

Red Wine & Blue

Planning your National Voter

Registration Day event

Tues., September 15, 2026



 Nonprofit VOTE



Who we are and what we do

- **Mission:** Nonprofit VOTE is the managing partner of the holiday and we equip our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.
- **Vision:** We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a more inclusive democracy where all voices are heard, particularly those currently underrepresented in the voting process.



[Nonprofit VOTE 2023-2024
Biennial Report](#)

About National Voter Registration Day - Sept 15

- Since 2012, National Voter Registration Day and its partners have helped register over 6.3 million voters.
- In 2024 alone, 820,000 people registered or updated their registration—1 in every 120 eligible voters nationwide.
- Thousands of diverse partners participate annually, supported by national endorsements and free tools for digital and in-person outreach.
- The holiday is endorsed by the National Association of Secretaries of State (**NASS**), the National Association of State Election Directors (**NASED**), the U.S. Election Assistance Commission (**EAC**), and the National Association of Election Officials (**The Election Center**).



The impact of the 2026 Midterms

- The 2026 elections will give voters the opportunity to shape decisions at every level of government.
- Ballots across the country will include **all 435 seats** in the U.S. House of Representatives, **33** U.S. Senate seats, **36** governorships, over **6,100 state** legislative seats, and tens of thousands of local offices that influence policies affecting daily life.
- **Remember:** National Voter Registration Day is about democracy. It's about doing something, big or small, to help your community participate in the electoral process. We're helping people use their voice—not telling them what to say.

The six rules for becoming an **NVRD 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!**



Sign as a 2026 community partner!

Over 2700+
have signed
on!

Scan the QR code with
your camera app or click
the link in the chat to sign
up!

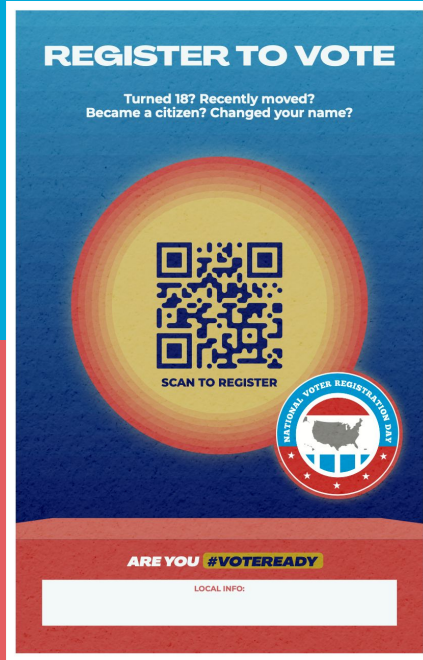


What Red Wine & Blue can do as a **community partner**



- Display **posters and stickers** around your community (starting in August).
- Host a voter registration drive on **Tuesday, September 15th**.
- **Cross-promote** NVRD on your social media.
- **Share** the event with your networks.
- Encourage your **local election office** to celebrate the day.
- Attend ongoing **webinars and trainings** to stay up to date on key requirements.





What your location will receive as a community partner

- **Posters and stickers (available in nine languages)**
 - Will be 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
- **Ongoing webinars**

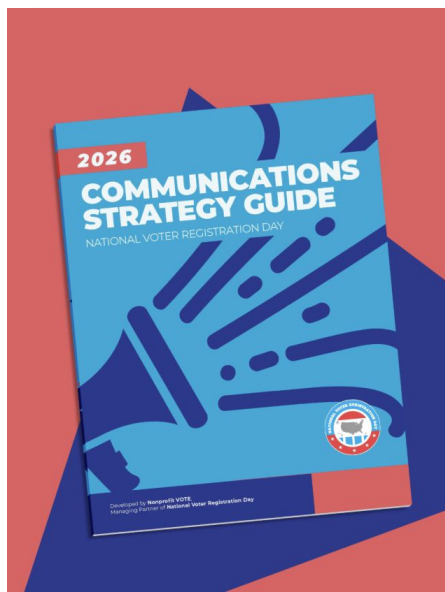
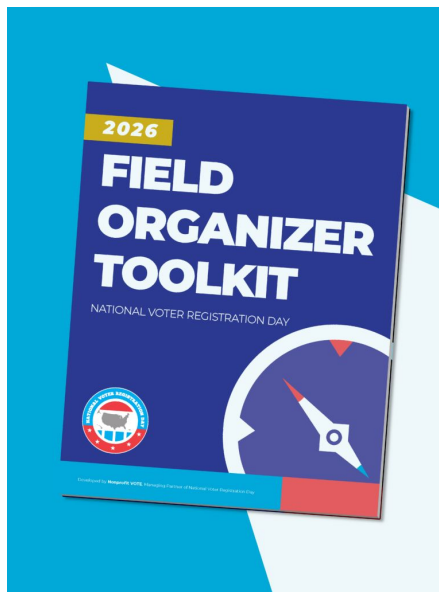
Posters and stickers are available in **nine languages**



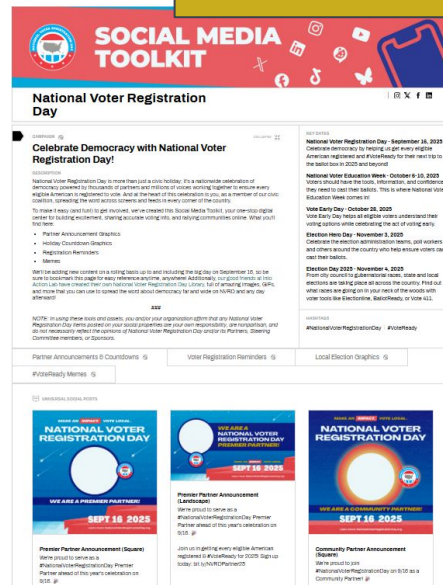
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Our 2026 toolkits



Coming Soon!



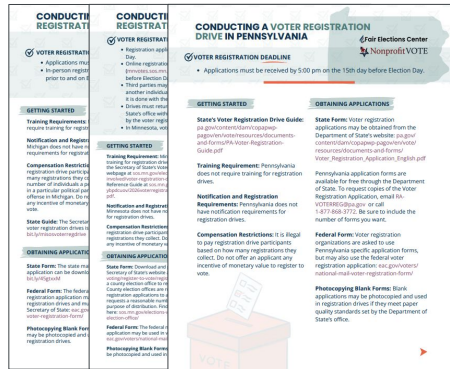
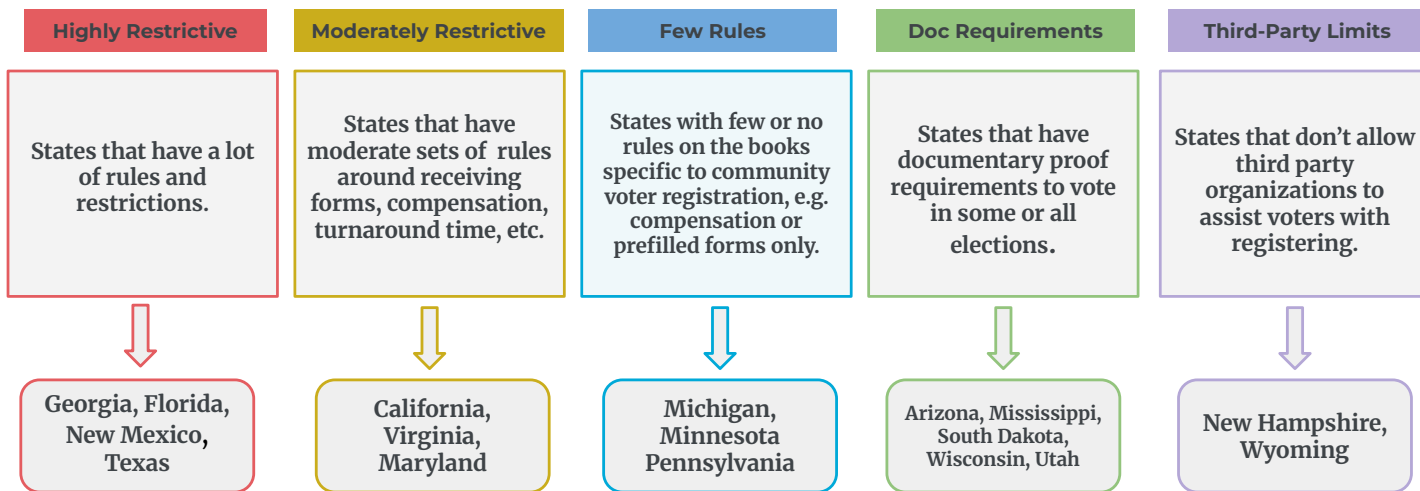
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Our 2026 State Voter Registration Guides

Levels of
restriction

State
examples



Communications resources



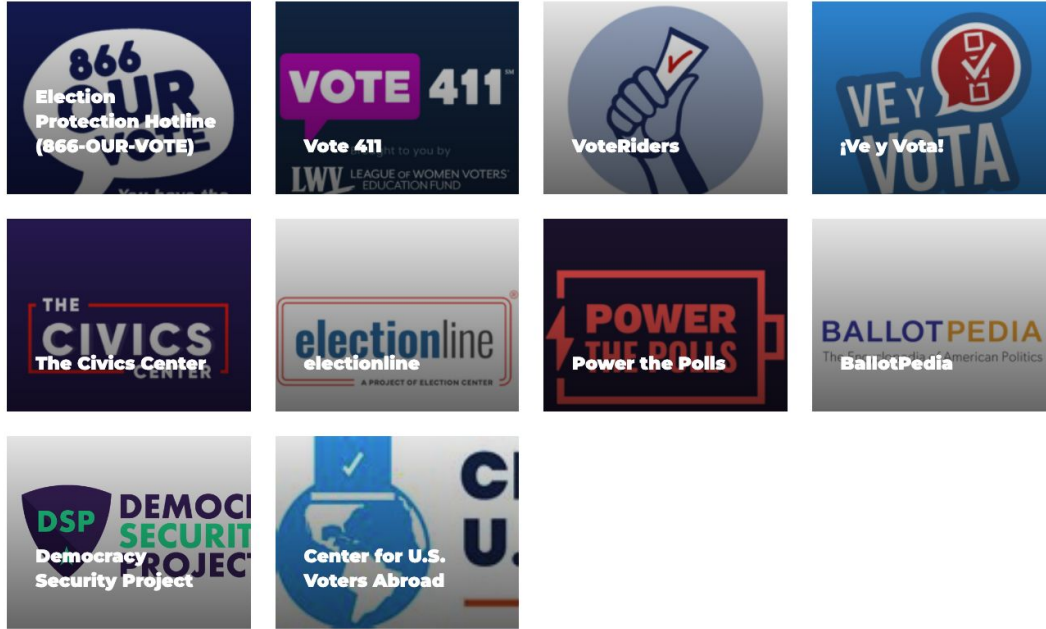
Everything from sample messaging for email, press releases, tips and tricks, and brand guidelines.

Fact sheets to help with registering specific voters



Check out a few of our fact sheets with talking points for specific groups of voters like new citizens and college students!

Vetted partner resources



Resources from some of our vetted partners including voter id, voter hotlines, what to know about voting abroad, and more.

Check out our “Why Vote” tool

**WHICH TWO SERVICES
IMPACT YOU THE MOST?**



COMMUNITY PLANNING
PUBLIC TRANSIT, PARKS, ZONING,
SIDEWALKS, ROADS, SAFETY



CHILDCARE
HEAD START, FAMILY PLANNING,
CHILDCARE VOUCHERS



EDUCATION
FREE LUNCH PROGRAM, ESL,
UNIVERSITY/COLLEGES, LIBRARIES



FOOD ACCESS
WIC, FOOD PANTRY, FOOD SAFETY,
LOCAL AGRICULTURE, FOOD STAMPS



HOUSING
SECTION 8, HOMELESS SERVICES,
PUBLIC HOUSING, EVICTION SUPPORT



EMPLOYMENT
JOB TRAINING, LABOR LAWS,
SOCIAL SECURITY, UNEMPLOYMENT



HEALTHCARE
MEDICAID, DISABILITY SERVICES,
MEDICARE, MENTAL HEALTH



ENVIRONMENT
WATER/AIR QUALITY, WASTE
MANAGEMENT, ALTERNATIVE ENERGY

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These materials are based on the “WHY VOTE?” TOOL
created by the RIGHT QUESTION INSTITUTE (source: rightquestion.org)

Nonprofit leaders like you can help voters make the connection between local services and the elected leaders who make decisions that impact the community.

Check out our
Why Vote tool to help you talk
to voters!

<https://www.nonprofitvote.org/resource/why-vote-tool/>

Check out our “Who represents you?” tool

Position	Name	Phone	Email Address	Last Elected & Next Election	Responsibilities	Notes (When they were elected, when their next election is, if they've held any elected positions in the past)

If voters are looking to learn more about the elected leaders who serve your area, check out our tool and start filling in your elected leader bingo card!

<https://www.nonprofitvote.org/resource/nonpartisan-advocacy-planning-tool/>

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Contact Us

Questions about partnership and resources:

- info@nationalvoterregistrationday.org
- info@nonprofitvote.org

Thank you

See you on September 15!



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