



2016 Communications Toolkit

National Voter Registration Day 2016

Partner Communications Toolkit for Traditional and Social Media

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Introduction

This document provides partners with the assets they need to promote their participation in National Voter Registration Day 2016 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 27, 2016. ***Additionally, it should be noted that this document features suggested copy, but partners are encouraged to tailor it for their target audience(s).***

Talking Points

- Every election, millions of Americans cannot cast a ballot because they do not know how to register or missed their local registration deadlines. National Voter Registration Day was created in 2012 to combat this and make sure the American political process leaves no one behind.
- 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 27, 2016.
- The 2016 elections will be some 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 this November. This underscores the need to get registered now.
- On September 27, 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 in future elections.
- 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 -- **#VoterRegistrationDay** -- across their social media accounts.

Tweets and Instagram photos with #VoterRegistrationDay will appear on www.NationalVoterRegistrationDay.org in one of two feeds on the homepage. Additionally, National Voter Registration Day operates branded accounts on [Facebook](#), [Twitter](#), [Instagram](#), and [Tumblr](#).

Website

At www.NationalVoterRegistrationDay.org, individuals and organizations can leverage a voter registration tool, a field toolkit to plan National Voter Registration Day 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.

Facebook

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

<https://www.facebook.com/VoterRegistrationDay>

Twitter

The National Voter Registration Day Twitter handle engages partner organizations in conversations about National Voter Registration Day, 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 National Voter Registration Day Twitter handle is:

@VoterRegDay

<http://www.twitter.com/VoterRegDay>

Instagram

An Instagram account will be maintained for National Voter Registration Day 2016. Photos that will be featured on the account will be regrammed from our partners and people that participate in National Voter Registration Day that use #VoterRegistrationDay in their Instagram posts. The National Voter Registration Day Instagram account is:

@Voter_Registration_Day

<http://www.instagram.com/nationalvoterregistrationday>

Tumblr

National Voter Registration Day will also be running a Tumblr account to post photos, graphics, and other content. Tumblr posts will be reblogged from partners and participants that use the tag #VoterRegistrationDay.

@Voter-Registration-Day

<http://voter-registration-day.tumblr.com>

Timeline

Four Weeks Out – August 30, 2016

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), 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.
- **Contact Influencers**
Utilizing the #VoterRegistrationDay hashtag, reach out to influencers with the influencer ask letter and invite them to participate using the hashtag on September 27th.

Three Weeks Out – September 6, 2016

Promote Your National Voter Registration Day Event

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

To find an event or to create an event for National Voter Registration Day, visit 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 13, 2016

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 National Voter Registration Day. By reminding them, they become more likely to participate.
- **Follow up with influencers**
Remind them that the event is just two weeks away, and ensure the date is on their social media calendars for September 27th. Share new press and updates that have come out to get them excited about supporting.

One Week Out – September 20, 2016

The Final Push

The final push towards September 27 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, it 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.
- **Follow up with influencers**

Remind them that the event is just two weeks away, and ensure the date is on their social media calendars for September 27th. Share new press and updates that have come out to get them excited about supporting.

Day Of National Voter Registration Day – September 27, 2016

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, our hashtag trended on Twitter due to the high amount of social media posts. Let's make #VoterRegistrationDay trend in 2016. 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 National Voter Registration Day.

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 #VoterRegistrationDay. 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 27. www.NationalVoterRegistrationDay.org #VoterRegistrationDay

- Have you moved since the last Election Day? Make sure you're registered to #vote with your new address! www.NationalVoterRegistrationDay.org #VoterRegistrationDay
- National Voter Registration Day is in just [*insert amount of time*]! Find a voter registration event near you at www.NationalVoterRegistrationDay.org #VoterRegistrationDay
- What are you doing September 27? Join us at a National Voter Registration Day event near you! [LINK TO FB RSVP LISTING] #VoterRegistrationDay
- Register in September to #vote in November! Get registered at our National Voter Registration Day event on September 27: [LINK TO ORGANIZATIONAL EVENT LISTING] #VoterRegistrationDay
- Did you know [ORGANIZATION NAME] is helping register voters in our community? We're part of National Voter Registration Day. www.NationalVoterRegistrationDay.org #VoterRegistrationDay

Sample Tweets

- Join us in Celebrating Democracy in America! National Voter Registration Day is 9/27. <http://goo.gl/e07Li3> #VoterRegistrationDay
- What's #VoterRegistrationDay all about? Learn more at <http://goo.gl/e07Li3>
- Have you moved in recent years? Make sure you're registered to #vote at your new address! <http://goo.gl/e07Li3> #VoterRegistrationDay
- We are [*insert amount of time*] away from National Voter Registration Day 2016! Join us! <http://goo.gl/e07Li3> #VoterRegistrationDay
- We're a proud partner of National Voter Registration Day. Get involved & register to #vote at <http://goo.gl/e07Li3> #VoterRegistrationDay
- We're gearing up for National Voter Registration Day! Find events near you at <http://goo.gl/e07Li3> #VoterRegistrationDay
- Register in September to #vote in November. National Voter Registration Day is 9/27! <http://goo.gl/e07Li3> #VoterRegistrationDay

Sample Social Media Posts for September 27

Facebook: It's National Voter Registration Day. Take 30 seconds to register to vote or find a registration event near you! www.NationalVoterRegistrationDay.org #VoterRegistrationDay

Twitter: It's National Voter Registration Day! Register to #vote or find a registration event near you! <http://goo.gl/e07Li3> #VoterRegistrationDay

Emails

Sample Email for Supporters and Affiliates to be sent on or around August 30

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 27 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 27, 2016, 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.

Why register in 2016, you may ask? Our answer: This year's presidential election is going to be one of the most important of our lifetime. 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 #VoterRegistrationDay 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 27 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 13

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

Suggested Subject Lines:

- Where will you be on September 27?
- Our National Voter Registration Day events near you
- ORGANIZATION NAME in your town
- Celebrate #VoterRegistrationDay!

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 27, come out to one of the many voter registration events we’re hosting near you: www.NationalVoterRegistration-Day.org/Events.

We all know voting is important, period. However, 2016 is going to be a historic election year and it’s especially important to make our voices heard!

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

EVENT NAME 1

EVENT LOCATION

Time

LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE

EVENT NAME 2

EVENT LOCATION

Time

LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE

EVENT NAME X

EVENT LOCATION

Time

LINK TO NATIONAL VOTER REGISTRATION DAY 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 27!

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 27

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 #VoterRegistrationDay 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 30

Headline:

September 27 is National Voter Registration Day 2016

Subheadline:

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

CITY, ST — AUGUST 30, 2016 — On September 27, 2016, Americans will celebrate National Voter Registration Day with a massive 50-state effort to register voters before Election Day this November.

With a historic presidential election approaching, 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, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2016. Partner organizations will coordinate hundreds of National Voter Registration Day events nationwide and leverage #VoterRegistrationDay 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 27, 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

The effort's website, www.NationalVoterRegistrationDay.org, provides a listing of National Voter Registration Day events across the country.

Founded in 2012 in anticipation of 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 650,000 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 19 & 26

Headline: September 27 is National Voter Registration Day 2016

Subheadline: ORGANIZATION NAME plans event(s) to register voters in time for the 2016 presidential election.

WHAT:

At 00:00 p.m. EST/CST/PST, Tuesday, September 27, 2016, ORGANIZATION NAME will host a National Voter Registration Day 2016 event at LOCATION NAME as part of a massive 50-state effort to register thousands of voters.

WHY:

2016 will be a historic election year. The goal for the 2016 National Voter Registration Day is to increase participation by encouraging Americans to register to vote and come out to the polls this November.

“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. Supporters can also follow National Voter Registration Day activities through social media on September 27 by searching #VoterRegistrationDay.

WHEN:

National Voter Registration Day
00:00 p.m. EST / CST / PST
Tuesday, September 27, 2016

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 27 before 9 a.m.

Headline: September 27 is National Voter Registration Day 2016

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 27, 2016, ORGANIZATION NAME will host a National Voter Registration Day 2016 event at LOCATION NAME as part of a massive 50-state effort to register thousands of voters.

WHY:

2016 will be a historic election year. The goal for the 2016 National Voter Registration Day is to increase participation by encouraging Americans to register to vote and come out to the polls this November.

“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. Supporters can also follow National Voter Registration Day activities through social media on September 27 by searching #VoterRegistrationDay.

WHEN:

National Voter Registration Day
00:00 p.m. EST / CST / PST
Tuesday, September 27, 2016

WHERE:

LOCATION NAME
Address
City, State Zip Code

MEDIA CONTACT:

First Last
(555) 555-5555
firstlast@organization.org