



Sample Emails to Volunteers and Affiliates



Sample Email for Supporters and Affiliates to be sent about a month before National Voter Registration Day

Sender: Name, Organizational Name (Should read "Samantha, Organization.com" for example)

Suggested Subject lines:

- Celebrating Democracy in America – Register to Vote!
- National Voter Registration Day Turns 10!
- [ORGANIZATION NAME] and National Voter Registration Day: Let's Get #VoteReady!
- Mark your calendar: September 20 is National Voter Registration Day!

Suggested Text:

Dear [SUPPORTERS NAME],

We're excited to be part of a national effort to strengthen our democracy by registering voters on this year's National Voter Registration Day, which will take place on September 20, 2022 and marks the 10th anniversary of this nationwide celebration of democracy.

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that involves thousands of organizations and volunteers working together to ensure their family, friends, and neighbors are registered to vote and ready to cast a ballot. National Voter Registration Day is the perfect opportunity to get involved no matter what party you support or which issues matter most to you.

Today, we invite you to register to vote and learn more at NationalVoterRegistrationDay.org and use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you're registered to vote, there are many other ways you can get involved:

- Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online [INSERT DETAILS OF EVENT]
- Step up to host your own local in-person or online event with your family, friends and neighbors to make sure everyone you know is registered. Learn more about becoming a National Voter Registration Day partner at NationalVoterRegistrationDay.org
- Follow us on social media to get reminders that September 20 is the big day!

We're really excited to be able to join thousands of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME]

[ORGANIZATION]

SAMPLE EMAILS TO VOLUNTEERS AND AFFILIATES

Continued



Sample Email to be sent out about a month before National Voter Registration Day

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

Suggested Subject Lines:

- Where will you be on September 20?
- Our National Voter Registration Day events near you – or online!
- [ORGANIZATION NAME] in your town
- Celebrate #NationalVoterRegistrationDay on September 20!

Suggested Text:

Dear [NAME],

We're committed to strengthening our democracy by getting voters registered on National Voter Registration Day this September 20, the 10th anniversary of this nationwide celebration of democracy!

Come join us in this vital celebration of our shared democracy! On September 20, come out to a voter registration event we're hosting near you [INSERT EVENT DETAILS, LINK TO EVENTS MAP ON OUR WEBSITE, AND/OR SHARE ONLINE EVENT DETAILS].

There are state and local elections of importance all across the country this year, and every single year is a great one to get more voters registered and ready to vote.

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

[EVENT NAME 1]

[EVENT LOCATION OR URL]

[TIME]

[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]

[EVENT LOCATION OR URL]

[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 NationalVoterRegistrationDay.org/events to RSVP and invite a friend!

See you on September 20!

[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 EMAILS TO VOLUNTEERS AND AFFILIATES

Continued



Sample Email to be sent the morning of September 20

Sender: [ORGANIZATION]

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

Suggested Text:

Dear [FIRSTNAME] / Supporter,

Voting is a shared American freedom, 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 today marks its 10th anniversary! You can celebrate by:

Checking your registration or registering to vote online using [National Voter Registration Day's Online Voter Registration Portal](#). It's simple, it's free, and it's secure. If online voter registration is not available in your state or if it doesn't work for you, you can easily start the process online no matter where you live.

Attending a National Voter Registration Day event: Find one near you, or search for an online event.

Spreading the word: Once you make sure you're registered to vote, forward this email or text a friend, ask them to join you and use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts.

Getting #VoteReady: Already registered? Even better! If you want to learn more about elections in your community, check out our #VoteReady resources page on National Voter Registration Day's website.

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

[ORGANIZATION NAME]

