



National Voter Registration Day

Action Toolkit

Campaign 2-Pager

Campaign Story

Our democracy only works when we all participate. Our generation is the largest and most diverse group of potential voters in the country, with our own values and our own ideas. Yet, our generation isn't showing up to vote in high enough numbers.

Voting is often the first step to prepare students for a lifetime of being active community members and citizens. By registering and voting early, young people create a habit of voting that will carry on throughout their lives. Which is why the New Voters Project works to create cultures of civic engagement on our campuses - a culture where new voters are able to make their voices heard because they can easily register to vote at their campus addresses, their friends, class-mates, and peers are encouraging them to, and campus institutions provide multiple opportunities for them to be educated about who and what they are voting for.

[National Voter Registration Day \(NVRD\)](#) is a non-partisan civic holiday celebrating democracy. NVRD is the country's largest single-day voter registration drive each year. The goal of the holiday is to ensure, by creating a broad awareness of voter registration, that tens of thousands of Americans who might otherwise miss the voter registration deadline are able to register to vote. **This year it is Tuesday, September 17th!**

Priority Tactic: Promote Online Voter Registration

One of the most effective ways to help students register to vote is by making it visible on campus with physical visibility (signs, posters, flyers, chalking) and online visibility (emails, social media posts). StudentVote.org is the one-stop shop of student voting. So for National Voter Registration Day we want to promote this tool widely to help students get registered and get connected to important voting resources! You can do this by completing any or all of these 3 actions on your campus

IMPORTANT NOTE: Before registering students to vote, it is important to receive Non-partisanship training from the Student PIRG team in order to be in accordance with state and federal laws. Watch this training video and fill out a training affirmation form. You can contact our National Administrator, Michael Basmajian, mbasmajian@studentpirgs.org to turn in your affirmation form and for any questions.

- [Recording of Non-partisanship training](#)

- [Training Affirmation form](#)

Action #1: Activate campus email listservs

We can reach a ton of students just by emailing them with non-partisan voting resources

How to:

1. Make a list of student groups, professors, and faculty members who can email a large groups of students. Ideally, you can work with your campus to send an all campus email.
2. Ask these people if they can send out non-partisan resources to help students register to vote, StudentVote.org
 - a. [Sample Outreach Email - Professors and Student Group Leaders](#)
 - b. [Sample All Campus Email](#)
3. Send out emails and follow up! If you have access to any listservs. Here are some ideas:
 - a. Your own class email listserv Ex) Class of 2024 listserv or Political science class
 - b. Any student groups you are a part of
 - c. Your dorm or student housing email listserv

Action #2: Post on social media

We can reach a ton of students just by reaching them on social media! We can reach out to our own networks and ask other groups and people to post as well

How to:

1. Post about NVRD and StudentVote.org on your own social media platform
 - a. Here is the [Social Media toolkit](#) with sample posts and images. Be sure to use the hashtags and tags
2. Identify the most followed pages on instagram, tik-tok, twitter, and other platforms
3. DM the people who run those asking if they can post about National Voter Registration Day. You can find a sample DM in the [social media toolkit](#)

Action #3: Organize a visibility table

Talking to students directly about the importance of voting is one of the best ways to get them engaged. Organize a fun, visible table on your campus to educate students about StudentVote.org! We can hook you up with some free swag and flyers by filling out our [Campaign in a Box interest form](#)

How to:

1. Come up with a fun themed table. Check out some event ideas below for some inspiration!
2. Make reservations to have a physical table in a high traffic area on your campus
3. Prepare your materials like posters, signs, flyers, and props
4. Hold your table! Pass out flyers and promote StudentVote.org. You can also have your laptop open with StudentVote.org so they can register, check their registration status or make a plan to vote. Don't forget to take lots of great photos!
5. Track your progress

Upcoming Trainings:

NVP Training: Working with Coalitions

What: Learn the best practices for working with other groups in your community. From Student Government to Faculty/Administrations and Greek life to the County Clerk's office

When: Tuesday, 9/10 @ 6pm ET

Where: [Google Meet](#)

NVP Training: Visibility

What: Learn how to make your campaign visible on campus using social media and in person visibility tactics.

When: Monday, 9/16 @ 3pm ET

Where: [Google Meet](#)

NVP Training: National NVP NVRD Celebration & Friend Outreach Action Block

What: Celebrate National Voter Registration Day and reach out to friends to get them registered to vote!

When: Tuesday, 9/17 @ 6pm ET

Where: [Google Meet](#)

Trainings and resources

If you need some extra support or want to do even more to celebrate National Voter Registration Day, take a look at our resources below!

[Student PIRGs National Voter Registration Day Toolkit](#) - our comprehensive guide with sample emails, event ideas, social media graphics and more resources

Office hours - if you want some one-on-one support with another student, check out our [National Campaign and Training Resources](#)

Event ideas

- **Arrrrgh You Voting?:** Pirate themed event, wear eye patches, and build a vote boat or a parrot.
- **Vote Floats:** Get ice cream/soda (possibly donated from local ice cream shops/grocery stores) and serve floats to people as they pledge to vote.
- **Don't Be a Sucker:** Give out lollypops and ask people to pledge to vote!

- **Text the Vote:** Build giant cell phones and other props that students can take pictures of and send to their friends. Change the message as it gets closer to the election.
- **Why I Vote Poster:** Have people sign giant signs saying why they vote.
- **I Voted Before it Was Cool/Voting is Hip:** Have people take pictures with mustaches, or other hip things after they vote (early voting states) or pledge to vote (everywhere else).
- **Rock Paper Scissors for Democracy:** students battle each other for prizes as everyone fills out pledge cards.
- **Photo Petitions:** Have students take pictures with a card/fliers that say: "I'm voting on Nov. 6th because I care about...." and post them on a large board.
- **Warm up the Vote:** Give out free hot cocoa!
- **Vote Bots:** This one pretty much explains itself ;)
- **I pinky swear I'm voting:** Give out ribbon to people who pledge to vote to remind them to turn out
- **Pump up the Vote:** 80's exercise themed event
- **Find out where to vote:** Make maps of the polling locations around campus and hand them out
- **Halloween Themed Events**
 - **Voting Isn't Scary:** Have people dress up in Halloween costumes and give candy for pledge cards.
 - **Vote or Die Zombie March**
 - **Trick or Vote:** Get students excited about upcoming Trick or Vote Event! Costumes and Candy!



Want more information on running a campaign to register students to vote on your campus? [Check out our full project packet here!](#)

Student PIRGs

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