

SAMPLE EMAILS FOR AFFILIATES OR SUPPORTERS

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

Sender: Name, Organization 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: Let’s Get #VoteReady!
- ◆ Mark your calendar: September 16 is National Voter Registration Day!

Body:

Dear [SUPPORTER’S FIRSTNAME],

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 16, 2025!

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that has helped more than 6 million Americans register to vote! With the help of thousands of organizations and volunteers working together across the country, the holiday serves as a pre-election-season springboard that gets communities of every stripe #VoteReady to hit the polls in their next election.

No matter what party you support or what issues matter most to you, National Voter Registration Day is the perfect time to contribute to our shared American democracy.

Today, we invite you to register to vote and use the voting resources at NationalVoterRegistrationDay.org. 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 16 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 NAME]



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

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

Suggested Subject Lines:

- ◆ Where will you be on September 16?
- ◆ National Voter Registration Day events near you—or online!
- ◆ [ORGANIZATION NAME] is registering voters in [YOUR TOWN]!
- ◆ Celebrate #NationalVoterRegistrationDay on September 16!

Body:

Dear [NAME],

We’re committed to sustaining and strengthening our democracy by getting voters registered on National Voter Registration Day this September 16. With so many state and local elections happening this year, registering to vote is crucial to ensuring as many voters as possible can participate in these races that are often plagued by low turnout.

Join our voter registration event and its vital celebration of our shared democracy on September 16 at [INSERT EVENT DETAILS AND/OR SHARE ONLINE EVENT DETAILS].

With thousands of state, local, and special elections happening over the course of 2025, this nationwide civic holiday is an opportunity to raise awareness about these often forgotten “off-year” elections.

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 who, like you, value civic participation and are willing to take a few hours for one day to help strengthen our communities’ bonds.

[NAME]

[ORGANIZATION NAME]

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 16

Sender: [ORGANIZATION NAME]

Subject Line: It's National Voter Registration Day!

Body:

Dear [FIRSTNAME] / Supporter,

While this is a democracy, ensuring that our electoral outcomes reflect the will of the American people requires making sure that as many of those people as possible can participate at the ballot box as registered voters.

That's why [ORGANIZATION NAME] is a proud Partner and supporter of National Voter Registration Day, the nation's largest civic holiday, with well over 6 million voter registrations since 2012.

Here's how YOU can celebrate democracy today:

- ◆ **Register to vote or check your registration online** using [National Voter Registration Day's Online Voter Registration Portal](#). It's simple, it's free, and it's secure. Even if online voter registration is unavailable in your state, you can easily start the process online, no matter where you live.
- ◆ **Attend a National Voter Registration Day event:** Find one near you by connecting with your state or local election officials.
- ◆ **Spread the word:** Once you make sure you're registered to vote, forward this email, text a friend, and/or post to social, asking your network to join you in getting #VoteReady. Be sure to use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts. Check out this library of great social media content from our friends at National Voter Registration Day.
- ◆ **Get #VoteReady:** Already registered? Even better! To learn more about elections in your community, check out our [#VoteReady resources](#) on the National Voter Registration Day website.

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

Sincerely,
[ORGANIZATION NAME]

