Day 2015

**Subheadline:** ORGANIZATION NAME plans event(s) to register voters in time for the 2015 elections.

**WHAT:**
At 00:00 p.m. EST/CST/PST, Tuesday, September 22, 2015, ORGANIZATION NAME will host a National Voter Registration Day 2015 event at LOCATION NAME as part of a massive 50-state effort to register thousands of voters. The theme for this year’s National Voter Registration Day is *Celebrating Democracy in America.*

**WHY:**
2016 will be a historic election year. The goal for the 2015 National Voter Registration Day is to increase participation by encouraging Americans to register to vote and come to the polls next year.

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

As a non-partisan 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](http://www.NationalVoterRegistrationDay.org). Supporters can also follow National Voter Registration Day activities through social media on September 22 by searching #CelebrateNVRD.

**WHEN:**
National Voter Registration Day
00:00 p.m. EST / CST / PST
Tuesday, September 22, 2015

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

**MEDIA CONTACT:**
First Last
(555) 555-5555
firstlast@organization.org
Sample Media Alert — Distribute the morning of September 22 before 9 a.m.

**Headline:** September 22 is National Voter Registration Day 2015  
**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 22, 2015, ORGANIZATION NAME will host a National Voter Registration Day 2015 event at LOCATION NAME as part of a massive 50-state effort to register thousands of voters. The theme for this year’s National Voter Registration Day is *Celebrating Democracy in America.*

**WHY:**  
2016 will be a historic election year. The goal for the 2015 National Voter Registration Day is to increase participation by encouraging Americans to register to vote and come to the polls next year.

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

As a non-partisan 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.

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**WHEN:**  
National Voter Registration Day  
00:00 p.m. EST / CST / PST  
Tuesday, September 22, 2015

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

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