NATIONAL VOTER REGISTRATION DAY

2020 Final Report

NATIONAL VOTER REGISTRATION DAY

INTRODUCTION

National Voter Registration Day is a nonpartisan civic holiday that celebrates our democracy and involves the collective efforts of thousands of volunteers, nonprofit organizations, businesses, schools, libraries and election officials from all over the country.

In 2020, National Voter Registration Day broke new ground, registering over 1.5 million voters and paving the way for historic turnout in the November 3 election. This report celebrates the achievements of our nationwide coalition of partners, who collectively helped a record-setting number of voters gain a voice in our democracy on this year's holiday.

Held during uniquely challenging times, including a global pandemic and national movements for racial justice, **National Voter Registration Day in 2020 was powered by a coalition of nearly 5,000 partners of all stripes and sizes across the country.** Election offices, nonprofits, companies and brands, digital platforms, libraries, campus and youth groups, and more were out in their communities this September 22–either through safe in-person events or virtual ones–to reaffirm that every voice matters, and every vote matters, and the COVID-19 pandemic would not stop their determination to keep our democracy strong.

VOTER REGISTRATION IN THE NEW NORMAL

Photo credit: Cleveland Votes

How COVID-19 changed the landscape

National Voter Registration Day's work was more urgent than ever this year. COVID-19 caused new voter registrations across the country to drop dramatically, as DMVs shuttered and in-person field programs were put on hold.

An estimated 2 million new voter registrations per month were lost during the early days of the pandemic.

National Voter Registration Day partners rose to the challenge, masking up for safe in-person events and also pivoting to virtual registration drives. Election offices forged on with community outreach and voter registration efforts. Nonprofits incorporated voter registration into services they were providing to the community in places like food pantries and health clinics. Essential businesses such as grocery co-ops, pharmacies, and banks also held storefront voter registration drives on the holiday. Thanks to in-kind donations from Patagonia, New Balance, and Doing Good Works, National Voter Registration Day distributed 38,000 facemasks to partners to support safe in-person voter registration events.

Many groups held creative and engaging online events, such as Zoom trivia nights or dance parties, and others designed COVID-conscious events such as drive-through registrations, drive-in movie screenings, or displaying voter registration websites and QR codes on murals and posters. Digital platforms and media partners flooded the internet and airways to shine a spotlight on the urgency of getting registered ahead of state deadlines for this crucial election.

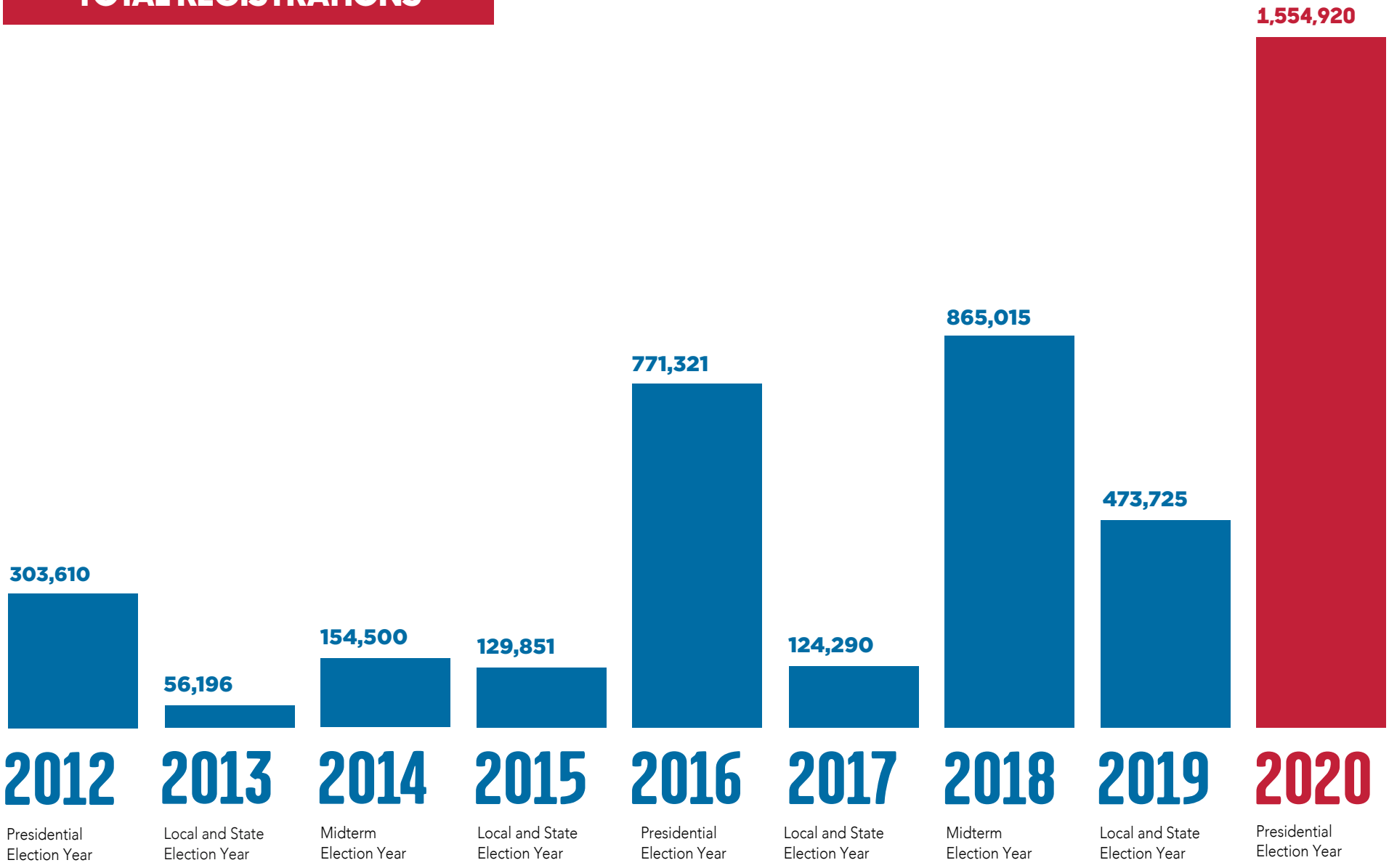
BY THE NUMBERS

1,554,920

new or updated voter registrations across the country

September 22, 2020 was the BIGGEST National Voter Registration Day in history!

TOTAL REGISTRATIONS



Registration data provided courtesy of NASED, Register2Vote, Rock the Vote, TurboVote, and Vote.org.

PREMIER PARTNERS

Photo credit: HeadCount

107

Premier Partners

At the core of National Voter Registration Day's success this year were the holiday's record-setting number of 107 Premier Partners. These national groups engaged their affiliates and chapters, registered voters directly, and/or promoted the holiday online and in the media.

Nearly half of this year's Premier Partners were joining the effort as official partners for the first time.

PREMIER PARTNERS

Aflac
Advancing Justice
airbnb
ALA American Library Association
Alliance for Youth Organizing
All In Campus Democracy Challenge
The Andrew Goodman Foundation
APALA
APIA Vote
Arab American Institute
ascap
BIPAC
Blue Apron
CAA
Campus Election Engagement Project
Campus Vote Project
Carnegie Corporation of New York
Center Link
civic alliance
The Civics Center
Comedy Central
CMT
Comic Relief
Co-Ops Vote
democracy fund
Democracy Works
ebay
Earthday.org
Election Center
Employees Vote
everylibrary
Facebook
Fair Elections Center
Feeding America
Global Citizen
Glossier.
Google
HeadCount
Hillel International
Independent Sector
JUST
Kaiser Permanente
ΛΦΕ Lambda Phi Epsilon
Levi Strauss & Co.
Logo
League of Women Voters
lyft
MOAA
MTV
naeyc
National Council of Nonprofits
National Low Income Housing Coalition
NAACP
NAMI
NASS
NASED
National Congress of American Indians
National Disability Rights Network
Vote at Home
Nerds Vote
NLC New Leaders Council
Nonprofit Vote
Opportun
Paramount Network
Participant
PayPal
Pop
Postmates
reddit
Refinery29
Register 2 Vote
RISE
Rock the Vote
salesforce
Seventh Generation
SiriusXM pandora
the Skimm
Smithsonian Channel
Snap Inc.
Spotify
Students Learn Students Vote
Student PIRGs
Target
tumblr
TurboVote
TV Land
Twitter
Uber
The United States Conference of Mayors
United Way
univision
VH1
ViacomCBS
VICE media group
Vote America
Vote.org
Vote.org
voterparticipation Center
#VoteTogether
Wallace H. Coulter Foundation
Walmart
When We All Vote
the Y
ywca

STATE CAPTAINS

State Captains received support from National Voter Registration Day to lead on-the-ground organizing efforts in their states, providing training and assistance to hundreds of groups as they prepared to register voters on September 22 and beyond.

OUTREACH LEADS

Beyond registering large numbers of voters, National Voter Registration Day also seeks to build a diverse and representative electorate, and to bring new and under-represented voices into the fold. Outreach leads conducted national recruitment drives to ensure the participation of hard-to-reach and underrepresented communities in this year's holiday.

COMMUNITY PARTNERS

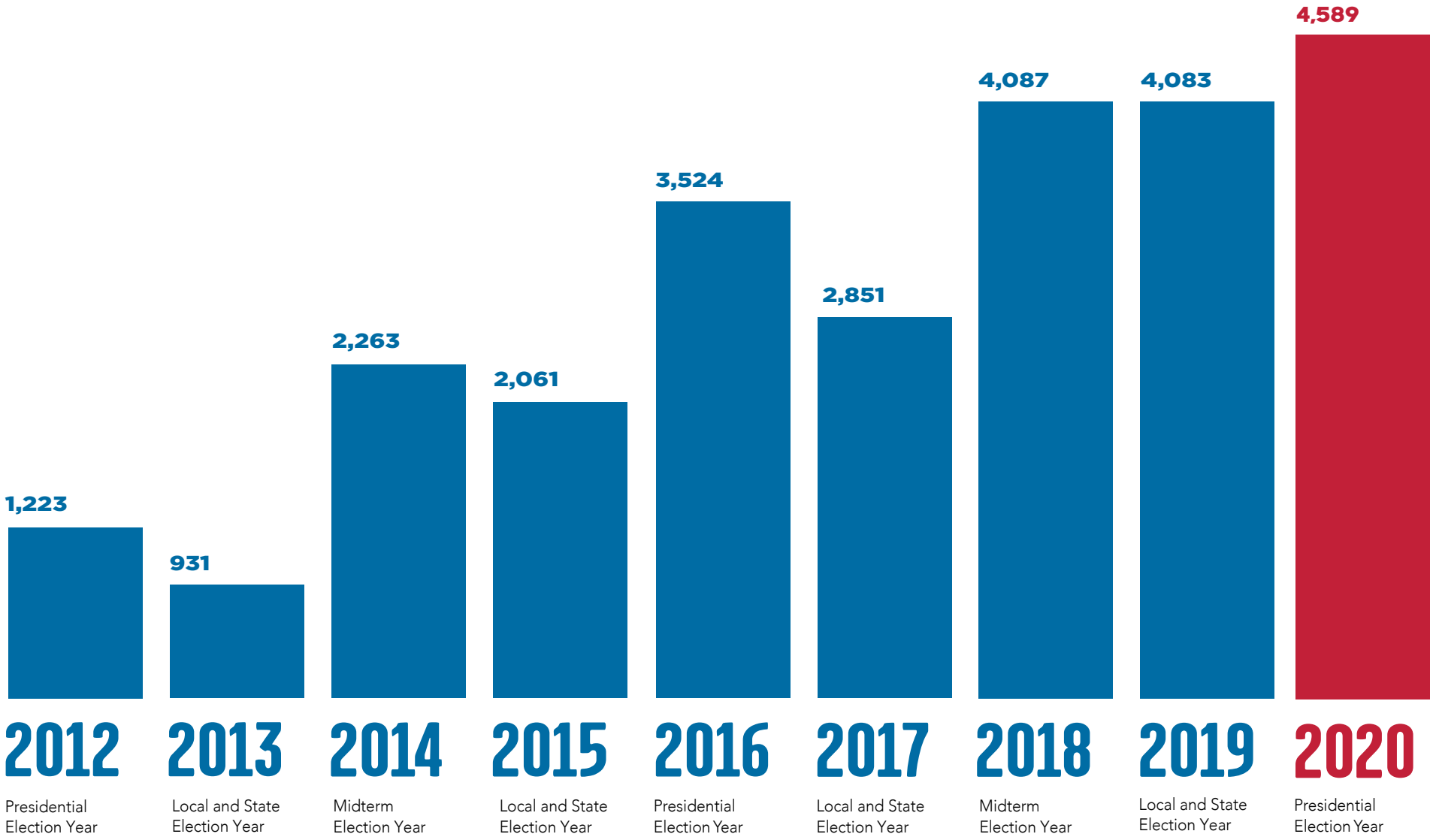
Photo credit: League of Women Voters

4,589

official community partners

A record-setting number of community partners joined in this year's National Voter Registration Day, including nonprofits, local election offices, libraries, campus and youth groups, businesses, co-ops, and more.

COMMUNITY PARTNERS



VOLUNTEERS/STAFF

31,474

total staff and volunteers

States with the most partners

- California: 154
- New York: 151
- Texas: 137
- North Carolina: 103
- Ohio: 88

Top community partners

(by reported # of registrations collected)

- Students Demand Action: 19,000
- San Diego Registrar of Voters: 10,000
- El Concilio Family Services: 8,800
- Madison City Clerk's Office: 6,137
- Student PIRGs: 3,803

COMMUNITY PARTNERS

18.1M
virtual asks via email or social media

131,238
in-person asks and conversations about voting

Community Partners by Sector (4,589 Total)

147
businesses

764
colleges and universities

159
k-12 or pre-k

2,283
nonprofits

29
co-ops

199
local election or government offices

808
libraries

FIRST-TIMERS

30%

partners doing voter registration for the first time

Approximately one third of this year's community partners reported never having done voter registration before. It is our hope that this year's holiday was a starting-off point for them to do more regular and ongoing voter engagement work going forward.

ONLINE REACH

8.4M Tweet impressions

#NationalVoterRegistrationDay trended #1 on Twitter for 11 hours and @NatlVoterRegDay earned 1.1M Tweet impressions. Holiday hashtags #NationalVoterRegistrationDay and #VoteReady saw 293,000 Tweets from 192,000 authors.

#VoteReady was promoted from @TwitterGov, earning 8.4M Tweet impressions. Voting-related conversation on Twitter jumped 56% from the previous day.

58,761
Facebook posts

4,590,858
Facebook engagements
(likes, shares, comments)

ONLINE REACH

Major digital platforms including Facebook, Google, Instagram, Reddit, Snapchat, and Twitter activated on this year's National Voter Registration Day to make voter registration calls to action impossible to ignore.

TRADITIONAL MEDIA REACH

8,382

Total media placements

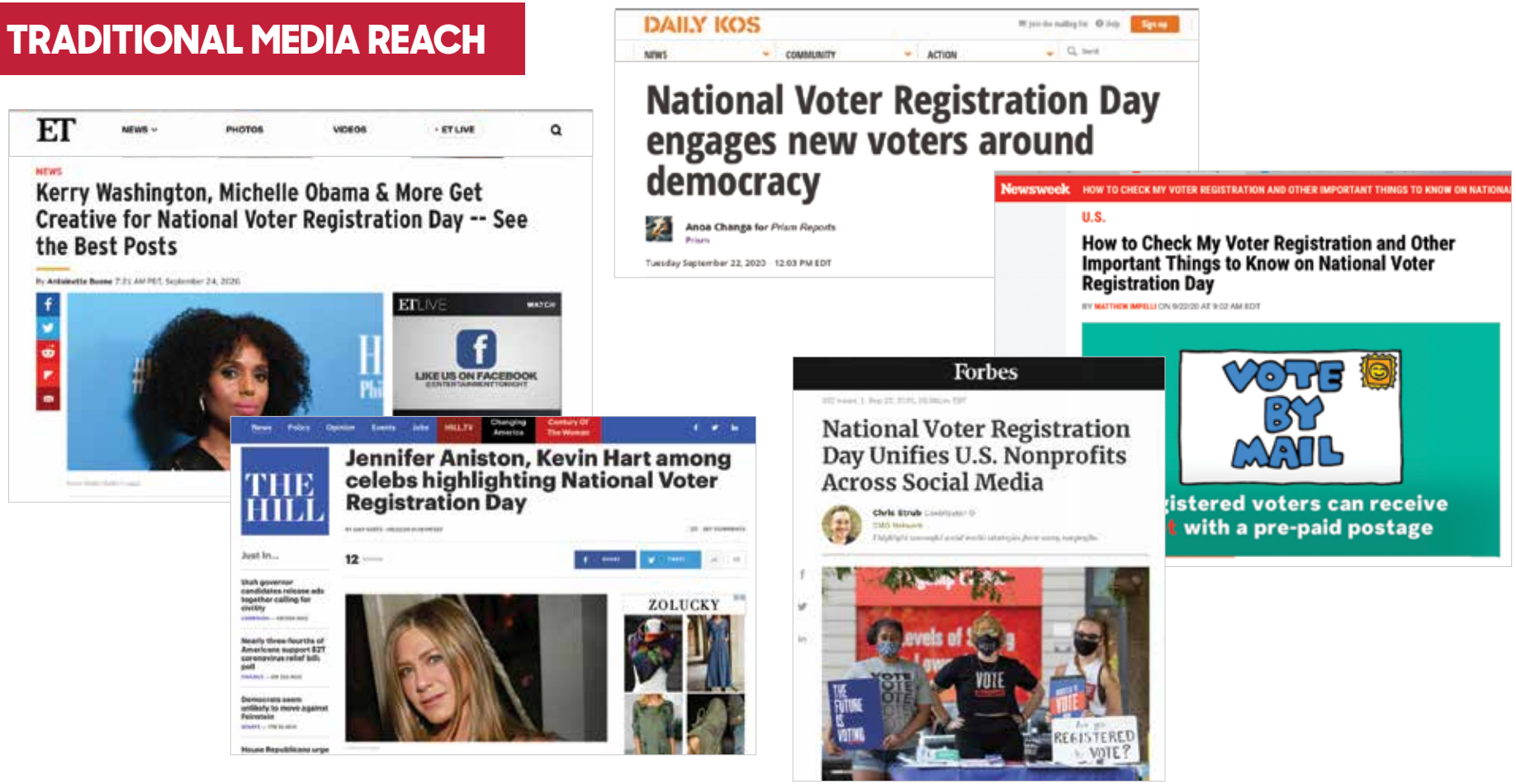
4,402 television stories

2,380 radio hits

1,600 online and print stories

88 national online and print stories

TRADITIONAL MEDIA REACH



National Voter Registration Day's press release was picked up by major outlets with a potential audience of over 1 million. We saw pieces in Newsweek, ET, Business Insider, The Root, The Hill, Daily Kos, Forbes, and went on Facebook Live with CNN.

The coverage told the story of how very different messengers–social media platforms, companies and brands, nonprofits, and artists/influencers alike–had the same core message of the need to get registered and ready to vote. Media coverage lifted up how they were innovating and persisting to keep our democracy going strong despite the challenging environment.

GETTING #VOTEREADY

Photo credit: Babe Vote

Getting registered is the first step in helping more Americans participate in our democracy, but it's far from the last one. To help convert newly-registered individuals into new voters, this year's National Voter Registration Day effort placed a renewed emphasis on helping communities get #VoteReady.

Partner toolkits and new resources included guidance on how to request a mail-in ballot, make a plan to vote, and activate friends and family to participate as well. The holiday also partnered with two complementary efforts, the inaugural National Voter Education Week (October 5-9) and Vote Early Day (October 24) to help thousands of National Voter Registration Day partners build upon the momentum generated by their registration events and stay civically engaged ahead of Election Day.

NATIONAL VOTER REGISTRATION DAY 2021

SAVE THE DATE:

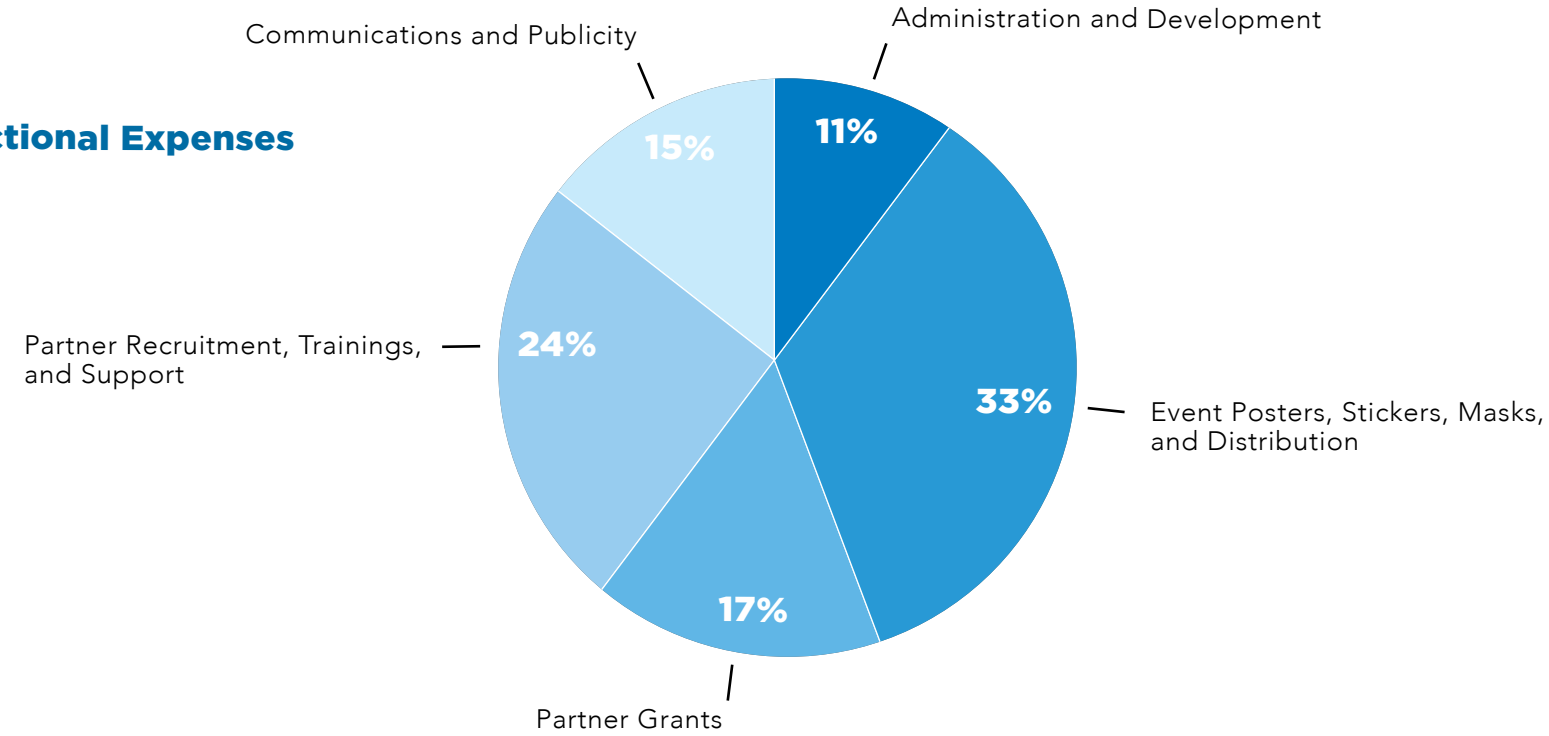
Tuesday, September 28, 2021

It's never too early to start planning your National Voter Registration Day event for next year's holiday!

Visit www.nationalvoterregistrationday.org for more information on how to get involved or email info@nationalvoterregistrationday.org. As always, we'll be looking for partners across the country to help us celebrate and get all eligible Americans registered and ready to vote.

FINANCIALS

Functional Expenses



Special thanks to the **Premier Sponsors** who made National Voter Registration Day 2020 possible, including: Aflac, Carnegie Corporation of New York, Creative Artists Agency, Democracy Fund, Facebook, New Venture Fund, Participant Media, State Infrastructure Fund at NEO Philanthropy, ViacomCBS, and Wallace H. Coulter Foundation.

Thanks as well to Doing Good Works, New Balance, and Patagonia for their in-kind donations of masks and sanitizer, and to Into Action Lab for in-kind communications support. Finally, thanks to the many partners who leveraged their platforms, audiences, and more to provide in-kind support for this year's National Voter Registration Day, costs which are not reflected above but were integral to the success of this year's holiday.

Program Expenses*

Salaries, Taxes, and Benefits	$ 250,114
Independent Contractors	$ 86,773
Partner Grants	$ 107,400
Event Materials and Shipping	$ 168,771
Masks and COVID-19 Adaptations	$ 31,000
Communications and Supplies	$ 31,802
Occupancy and Other Expenses	$ 35,086
Total Expenses	$ 710,946

* Unaudited

ACKNOWLEDGEMENTS

2020 Steering Committee Members

Secretary Kim Wyman
Secretary Steve Simon
Michelle Bishop
Amanda Centers
Christine Chen
Judd Choate
Bridget Coyne
Sofia Gross
Brian Miller
Tammy Patrick
Crystal Patterson
Ramya Raghavan
Matt Singer
Patrick Sweeney
Lindsay Torrico
Arturo Vargas
Laura Vogel

Staff

Kimberley Carroll-Cox
Caitlin Donnelly
James Hill
Lauren Kunis
Debi Lombardi
Caroline Mak
Brian Miller
Travis Morin
Alex Veloria

2020 Premier Partners

#VoteTogether Aflac Alpha Kappa Delta Phi Airbnb All In Campus Democracy Challenge Alliance for Youth Organizing American Library Association Andrew Goodman Foundation APIA Vote Arab American Institute American Society of Composers, Authors, and Publishers Asian Americans Advancing Justice Asian Pacific American Labor Alliance BIPAC/Employees Vote Blue Apron Campus Election Engagement Project Campus Vote Project Carnegie Corporation CenterLink Civic Alliance Co-ops Vote Comedy Central Comic Relief Country Music Television Creative Artists Agency Democracy Fund Democracy Works Earth Day Network eBay Election Center EveryLibrary Facebook Fair Elections Center Feeding America Global Citizen Glossier Google HeadCount Hillel International Independent Sector JUST Water Kaiser Permanente Lamda Phi Epsilon League of Women Voters Levi Strauss & Co. Logo Lyft Military Officers Association of America MTV NAACP National Association for the Education of Young Children NALEO Educational Fund NASED NASS National Alliance on Mental Illness National Congress of American Indians National Disability Rights Network National Council of Nonprofits National Low-Income Housing Coalition National Vote at Home Institute Nerds Vote New Leaders Council Nonprofit VOTE Oportun Paramount Network Participant Media Paypal Pop TV Postmates Reddit Refinery29 Register2Vote RISE Rock the Vote Salesforce Seventh Generation Sirius XM Pandora Smithsonian Channel Snap Inc. Spotify Students Learn Students Vote Coalition Student PIRGS Target The Skimm The Civic Center Tumblr TurboVote TV Land Twitter Uber United Way Worldwide Univision US Conference of Mayors US Election Assistance Commission VH1 ViacomCBS Vice Media Vote America Vote.org VotER Voter Participation Center VotoLatino Foundation Wallace H. Coulter Foundation Walmart When We All Vote YMCA YWCA

The 4,589 Community Partners

For the full list of national and community partners visit:
https://nationalvoterregistrationday.org/2020-partners/

Digital support and tools provided by:

Into Action Lab | **Register2Vote** | **Rock the Vote** | **TurboVote** | **Vote.Org**

Thank You to Our Premier Sponsors!

The full report for National Voter Registration Day 2020 will be available in early 2021 at: nationalvoterregistrationday.org/reports/